

2011 Loyalty Expo

VIPdesk and AT&T Present:

Bridging the Gap Between Social Media and Customer Service: How to Integrate Social Media into Your Customer Contact Center

Tuesday, March 22nd, 2011
10:45 – 11:30am



Good morning everyone – we're glad you could join us this morning, I know we're **up against some great presentations** (GameStop/Forrester) so we're glad that you could join us...

So, jumping right in – The **mediums** we use to communicate with our customers have been **evolving for a long time!**

First we communicated with **letters and phone calls** – In the **mid 80's** we got **1-800 numbers and fax machines**, in the **90's** we were introduced to **email and live chat**.

Social media is **just another one of those moments** – but it's the biggest and **most significant to date!**

The **mission is still the same** for all of us – to **promote our brands and services - and to deliver a great customer experience** – but it's now **more important than ever to deliver a great experience**. - Why, because social media has created a **fundamental shift** in customer experience.

Not only is the **environment new**, but the nature of the **communication is unscripted, uncontrolled – and far more consequential**.



So, social media is the **newest channel** in the mix, one that is **owned and operated by the customer**.

...and it comes in **many different flavors**: blogs, forums, Micro-blogs, social networks, location based services like Foursquare and Gowalla and review sites like Yelp and Trip Advisor.

And because this channel is so **widespread and diverse** – there's now a **world of noise to filter out and sort through**.

Not to mention the **social landscape is evolving extremely fast** – Think about it – Twitter and Facebook **didn't exist 6 years ago** (*well Facebook existed, but wasn't opened to the general population until September of 06*) and new forms of communication and social media will continue to emerge and evolve – so it is **critical that we adapt and embrace the changes**.

Now - the **reasons** why people want to **utilize this channel** are many.

Customers use social media to contact a company either **out of choice**, or because it is their **last resort** and some, quite simply, just **like to be heard**.

Today, I think we can agree that **calling a contact center is the last thing** many customers do – or at the **very least - want to do**.

It's so much **faster and easier** to blast out a tweet then to **find a company's 800#, dial it, wait on hold and listen to the scripted spiel** that our contact center agents are trained to relay.

For **frustrated customers** who don't want to wait for a response or simply don't like the response they got, **telling the twitterverse** about their problem is **immensely satisfying for them**.

Now managing this channel is proving to be one of the **biggest challenges** contact centers have faced, in the history of contact centers.

So, it is important to **come up with a strategy** – to **know how to handle those** communications, like knowing when to take conversations **offline** and in some cases when **ignore them**.

Old School vs. New School

Traditional Contact Center	Social Media
Passive <ul style="list-style-type: none">You wait for a callCaller waits for you	Real time <ul style="list-style-type: none">Instant and ongoing
Exclusive <ul style="list-style-type: none">Just between you and your customer	Permanent <ul style="list-style-type: none">Tweets & posts live forever
Unequal <ul style="list-style-type: none">You're the only expert talking	Public <ul style="list-style-type: none">It's a forum, open to all
Scripted <ul style="list-style-type: none">Canned responses by the call center	Equal <ul style="list-style-type: none">Everyone can be an expert
	Real time <ul style="list-style-type: none">Generated and controlled by the consumer

So let's take a look at old school vs. new school

More often than not, **social media resides in the Marketing department**. However, when you use **social media for marketing**, you create **de facto customer service** – and vice versa – when you use **social media for customer service**, you create **de facto marketing**.

Customer Service **is the New Marketing and the new PR** - or at the very least an extension of them.

The primary reason many **companies are hesitant** to participate in social media is the **lack of control** – and the obvious **differences between old school and new school**.

Let's take a look – In the old school, interactions with customers happened **episodically** – at the **POP** point or purchase – or when a customer **had a problem** and it was **passive** – they **called you or you called them**.

Those **conversations were exclusive** (1 to 1) between the agent and the customer. If things didn't go well – **the only ones who knew** were; the company, the customer – and maybe 1-10 of their closest friends – and remember how critical we thought that was in CS 10 years ago?

Today – the interactions happen **real-time** – the conversations are **constant and on-going** – and ultimately there is **no longer** such a thing as **a traditional contact center conversation** – because even if the conversation is happening 1 on 1 – that **customer could be voicing their opinions** on social networks during that interaction – or as soon as they hang up the phone and now they are **sharing those opinions with the world** (possibly thousands of people).

So, there are a **lot of differences** between old school and new school – but **much remains the same...**

The **same customer service rules apply** – but now it's **more important than ever** – to deliver **great customer service** – because if you don't – there are **consequences!** But if you do – you have a **world of opportunity...**to build **relationships and customer loyalty** and to **strengthen your brand**.

Customer Engagement Touch-Points



This slide illustrates the many, **many touch-points** that customers may have with your brand. **All of which are equally as important.**

Many companies **spend millions of dollars to drive interaction** and **although social media is a channel of its own**, it also **touches each one of these other touch-points**. If done right – social media can **help make, deliver, keep, and reinforce** your brand promise.

Consumers Expect Brands to be in Social Media

- **92% Expect Companies to Have a Social Media Presence**
- **72% Use Social Media to Research Customer Care Reputation BEFORE Making Purchase**
- **66% Want Companies to Increase Usages of Social Media for Customer Service**

Before we dive into this slide – let's talk about the facts: There are more than **600 million FB users** and almost **200 million Twitter users**.

Now, **according to...** (read slide)

So we know that many, **many consumers want companies to use social media** – but according to a *Burson Marsteller* study, there is still quite a **large percentage of Fortune 100 firms who are not utilizing social media**.

According to that study, **28% of Fortune 100 companies do not use Twitter** and a recent survey conducted by **HootSuite of 100 corporations revealed that 41%** of those companies have **no one working exclusively on social media**.

So, amazingly, there are still **many, many brands, large and small who are still not taking social media seriously** – or **avoiding it all together**.

But I feel that **offering customer service via social media is truly a no brainer** as truly – the numbers speak for themselves.

If You Choose NOT TO PARTICIPATE

The Conversation Goes on With or Without You...



Don't Hide – Be Part of the Conversation!

I've heard social media referred to as the **proverbial social phone** – and that phone is ringing. No company would **ignore phone calls** in their contact center – so I'm not sure **why so many are still not "answering" these "social calls"** and for those that choose not to participate – **the conversations WILL happen – with or without them** with the tone is being set by the customer.

According to **Euro RSCG WW, 1 In 5 social media users are likely to lash out at a brand online** – so **regardless of your organizations reputation or history**, at some point – you're likely to **hear some noise** about your brand – your products or your services.

The important thing to remember is – **it's not what happened** (we're all entitled to a mishap now and again), it's **how that customer experience is handled**.

An example of this is the famous **2008 United Breaks Guitars story**. I'm sure many of you are familiar with this story, but for those of you who aren't it's about a guy (Dave Carroll) who was traveling on a United Flight with his Taylor Guitar. In short, his guitar got damaged and, according to him, he alerted **three employees who showed complete indifference towards him** when he raised the issue in Chicago. He then filed a claim with the airline, and was informed that he was **ineligible for compensation** because he had failed to make the claim within the company's **stipulated 24-hour timeframe**.

Now, he didn't like that answer – and **after nine months** of going back and forth with the airline – he **wrote a song** and created a music video titled: "United Breaks Guitars".

(play song? or quote verse: "I should have flown with someone else, or gone by car, 'cause United breaks guitars")

The day he posted the video on YouTube, it got **150,000 views** in one day and within **7 months it had over 10 million views!** Needless to say it got picked up by the media and **spiraled out of control**.

The result: United said that they hoped to **learn from the incident**, and **changed their customer service policy** as a result of the incident.

Now the **point** I'm trying to get at is this: **United** initially **responded** to this customer service issue **old world style**, not new – and **didn't take into account the consequences** for how they handled it.

My **question** to you is: **Do you think they would've handled the situation differently if they new level of coverage it was going to create?**

So, for those that **DO choose to participate** - communicating via social media needs to be done **methodically**. More often than not, **transparency, honesty and speed** are the name of the game.

And I hope companies realize that **social media interactions are gifts**. Even an angry customer post is a gift because it's a **passionate customer who cares enough to help a company do what they do better**.

Seriously - every time a **customer, prospect, partner, investor or a member of the general public** elects to write about an organization, they are **voluntarily investing their time** to provide what could be **highly valuable or even strategic feedback**.

In addition to the business intelligence it offers, it also **improves your search results, aids in influencing potentially new customers** – and in many cases **lowers support costs** as consumers help each other – and are often able to find the answers they need without even contacting your company.

Developing a Social Customer Service Strategy



Now, **before you dive in** – or if you're still in the **development phase** – it's important remember that **social media is not a campaign** – it's **ongoing strategy** that needs to be **part of all facets of your business** – It's critical that your organization has the **policies, technology, knowledge, process and people** in place to provide **high-speed, high-quality customer service** that is **required** by social media before jumping in.

With that said, the **Airlines, Financial Services and Telecom** industries are ones that are always **under continuous scrutiny** – and many of those companies, **despite careful planning** – are **still learning along the way**.

Today, we get to hear from Molly, who as you know is with AT&T. I had the pleasure of interviewing Molly for the WOMMA guidebook on integrating social media and customer service and found her story so interesting and insightful that we invited her to share her story with all of you.

One of the things that impressed me the most was the fact that her team is not only **trained extensively in social media**, but they are **extremely familiar with the brand** and they are all customer relationship experts with **solid customer service backgrounds**.

So, without further ado...Molly...