



Case Study

How Hertz Delights and Retains its Customers Through Social

conversocial

How Hertz's cross-departmental collaboration helps it delight and retain its customers.

For Hertz, the world's leading car hire company, social customer service isn't just an opportunity for the company to react to incoming social inquiries, but also to achieve a more accessible and human level of service. After analysis showed that more than 70% of Hertz's incoming messages over Facebook and Twitter were customers sharing real issues and looking for help, they moved to integrate trained customer service staff into their social media accounts. Today, Hertz has rolled out Conversocial across multiple teams and locations to exceed customer expectations for better service.

"We know our customers are asking questions on social media and we're choosing to communicate with them on channels they're choosing more frequently," says Lemoire Hecht, Manager of Communications and Social Media at Hertz. "It's really looking at our overall needs as a company and providing customers with the fastest, easiest and most valued experience with Hertz whether it is at a location or on social media."

Since integrating social into customer service, Hertz has seen a 30% increase in positive interactions with its customers. The new program has helped Hertz's overall communications in the following ways**:

- 1. Demand:** The company now has a more comprehensive overview on the different types of services that are in demand at any particular time. For example the kinds of cars business travelers or families may want during busy times during the year.
- 2. Buy-in:** Consumers are more receptive to the brand's efforts to answer and engage with them immediately, instead of constantly being directed elsewhere without an immediate answers.
- 3. Brand advocacy:** Consumers who have a positive customer service interactions are more likely to share their experience with their friends via social channels.

Hertz analyzed the number of unique customers their social customer service team is helping and the potential value of these customers. Through these calculations they have forecast that their social customer service team will help to protect over \$10m of annual revenue in 2013.

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Setting up the Hertz Social Customer Service Program

Engaging with customers through a social tool designed for marketing was proving to be inefficient. Members of the marketing team in charge of the company's social media accounts didn't have the infrastructure they needed to provide customer service. They had to rely on email and screenshots to get answers from customer service agents, causing a large delay between customer requests and replies.

**Source: <http://www.prnewsonline.com/topics/social-media/2013/05/13/hertz-links-pr-and-customer-service-as-social-channels-grow/>

Acknowledgements could only be delivered within 24 hours, and resolutions could only be reached within 4-7 days. A huge amount of time was being wasted internally and customers suffered. Ultimately, Hertz was forced to declare that their Twitter handle was not a customer service channel, and stopped responding.

Realizing that they could improve upon their current workflow and seeing the tremendous potential of social media, the marketing department chose to restructure how it interacted with its customers over social.

Today, Hertz's social communication with customers is an enterprise-wide initiative. The digital marketing team oversees the company's social media activity, and the PR team monitors their brand presence, out of Hertz's headquarters in New Jersey. The frontline, though, falls to the newly built social customer service team of 30 agents and growing, which reports to the Senior Director of Service Excellence in Hertz's contact center in Oklahoma. By designing efficient processes and choosing the right technology, Hertz has developed a top-of-the-line social engagement hub that provides customers with the experience they demand over Facebook and Twitter.

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Providing the Experience over Social that Customers Expect

Through positive engagement with its fans and followers, the Hertz team has successfully set the standard that customers who reach out over social will receive an answer no differently than they would via email or phone. In-channel resolution is key to providing this experience for customers.

While many competitors redirect users who reach out over social media to outside channels such as forums, phone and email, Hertz agents are trained to deal with an issue from start to finish on the channel it was raised through.

“The Conversocial team guided us through the entire process, sharing their best practices, and the software itself lent to a very smooth implementation,” says Grigoryev. “And their fantastic support staff has continued to support our needs as we evolve our program.”

Continually innovating, Hertz recently expanded its social customer service coverage by offering 24/7 customer support. In Andrey Grigoryev's words, “Social media doesn't stop, neither does travel, and neither should we.” Hertz also plans to take service to the next level with proactive outreach to customers on Twitter with a problem or discussing their rental decisions, blurring the lines even further between service, marketing and sales.

To learn how other businesses use Conversocial, find more examples at www.conversocial.com/product/customers

If you'd like to learn how Conversocial can help you to develop an effective Social Customer Service program, email us now at sales@conversocial.com

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