

SOCIAL

CUSTOMER SERVICE

THE NEXT COMPETITIVE BATTLEGROUND

In today's business climate customers expect more from companies. The business value and risks are real. It is no longer about how fast a business can respond to a customer **BUT HOW WELL.**

Drivers for innovating customer support are attributed to:



LEADING ORGANIZATIONS ARE NOT ONLY MEASURING THE TIME AND COST IT TAKES TO SERVICE A CUSTOMER, BUT THEIR CUSTOMER'S OVERALL ENGAGEMENT WITH THEIR BRAND.

TRADITIONAL CUSTOMER SERVICE METRICS



Satisfaction Ratings
Defection Rates
First-time Resolutions
Average Handle Time
Agent Utilization
Cost to Service Customer

EMERGING SOCIAL SUPPORT METRICS



Customer Sentiment
Self Service Usage
Cross-sell/up sell Rates
Conversation Volume
Likes, retweets, +1s, etc.
Net Promoter Score

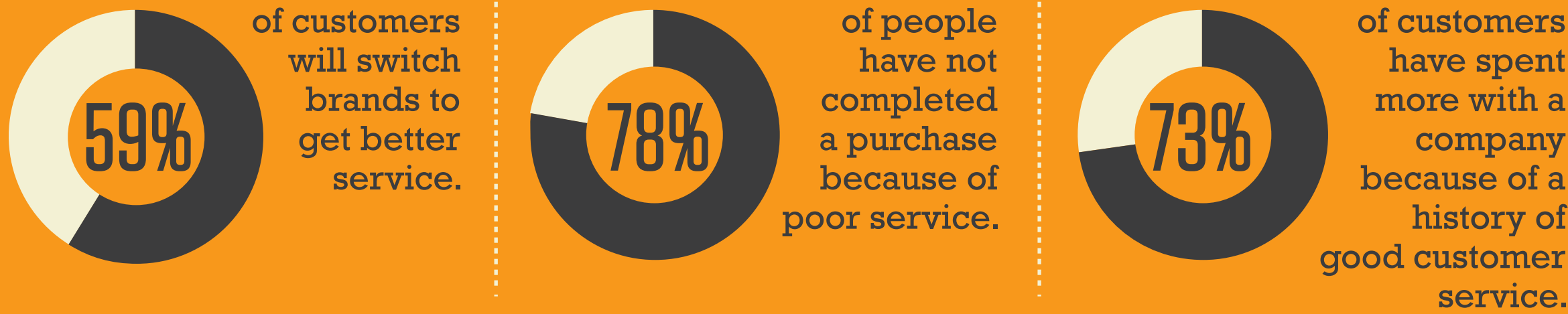
THE CUSTOMER

CUSTOMERS WON'T ALWAYS TELL A COMPANY WHEN THEY'RE NOT HAPPY WITH THE SERVICE THEY RECEIVE, BUT BUSINESS STILL SUFFERS.

WHEN THINGS GO WRONG



85% OF YOUR BUSINESS COULD BE LOST DUE TO POOR CUSTOMER SERVICE.

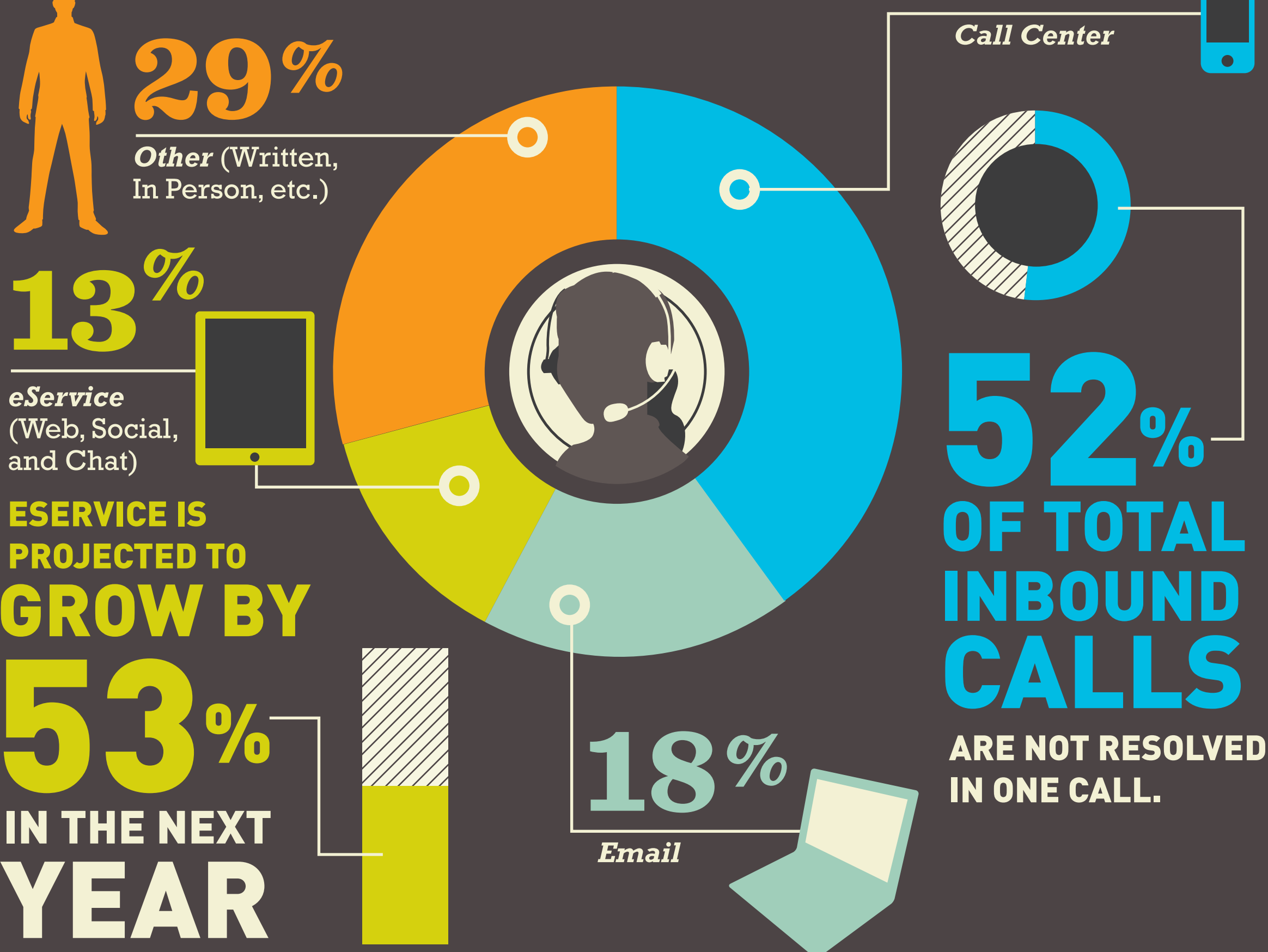


THE FRONT LINE

Every department has a responsibility to the customer, but those who field incoming client communication play a powerful role in providing superior customer service.



INCOMING SUPPORT REQUEST CHANNELS



SOCIAL MEDIA ITSELF WILL GROW BY 37%.

A **1% IMPROVEMENT** IN FIRST CALL RESPONSE = **\$276,000**
in annual operational savings for the average call center SQM benchmarks

Small efficiency gains can have a big effect on a company's top or bottom line and **reduce customers at risk by a measure that is typically 5x-10x greater.**

THE SOCIAL ERA

THESE DAYS, CUSTOMERS ARE EMPOWERED. COMPANIES NEED TO REALIZE THE IMPORTANCE OF SOCIAL MEDIA IN THE AREA OF CUSTOMER SERVICE.



20%

of Fortune 500's 100 largest companies engage with their customers on Facebook.

THESE COMPANIES DO MORE THAN MARKETING; THEY ARE ACTIVELY LISTENING, ENGAGING, AND RESPONDING TO CUSTOMER QUESTIONS.

58%

OF THOSE WHO HAVE TWEETED ABOUT A BAD EXPERIENCE HAVE NEVER RECEIVED A RESPONSE FROM THE OFFENDING COMPANY.



BY 2014, REFUSING TO COMMUNICATE WITH CUSTOMERS VIA SOCIAL CHANNELS WILL BE AS HARMFUL AS IGNORING EMAILS OR PHONE CALLS IS TODAY.

TO COMPETE IN THIS NEW BATTLEGROUND, BUSINESSES NEED TO REALIGN THEIR TECHNOLOGIES AND THEIR CULTURES AROUND THE CUSTOMER. COMPANIES THAT FAIL TO DO SO WILL NOT ONLY SHED MARKETSHARE, BUT PLACE THE SURVIVAL OF THEIR BUSINESS AT RISK.

Bluewolf makes enterprises more agile. As a global consultancy, we unite IT and the business to transform customer interaction and drive innovation in the cloud.

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