

conversocial

Now Showing: Star Social Customer Service

Odeon uses Conversocial to develop a complete in-house social engagement program.

Study

ODEON is the largest cinema chain in Europe with over one hundred cinemas, entertaining more people in the UK than any other cinema chain. The brand mantra is “Fanatical about film”, an idea fully ingrained in every member of staff and all communications, with social media being no exception. Facebook and Twitter are important communication channels for ODEON to reinforce their position as the UK’s best cinema chain.

ODEON has built a fully structured social customer service operation from scratch in under a year. Their customers are now actively interacting with ODEON on their social communities, giving ODEON teams the opportunity to constantly demonstrate their film knowledge and re-enforce their brand mantra.

ODEON set up a Facebook page in February 2011. The company’s first step was to enlist the help of an external agency who handled everything social, including responding to customers. After a few months of weekly meetings, the business-critical nature of the comments surfacing on social channels became apparent. Real retail problems were going unresolved and there was no route back into the business for changes to be made when issues were discovered. The potential for insight from social media into integral business initiatives, such as the cinema’s loyalty scheme, got attention from the top levels of ODEON.

The decision was made to start taking control of Facebook and Twitter in-house; a new marketing department, Brand and Social Media, was created and Alex Packham was brought into the company as Social Media Executive in June 2011.

Bringing customer service to the core

After only 2 months of managing Facebook and Twitter, Alex realised ODEON's teams needed full ownership of social communication. On their agency's recommendation, the company's first initiative to adopt social media in-house was to get set up with Conversocial so that

// Switching to in-house management of social engagement, using Conversocial, halved ODEON's social media spend. **//**

Alex could handle responses and collect insight effectively. Moving to this model of management cut agency fees by more than half - which previously consumed ODEON's entire social media budget - freeing spend for other initiatives such as campaigns and competitions.

With visibility over every incoming comment, post and tweet through Conversocial, Alex soon realised that customer service would be the future of social media for ODEON. Using Conversocial was the only way to introduce the contact centre into ODEON's social media program. This needed to be done in a structured and controlled way, bringing together departments otherwise completely separate. Empowering the contact centre team to deal with real customer issues in social media was essential; while customer service representatives can be assisted with public communication skills, the knowledge held in the contact centre and the processes to resolve real problems are extremely difficult to transfer.

Conversocial allowed for close collaboration between marketing and customer service to ensure that social tone of voice and customer service procedures came together effectively. Conversocial is ODEON's hub of social interaction, where the team handles all Facebook and Twitter communication with their customers.

Quick, seamless workflow puts ODEON in touch with its customers, fast.

Conversocial brings in each of ODEON's messages from its customers chronologically, making it clear exactly what still needs to be dealt with, and ensuring nothing is missed. It's easy to prioritise the most urgent messages first;

“ Conversocial flags customer service queries automatically, using natural language processing, and allows for custom prioritization of messages. ”

Conversocial flags customer service queries automatically, using natural language processing, and allows for custom prioritization of messages based upon relevant key words. Filters are used to make sure that Facebook posts, most visible on ODEON's wall to page visitors, are processed first. Conversocial's rigorous structure for social management made plugging in support staff to help deal with the workload feasible; understanding what has been dealt with by others, and organising processes across team members was only possible using Conversocial.

Effective collaboration mobilizes the entire organisation and ensures consistent service

Alex is able to work effectively with the contact centre team, with a quick communication process in place around issues that need to be escalated. Conversocial's assign feature, with the capability to add private notes to customer messages, allows ODEON to share knowledge across different teams, and make sure the right person is handling relevant comments, posts and tweets.

As Social Media Executive, Alex responds to many customer queries from an FAQ list. Where specialist knowledge is required from the contact centre for specific cinema issues, problems with the cinema's loyalty scheme, or particular cinema deals, the contact centre can give relevant, informed replies.

ODEON has devised a comprehensive crisis response map. Messages that could escalate into a PR crisis (or anything the customer service team doesn't feel comfortable answering) are assigned to the Brand and Social Media department to ensure inflammatory posts are handled carefully.

Comprehensive data storage and analysis secures ODEON's social strategy for the future

One of the greatest benefits ODEON gets from using Conversocial is the security of a complete record of every action and interaction. It's possible to analyse what's being said by cinema-goers, how the team are doing at responding effectively, and report to key decision makers on the company's key performance indicators. Conversocial's engagement benchmarking tool, Profiler, allows ODEON to keep the board updated with their on-going performance in social media compared with other leading cinemas.

Tracking the volume of messages received through Facebook and Twitter allows ODEON to organise the team and determine its growing workload and resourcing requirements. Using's Conversocial's response time metrics, ODEON is working on understanding the relative time and costs of dealing with customer requests through social media, email and phone. Given ODEON's board-level interest in social media to date, it's essential for the team to future-proof their efforts and make sure they are fully accountable. Without Conversocial's rigorous storage of data, which is easily accessible and exportable, it would be impossible to conduct a controlled social customer service program. Enabling contact centre staff to work directly with Facebook comments and posts took away the barriers that had been slowing them down.

Interactions with **InghamLacey** Follow
Back

Graham Ingham-Lacey Dorset
 Work in Richmond, live in Bournemouth and Worcester Park, married to a man (OMG!)

56 Followers 206 Following
[View Profile in Twitter](#)

1 Oldest First

@Mention - InghamLacey Archived Film X

Just seen #Titanic 3D at @ODEONCinemas #bournemouth totally worth seeing all over again 3D really adds to it!

06 Apr 2012 at 15:07 📧 🔒 @Reply DM Retweet Add Note Debug

Assign

@Mention - InghamLacey Archived Customer Service X

Should I see #avengers or #cabininthewoods tonight?! @ODEONCinemas #difficultchoice

Today at 09:29 📧 🔒 @Reply DM Retweet Add Note Debug

Assign

ODEON

Update - ODEONCinemas Published

@InghamLacey Avengers isn't out until next Thursday! Both films have had fantastic reactions so either choice you will enjoy!

Today at 09:35 by You 2 replies Add Note Debug

X Delete

0.0
IPM

ODEON

Update - ODEONCinemas Published

@InghamLacey Avengers isn't out until next Thursday! Both films have had fantastic reactions so either choice you will enjoy!

Today at 09:35 by You 2 replies Add Note Debug

X Delete

0.0
IPM

@Mention - InghamLacey Archived

@ODEONCinemas thanks! didn't spot that! Will be able to see both then! #cabininthewoods tonight!

Today at 09:37 📧 🔒 @Reply DM Retweet Add Note Debug

Assign

The results: real business changes

Before entering the social media space, ODEON tracked sentiment to find out how their brand was perceived in the social media space. They found that negative sentiment highly outweighed positive. Sentiment data has informed initiatives on multiple issues, from helping the film booking strategy at specific locations to improving customer service on the ground level.

Since implementing Conversocial, ODEON has seen a 61% reduction in negative sentiment and a 27% increase in neutral sentiment because of increased customer queries – meeting a specific goal set by ODEON to bring more of the company’s customer requests to social media. Facebook and Twitter have been embraced by ODEON’s customers as a reliable service channel and have shown the cinema chain to be highly customer-aware, with positive effects on brand reputation.

The social media team has seen the transformation of a Facebook wall dominated by complaints into a forum for real customer queries and questions, answered quickly and effectively. Facebook and Twitter provide ODEON’s customers a means to engage with the company in real-time, vital in their fast-paced industry. Without a solid social engagement strategy, customers would have been without an effective direct channel to engage with the brand - likely the cause of a previously high level of negative sentiment. Engagement and conversation between ODEON and their social media fans is much more frequent than any other customer segment or channel.

The introduction of thorough social engagement has made immeasurable improvement to the entire company’s approach to business. Bringing social media management to the heart of the business has made ODEON much more customer aware, and able to make real changes, from national marketing programs to service in individual retail outlets.

“ Conversocial has been the perfect software solution and company to work with to meet our needs. They focus on the most important needs of businesses like ours, who are trying to develop serious social engagement strategies, and simplify the biggest challenges rather than adding unnecessary bells and whistles. We’ve received an outstanding level of personal attention throughout, and developed a really strong relationship that focuses on our needs. Without Conversocial, we wouldn’t have been able to make the progress we have done this year. **”**

Conversocial is social customer service software for Facebook and Twitter, used by companies including Groupon, Tesco, Net A Porter and more. We help our customers deliver great customer service through social channels by enabling them find and respond to real issues more effectively - decreasing negative sentiment and risk of social crises, while saving time and gaining greater customer insight.

Contact:
www.conversocial.com
sales@conversocial.com
[@conversocial](https://twitter.com/conversocial)