

SOCIALLY DEVOTED TO YOU

WHAT'S THE ROI OF BEING ATTENTIVE TO YOUR CUSTOMERS?

It's one thing to simply set up a Facebook Page for your business, but it's another to actively engage customers in conversation, respond to feedback or questions in real time, and be socially devoted to your fan base.

DROPPIN' THE BALL

5%

On average, companies respond to only **5 percent** of the questions posed to them on their Facebook wall.

May 28, 2011 at 10:00 pm
...???

August 1, 2012 at 1:30 pm
And **70 percent** of the questions that they receive across all social media sites—from Twitter to Yelp—**go unanswered**.



Worse, a surprising **1 out of 4** global companies has a closed wall on Facebook, meaning users couldn't even post questions if they wanted.

3 MODELS OF SOCIAL ENGAGEMENT

NO ENGAGEMENT



Business employees and customers are kept separate.

INDIVIDUAL ENGAGEMENT



Business employees can only engage one customer at a time.

COMPANY-WIDE ENGAGEMENT

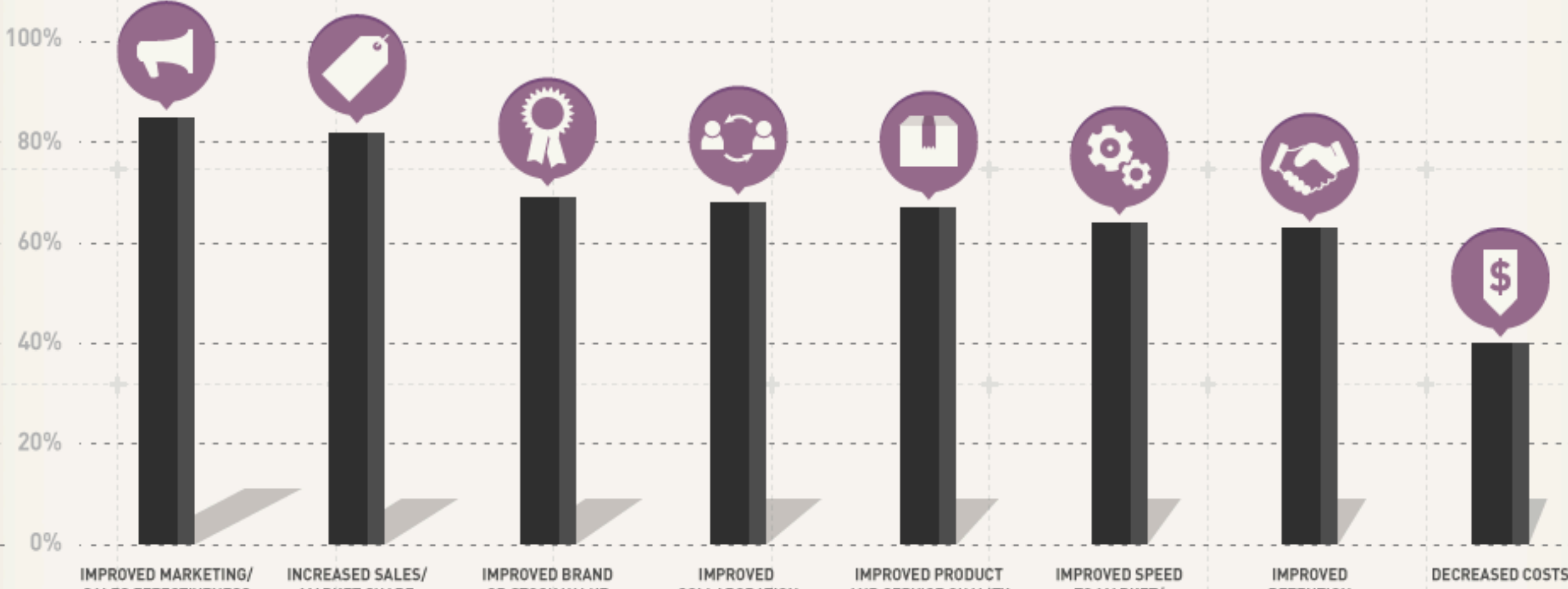


Through the use of social media tools, businesses can engage all members of their community simultaneously.

THE ROI OF BEING SOCIALLY DEVOTED TO YOUR CUSTOMERS

A PulsePoint Group survey asked U.S. executives what they believe are the primary benefits of social engagement between businesses and customers. What was the most popular answer? Improved marketing and sales effectiveness. The more effective marketing efforts are, the greater the financial return on investment.

Percent who believe each is an advantage or significant advantage of being socially engaged with customers



SHINING EXAMPLES OF COMPANIES THAT DO IT RIGHT

TOP 5 MOST DEVOTED INDUSTRIES AROUND THE WORLD (ON FACEBOOK)

According to a Socialbakers study, airline and finance brands are the most socially devoted to their customers and fans on Facebook, representing 13 of the top 20 brands.

Average response rate on Facebook
(Percentage of user wall posts that company responds to, by industry)



SUCCESSFUL BRANDS HAVE QUICK RESPONSE RATES AND COUNTLESS FANS

Response rate on Facebook
(Percentage of user wall posts that company responds to)

0 20 40 60 80 100

NUMBER OF FACEBOOK FANS

KLM ROYAL DUTCH AIRLINES (NETHERLANDS) **94.1%** **1,761,450**

MVP: KLM ROYAL DUTCH AIRLINES

Undoubtedly, the airline industry is one of the hardest to maintain consumer satisfaction. Still, French-Dutch airline KLM has been able to tap into the value of social media by vowing to use their Facebook and Twitter sites to answer every customer concern personally within one hour. Not only have they kept to this promise by boasting an average 27-minute response time, they also have an impressive 94 percent response rate to their nearly 1.8 million fans.

AIRLINE



AIRPHILL EXPRESS (PHILIPPINES) **83.6%** **235,031**

ALITALIA (ITALY) **78.4%** **770,360**

DNB (NORWAY) **95%** **72,787**

FINANCE



CIMB (MALAYSIA) **87.6%** **595,232**

FIRST NATIONAL BANK (SOUTH AFRICA) **83.3%** **158,996**

FASHION



NEXT (UNITED KINGDOM) **90.5%** **1,072,871**

STYLEFRUITS (GERMANY) **88.4%** **1,017,570**

NIKE RUNNING (UNITED STATES) **84.9%** **1,049,447**

TRENDYOL (TURKEY) **88.2%** **1,017,197**

RETAIL



TESCO (UNITED KINGDOM) **82.1%** **864,898**

DM DEUTSCHLAND (GERMANY) **76.6%** **676,832**

ELECTRONICS



ACER INDONESIA (INDONESIA) **95.1%** **717,955**

SONY MOBILE MX (MEXICO) **75.6%** **333,034**

SAMSUNG TÜRKIYE (TURKEY) **71.3%** **551,846**

OTHER NOTABLE STARS



ASOS - Fans and Friends All Like

From Facebook to Twitter, the online fashion retailer site makes it a point to be there for their customers. And with 1.8 million fans and a fan growth rate of 8,000 per week, the brand is doing something right. In fact, friends of fans are 2.7 times more likely to visit the ASOS site.



Best Buy - Twelpforce

In 2008, Best Buy launched "Twelpforce"—a separate Twitter page dedicated to addressing tech advice and employed 3,000 skilled and knowledgeable tweeters to ensure that customer questions were replied to promptly and effectively.



JetBlue Airways - All A-Twitter

Out of all its social media channels, Twitter is the popular airline's most actively used platform and a big part of the brand's communication strategy. There are 15 JetBlue personnel tweeting for its account at any time, interacting with their fans, solving issues, apologizing for errors, and sharing specials.

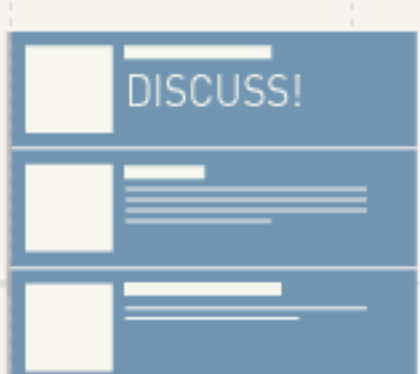
IT TAKES SOCIAL DEDICATION

What are the best ways businesses can stay committed to their customers?



ATTENTION, ATTENTION, ATTENTION

Remember: your customers are trying to reach out to you because they need you, not because they want to annoy you. In order to get them to stay loyal to your business, try deploying a team dedicated solely to tracking online conversations about the brand, responding to crises, answering questions, and listening to suggestions.



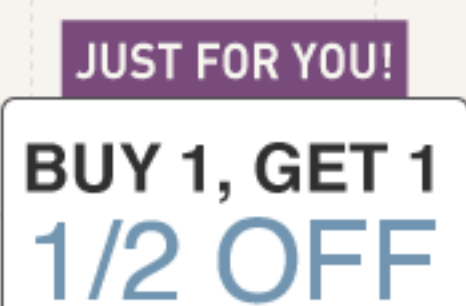
GET YOUR HANDS DIRTY

Step one: ask fans to join a conversation on your Facebook page. Even better, join the discussion to show that you care about their opinions.



UNDERPROMISE AND OVERDELIVER

The idea behind the age-old "underpromise and overdeliver" method is that most people are more impressed by outstanding service they don't expect than outstanding service they see coming. So do everything in your power to thrill your customers by delivering your services faster or better than anticipated.



OFFER EXCLUSIVE SPECIALS

Get people excited about your service by offering exclusive deals to loyal customers and those who will eventually spread the good word about your brand. Recently, fashion house Yves Saint Laurent announced the launch of their first limited-edition social beauty product, which would be sold exclusively via their Facebook page. Any Facebook fan who buys the new eye shadow palette will get exclusive perks both in-store and through the Facebook feed.



FOLLOW UP

Once the sale is made or the service is rendered, follow up with your customers. This is the critical period where you find out how satisfied they were with the experience and how you can improve.