
The State of Social Customer Service 2015: Maturing Enterprise Operations

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A note on our respondents

The State of Corporate Social Media survey - conducted in the months of January and February 2015 - is a major source of feedback from the Conversocial community. We surveyed over 100 Conversocial clients to gather the below data.

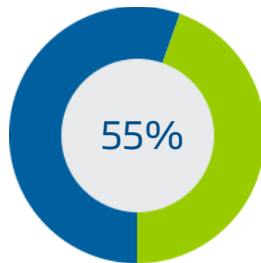
Customer expectations have changed, social has matured and requires the same disciplines and accountability as traditional channels. This survey assesses social customer service as a function and investigates the social customers who have engaged and evolved over the past year.



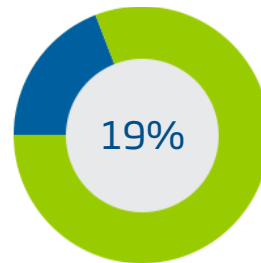
Social customer service at your company

A major shift in approach to social customer service is under way. The following charts analyze how the expectations of social service have shifted both internally and externally from consumers and companies alike.

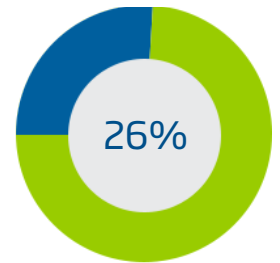
How have the expectations of social customer service changed internally at your company within the last 12 months?



The C-Suite now values social customer service

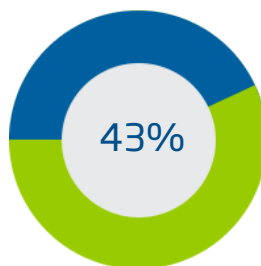


Our tone of voice on social influences other channels

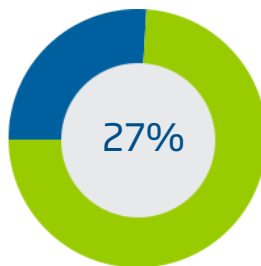


People take social seriously as a customer service tool

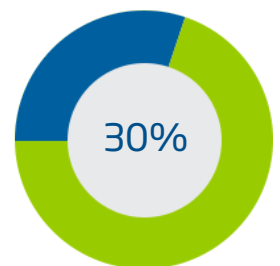
What is the biggest change, over the last 12 months, in customer expectations of social customer service?



Customers expect the social team to be integrated with other customer channels



Customers now expect response in under 30 minutes



Customers expect a 'first contact' resolution from the social team

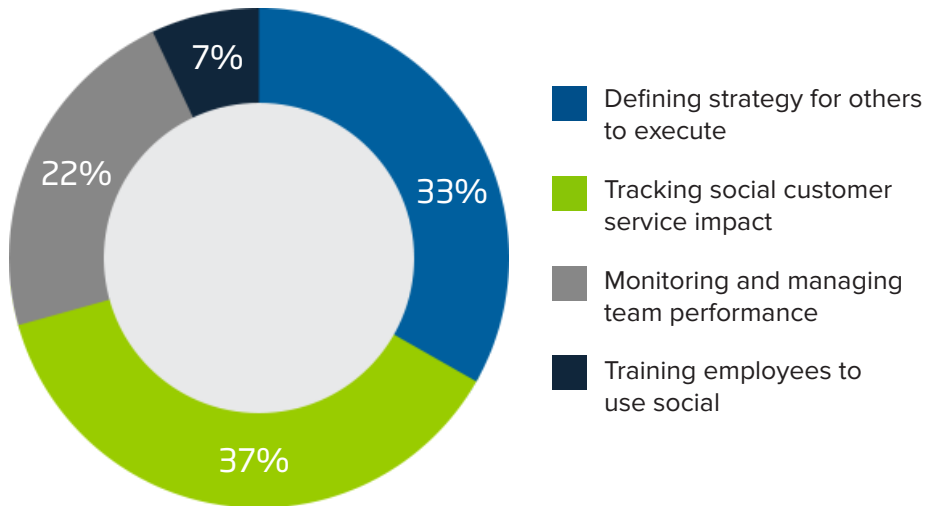
Over which social platform has your organization received the highest volume increase in customer service enquiries within the last 12 months?



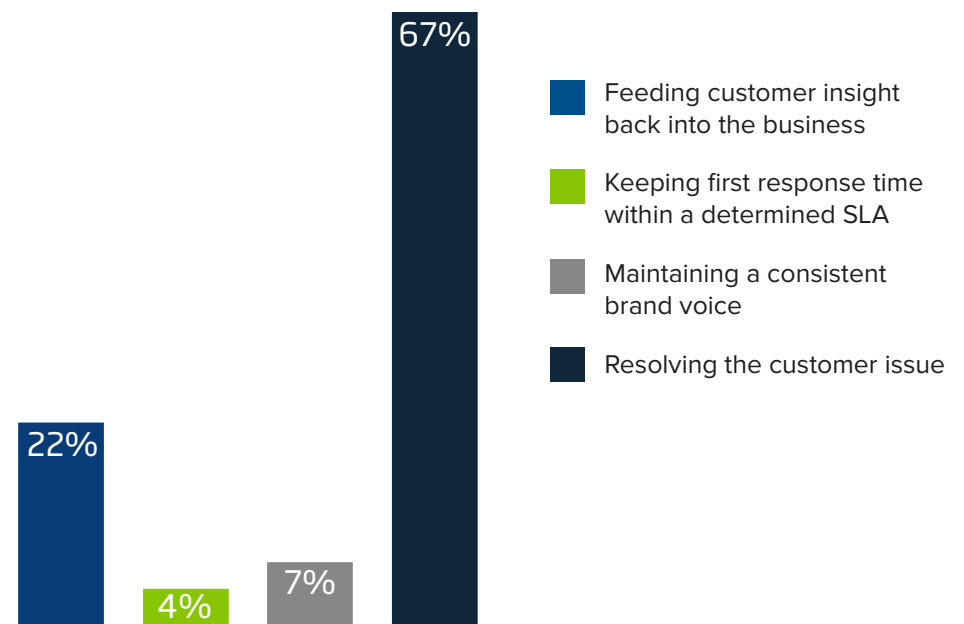
What does your social customer service operation do?

What takes up the majority of your time when executing your social customer service strategy?

The below graphs analyze what the most time consuming aspect to social customer service strategy execution, and what the main focus is for the next 12 months.



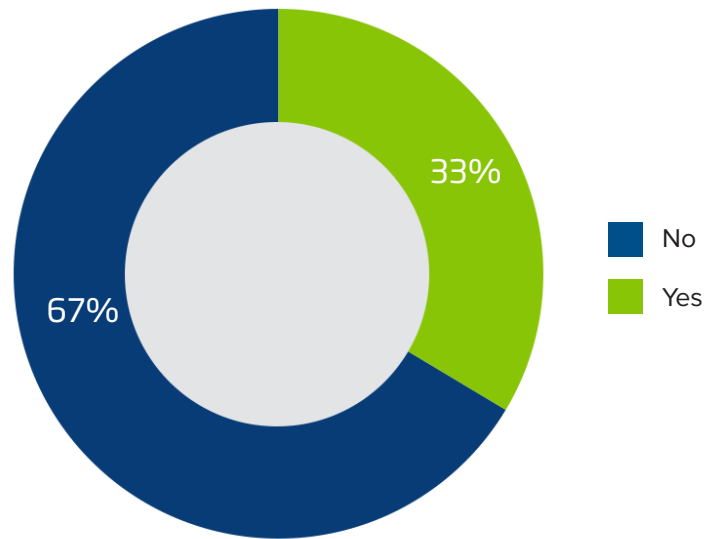
What is the main priority for your social customer service team in the next 12 months?



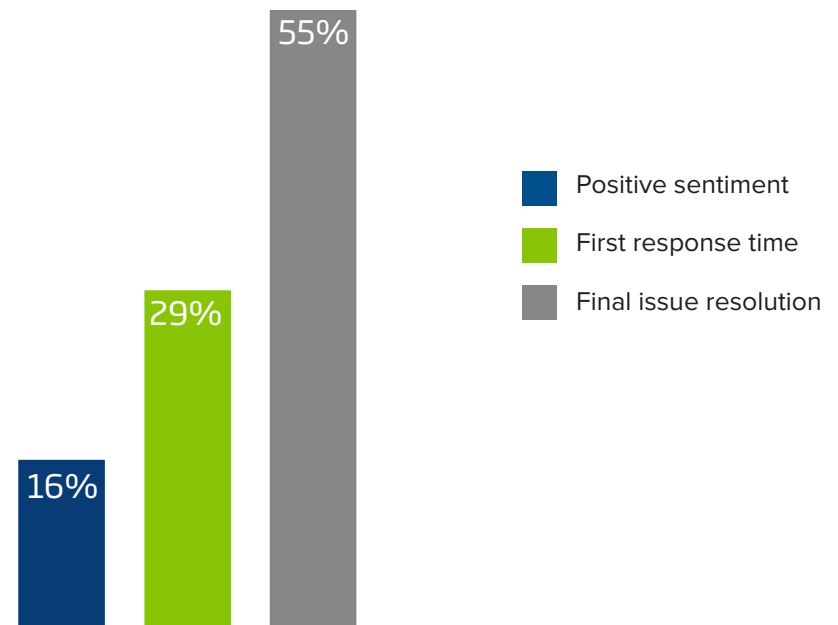
Measuring the impact of social customer service

Within the last 12 months, do you feel you have meet the expectations of your social customer?

Measurement is an age old question when it comes to social customer service. Below we asked the metrics that matter most when looking for social customer service success.



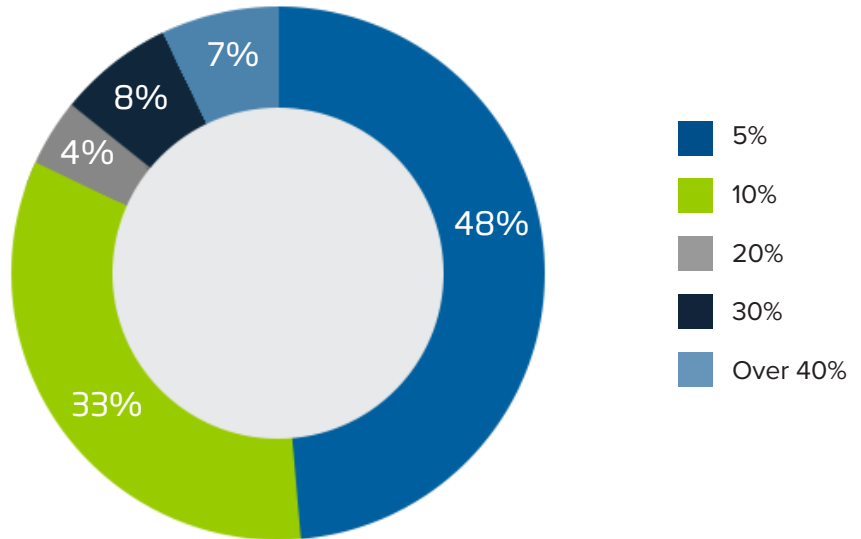
What is the most important metric to you when measuring social customer service?



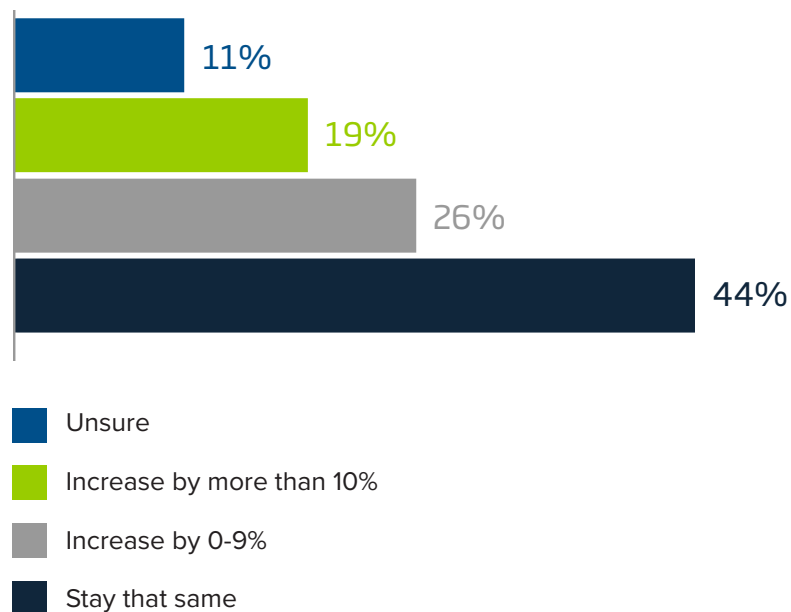
How social customer service impacts resource allocation at companies

One of the major barometers of social customer service success within a business is how much resource allocation. The following charts and analysis will attempt to draw conclusions based on corporate responses to questions on resource allocation.

What % of overall customer volume does social account for – year-to-year?



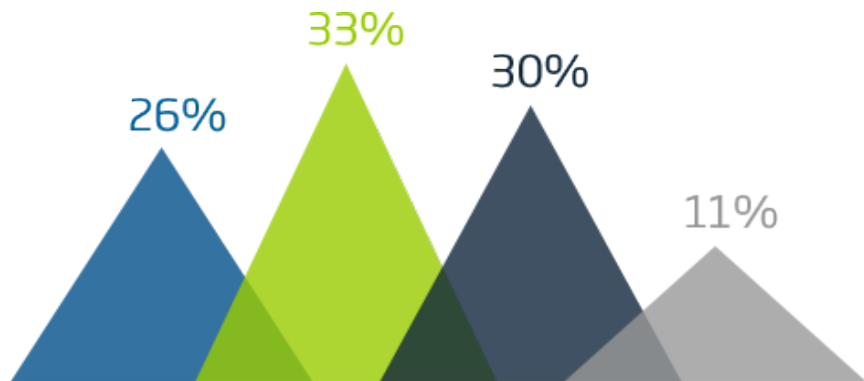
By how much do you expect your organizations' 2015 social customer service budget to differ to 2014?



What does the future hold for enterprise social customer service?

Social service is growing up. But it is still in its infancy compared to traditional channels. Below we look at the key priorities for 2015 social strategies, and what is going to be the challenge getting there.

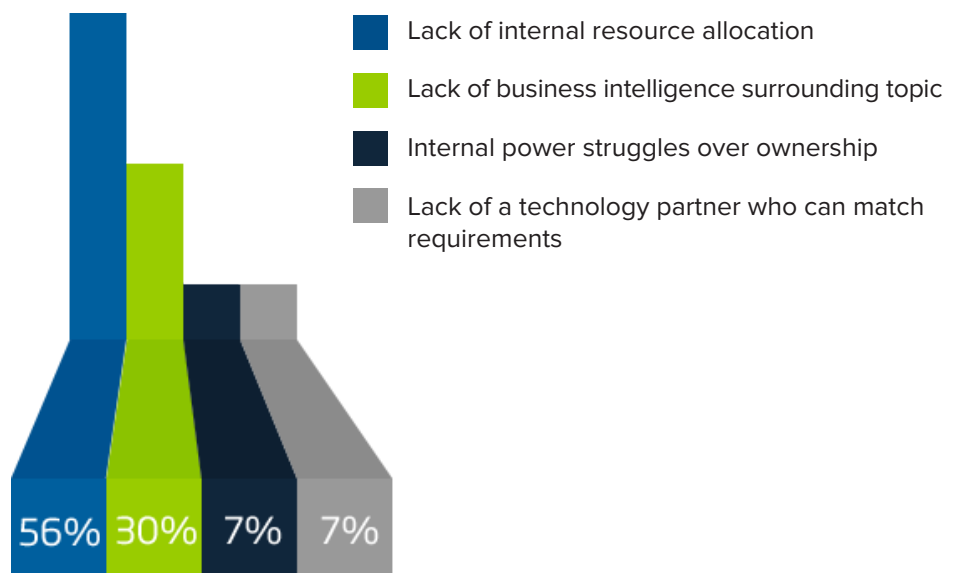
What is your key priority for your 2015 social customer service strategy?



- Measuring the impact of social customer service
- Creating a full omnichannel customer experience
- Integrating social customer service data with CRM systems
- Harnessing the power of our brand experts for social service



What is the biggest challenge you anticipate in tackling this key priority?



Conclusion

From our analysis it is clear that 2014 was the year that social customer service grew up. The increases in the number of customers using social media as their primary customer service channel was matched by company uptake, with many implementing more established and integrated social customer service strategies.

With 55% of respondents saying that the C-suite now values social customer service, it is clear that companies are waking up to its company wide impact. And with 43% of companies saying their customers now expect seamless issue resolution whatever the channel, room for error is minimal. All this means is that companies must now make social a core customer service offering that is efficient and scalable.

So with this in mind, here are my five top tips for what companies need to change to really adopt a Social First approach to customer service:

1. Integrate social customer service into your contact center

2015 should be the year that social media moves firmly into the contact center. We saw signs of this in 2014, with brands acknowledging the importance of having social savvy contact centers; this year we should see an even stronger movement in this direction. Therefore integrating with popular systems to exchange information in a multi-channel support environment is essential for any forward thinking business. Focus on case management, CRM and contact center 'stacks' as a starting point.

2. Get social customer service buy-in from your CTO

The transition of communication from private to public channels makes social customer service fundamentally different from traditional customer service. Systems built for the old paradigm of one email chain, one customer, and one ticket do not work when a conversation can pass seamlessly between private and public. Therefore having your CTO involved in technology implementation is paramount.

3. Build a single view of your social customer

For years, all online identification mechanisms were not only completely separate from real identity, but were also unconnected to each other. Because of this, companies have been struggling to obtain a 'single view' of the customer for decades. Building a social identity has the potential to tie all of these details together.

If you can tie the data together—not just between customer service channels, but at all points your business touches a customer—it gives the ability to deliver completely personalized service. Consumers expect a joined up seamless interaction, therefore this should be

4. Staff and train your social customer service team accordingly

The dangers of messing up a customer service conversation in a viral medium means that the training and processes for agents need to be very different from traditional customer service. The potential for negative impact from service being below consumer expectations is just too high. A clear focus on agent training will help eradicate this as a potential problem area.

5. Use social customer service data to deliver actionable business insight

Social customer service delivers a wealth of data that gives real insight into your business ecosystem. Make it easy for your customer service team to drill down on metrics and see the underlying data for informed decision making.

Social customer service comes into its own when meaningful, two-way dialogue takes place between brands and their customers. With brands clamoring for market share in saturated, consumer driven markets, delivering great customer service in public arenas like Facebook and Twitter offers a clear differentiator to build a competitive advantage.

[Start your Social First journey](#)

About Conversocial

Conversocial is a leading provider of cloud-based social customer service solutions. Our enterprise-class platform helps global brands revolutionize customer experience, enhance agent productivity and improve operational efficiency by managing the flow of customer service inquiries and discussions on social media channels such as Facebook, Twitter, Google+, Instagram and YouTube. Our clients are able to securely transform their contact centers by creating a personal service culture that integrates proven customer service processes with new technology and channels. With **analytics** to provide accurate, actionable insights on customer trends over time and comprehensive APIs that seamlessly integrate into CRM and contact center technologies, we provide a **single view of the customer** that drives unmatched engagement and brand loyalty. The largest global firms including Google, Hertz and Barclaycard turn to Conversocial to reduce costs and create the most inclusive customer service experience possible.

For more information, visit www.conversocial.com