

Social Customer Care

As more consumers are looking online to resolve customer service issues, companies are increasing their investment in social media. Adopting a social customer care policy isn't optional anymore — it's critical to staying competitive and relevant.

Companies Have a Customer Service Problem



Customer Patience is Wearing Thin

WHEN HAVING TO CONTACT A COMPANY MULTIPLE TIMES FOR THE SAME REASON



RESPONDENTS "EXTREMELY FRUSTRATED"

Companies Understand the Importance of Social Media as a Service Channel

OF BUSINESSES BELIEVE THEY WILL LOSE GROUND IF THEY SOCIAL CUSTOMER SERVICE TECHNOLOGIES

The ROI of Good Customer Service



hey, wait up guys!

68% OF CONSUMERS ARE WILLING TO SPEND MORE WITH A COMPANY THEY BELIEVE — WILL DELIVER EXCELLENT — CUSTOMER SERVICE

WHEN THE CUSTOMER EXPERIENCE IS POSITIVE, **Join 4** CONSUMERS WILL SPEND MORE MONEY WITH THE SAME BUSINESS

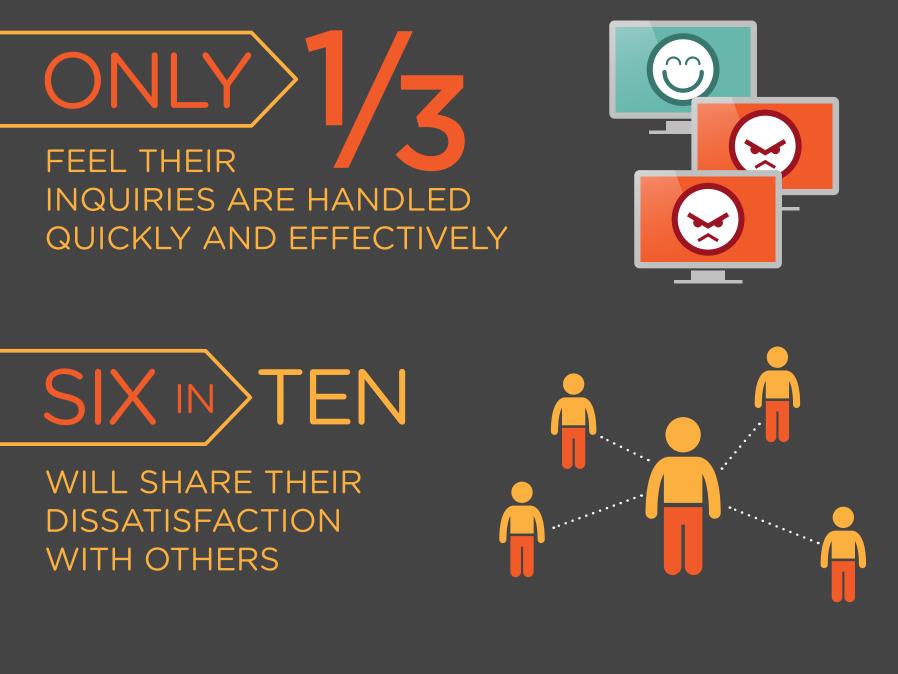


OF THOSE WHO EXPERIENCE **POSITIVE SOCIAL CARE, O/** ARE LIKELY TO



Social Media will Suffer

Of consumers who make their frustrations known on the Web...



The consequences...





OF CONSUMERS SAID

SOCIAL CARE INCREASED

CUSTOMER

LOYALTY



> BY NEGATIVE SOCIAL COMMENTS

Social Care Pays

61% OF CONSUMERS WHO RECEIVED SOCIAL CARE WERE



COMPANIES WITH SOCIAL CARE PROGRAMS EXPERIENCE A

> INCREASE - IN AGENT -PRODUCTIVITY

To learn more about how to use social media to improve customer support,

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References

Forrester Research 2014 Five9, Inc. 2015 Aberdeen 2014 Bain 2011 Nm Incite Company 2012 Five9, Inc. 2015 Martitz Research 2011 Sprinklr 2014 Nm Incite Company 2012