

# A Guide to Social Customer Care on Twitter



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Brand marketing on Twitter has quickly become a great opportunity to share your business's products, stories and messages. Outbound Twitter marketing efforts often invite customer participation, encourage sharing of experiences, generate followers and, ultimately, lead to authentic, two-way engagement.

Simultaneously, as you share your brand stories, you are also training people that Twitter is a natural place to interact with your brand. The rate at which people are adopting social media to ask for help, make buying decisions, lodge complaints and have an ongoing dialogue is remarkable. According to McKinsey, brands who encourage customers to engage on the platform see higher customer satisfaction rates, lower cost per interaction, increased brand reputation and additional service-to-sales opportunities<sup>1</sup>.

As these customer messages come in, your business has the opportunity to utilize Twitter to both proactively and reactively manage these service questions and provide critical levels of customer service. When done well, successful social customer care provides unique opportunities to:

- Resolve a customer issue.
- Delight a customer or follower.
- Create a brand advocate.

In this new normal, the world is defined not by a few brand Tweets or social interactions, but by a renewed focus on compelling customer care through social conversations. In this guide, we'll overview ways to structure your business and your social media teams to handle Twitter traffic and reap the rewards of successful social customer care.

1. <http://www.forbes.com/sites/mckinsey/2015/07/01/social-care-in-the-world-of-now/>

## THE INTERPLAY BETWEEN ENGAGEMENT AND CUSTOMER CARE

It is important to strike a balance between social engagement and customer care by understanding that they are, in many ways, one in the same: a continual communication cycle that promotes your brand's health in the social channel. Successful engagement and customer care will bolster your reputation and give you ample opportunities to anticipate questions, resolve issues or make your mark with an important customer.

No longer confined by a rigid marketing funnel, customer behaviors on social are completely nonlinear and require an agile, informed team that is equipped to represent your brand clearly and concisely given Twitter's 140-character count.

Consider these integrated objectives and behaviors when enabling engagement and customer care efforts for your business:



## CONTENT CREATION AS PROACTIVE CUSTOMER CARE

As you think about proactive engagement and ways to create moments of delight for your Twitter followers, try to provide content that anticipates issues and addresses requests before they're asked. Planning and distributing content that preemptively answers questions, offers best practices, gives product insight and addresses frequently asked questions not only informs your followers, but alleviates any potentially negative feedback or real-time customer rants.

People wonder what and how often they should Tweet. There is no hard and fast rule, but regardless of your business size or social sophistication, you must test, learn and determine what works best for your business. If you find third-party articles about your brand receive great Retweets, continue sending them. If your engagement dips when you send more than five Tweets per day, take a step back.



### RESPOND

Don't keep customers waiting. It's a real-time network so respond quickly.



### SHOW PERSONALITY

Strive for a genuine and approachable communication style.



### INTERACT

Reply, Retweet, favorite and thank your most loyal customers.



### STAND OUT

Tweet unique info about your business and your brand category that no one else can offer.



### CREATE CONTENT

Create diverse and compelling content and have fun with your Tweets.



### STAY CONSISTENT

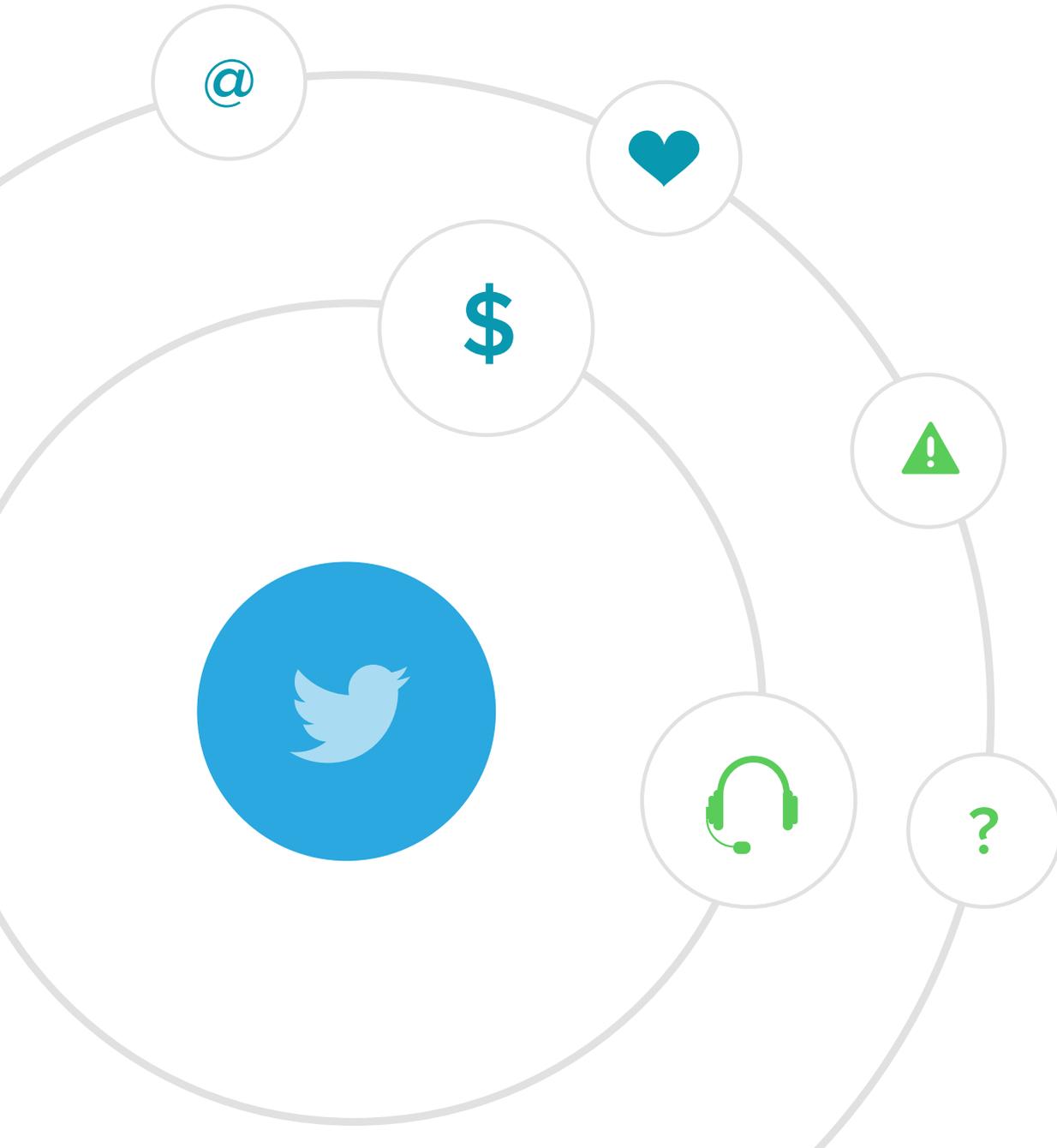
Keep overall brand voice consistent, but tone may change based on the situation.

## WHAT TWITTER CONTENT PERFORMS BEST?

As you determine what kind of content you should create, think about what type perform best on Twitter. Consider that people tend to share positive Tweets that solve a problem, answer a question, entertain or inspire. The most Retweeted content tends to contain links, photos, videos or quotes that include a call to action. In fact, Tweets with rich media are estimated to drive double the engagement.

Twitter can also help you bring your content to life with native video support. Whether it's a product how-to or visual explanation of commonly asked questions, upload a video in your Tweet so your followers can watch wherever they are, even from their mobile devices. Similarly, the most compelling images offer unique insights or perspectives, like a behind-the-scenes look at an event, your employees' front-row seats at a concert, or a shot of an exciting new product.





## CREATE A SOCIAL CUSTOMER CARE ACTION PLAN

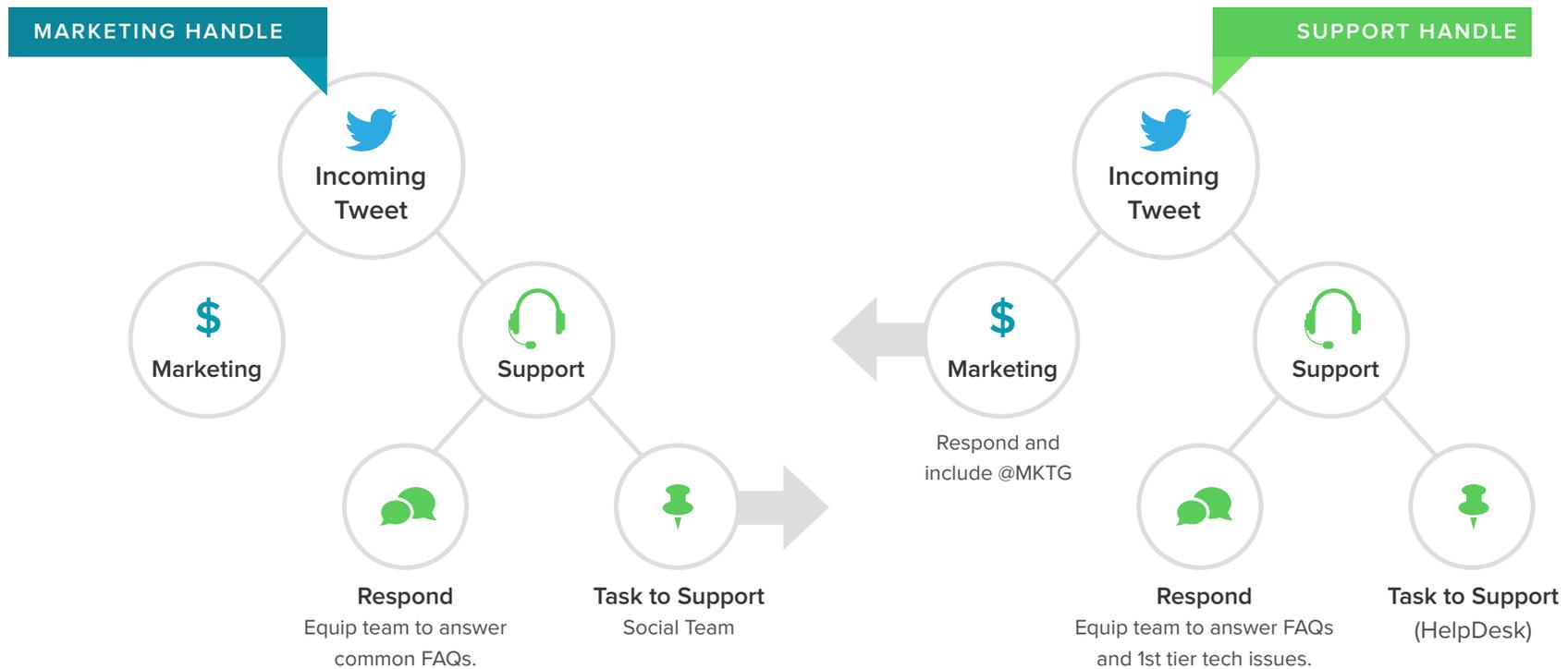
Since you've taken the time to share so much content and reinforce Twitter as a place to engage with your brand, it's important to create a reactive social customer care plan as well. Having a strategy for managing, routing, and responding to incoming Tweets across your social channels will help your business build a solid brand reputation and drive ongoing engagement. In some cases, it's effective to manage incoming engagement using dedicated marketing and support handles.

On the left is an example marketing Twitter handle. When an incoming Tweet is sent to a brand's marketing handle, the team handles all department-specific mentions including general questions about the brand, compliments about the product or an inquiry about a new location opening.

But what if the question is support related? Examples include a question about an online credit card charge, information needed for a return, or a delivery problem. Ideally, the front-line social team is equipped to

answer many common FAQs coming from their customers or followers. But for anything that they are unable to answer, the Tweet/inquiry is routed to the social support team for resolution and response (represented by the example support handle on the right).

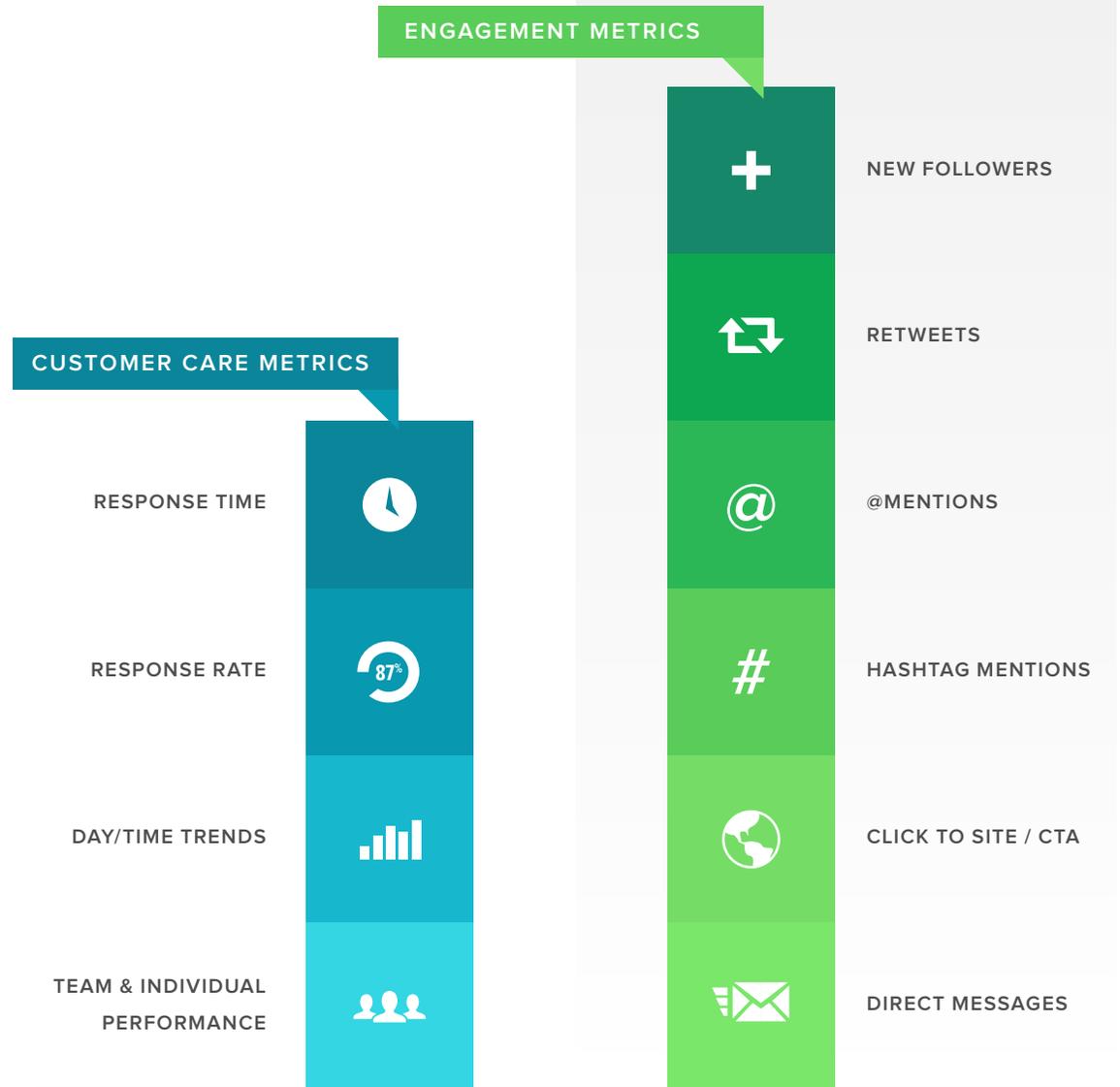
If it makes sense for your business and team bandwidth, introducing the correct handle in the response to the customer shows your brand's responsiveness and coaches your followers to use the handle or channel that's most appropriate based on the context or nature of the Tweet.



## MEASURE SUCCESS FOR ENGAGEMENT & CUSTOMER CARE

In addition to creating a social customer care action plan, it is also important to use the right measurements when tracking Twitter engagement and customer care. How do you evaluate success in a channel that is continually evolving and where no industry standard metrics exist? It is easy to get lost in the increasing number of conversations and messages that come your way, but aligning your Twitter and social goals to your greater business goals is a critical component to social success.

To set goals, benchmark and stay honest about the success of your efforts, focus on a core set of metrics for Twitter engagement and customer care. Not every one of these will be important to your brand, so take the time to determine which ones contribute most to your business objectives.





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