

FTSE 250 Case Study

Social Media Customer Service

Overview

A noted company on the FTSE 250 index required a streamlining of existing social media customer care activity through both management and consultation services.

Challenge

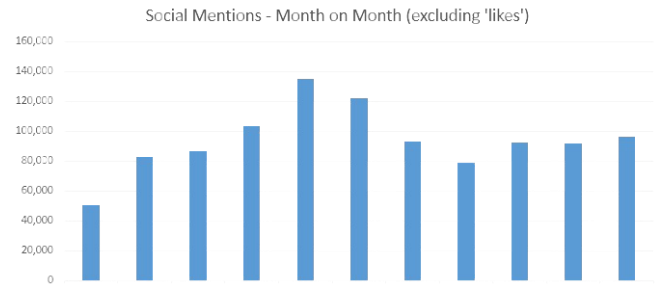
Although running customer care through social media, the team was small and frequently missed mentions and queries, increasing negative sentiment around the company and its 15 UK brands.

Solution

Social Media Brand Experts, after careful consideration, was selected as the global top runner for Social Media Customer Service for a leading FTSE 250 company. Our Social Media Customer Service Specialists provide customer care 7 days a week from 0700 to 2200 interacting with up to 45,000 Social Media mentions across their 15 UK brands, all requiring different tones of voice. All queries are actioned across various departments within the client's business, and time to first contact is generally within 15 minutes. Social Media Brand Experts helped streamline the company's internal processes, substantially reducing online negative sentiment and addressing the backlog of outstanding issues.

Results

In the first three months of starting the programme, Social Media Brand Experts reduced their negative sentiment from 22% to a mere 1% on the 55 social media platforms. This programme has won various awards and is continually outperforming its competitors.

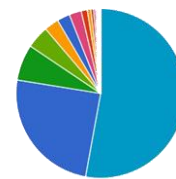


Total Mentions Count (excluding 'likes')



310.5K
mentions in 30 days

Data Sources (excluding 'likes')



Social - Twitter (64.7K / 53%)	Social - Facebook (30.2K / 25%)	Forums (8.4K / 7%)	News (All) (5.3K / 4%)
News - National Press (3.4K / 3%)	Blogs (All) (3K / 2%)	News - Trade (2.8K / 2%)	News - Local Press (1.4K / 1%)
Social - Instagram (834 / 1%)	Social - Google+ (620 / 1%)	News - Consumer (472 / 0%)	News - Journals (311 / 0%)
News - Press Wire (254 / 0%)	Social - Social Photo Sites (181 / 0%)	News - Corporate Press Releases (175 / 0%)	Wikis (76 / 0%)
Blogs - Blog Comments (58 / 0%)	Social - Youtube (52 / 0%)	News - Organisations (21 / 0%)	Classifieds (18 / 0%)
Social - Social Video Sites (14 / 0%)	News - Government (7 / 0%)	Q&A Sites (2 / 0%)	Review Sites (1 / 0%)
Social - Microblogs (1 / 0%)			