



*VIPdesk Webinar Series*

# **Integrating Social Media into Your Customer Contact Center**

## Today's Presenters

**Mary Naylor**, CEO, VIPdesk

**Liat Myers**, Director of Social Media, VIPdesk

*Welcome to today's Webinar! The presentation will start shortly.*

*Today's presentation is being broadcast through the Internet. You do not need a conference dial-in number.*

*To hear today's webinar, simply turn the volume up on your speakers and you will be able to hear the presentation via your computer.*

# About Today's Presenters



**VIPdesk™**  
**Mary Naylor**  
CEO

Has received awards including *Inc.* 500/5000, SBA's "*Home-Based Champion of the Year*", and Smart CEO's *Future 50* Award

Serves on the Executive Committee of the Young President's Organization and is a member of AH&LA, ATA, WOMMA, NRF, SOCAP, and C200.

Frequent speaker on customer relationship management and the author of *Customer Chemistry* (McGraw-Hill 2002)



**VIPdesk™**  
**Liat Myers**  
Director of Social Media

Expert on strategy, tools, and techniques used to drive customer relationship management via social media

Designed social media strategies for customer acquisition, relationship management, and reputation shift

Loves helping businesses make best use of Facebook, Twitter, Wikipedia, blogs, iPhone apps, and other sharing tools.

15+ years of global marketing experience

# Today's Agenda

- The importance of integrating social media into overall customer service strategy
- Best practices addressing how social media can be used to supplement current customer communication channels
- The role the customer contact center plays in social media implementation
- Best practices, tools, and tips for incorporating social media into your contact center

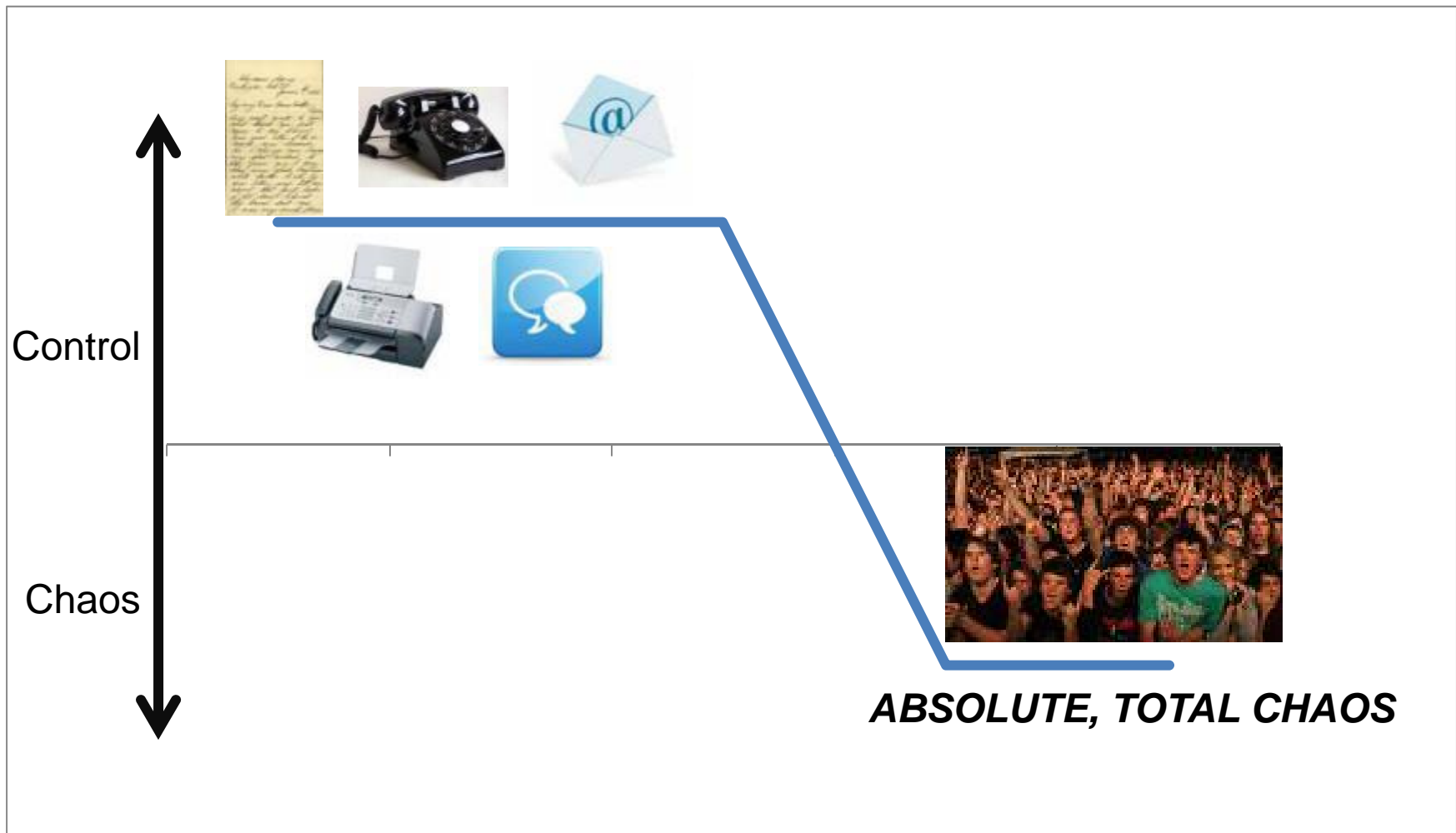
# Tweeting about Today's Webinar?

**#vipdesk**



## Why Does Social Media Matter to the Customer Contact Center

# Evolution of Communication



# Social Media=Customer Service No-Brainer

- **Why?**
  - 74% choose to do business with company based on customer care experiences shared by others online
  - 72 % use social media to research customer care reputation BEFORE making purchase
  - 59% use social media to vent their frustrations
- **Opportunity!**
  - Only 44% of retailers regularly monitor what their customers are saying on social networks
- **Give Your Customers What They Want!!**

# Your Company's Contact Center

- **Customer contact center is logical home for social media**
  - Primary venue for customer contact interaction
  - Your customers are already contacting your company
  - Already staffed almost (if not) 24/7/365
- **Customer contact center already houses customer information in CRM**
- **Customer service team = gatekeeper to escalate comments/discussions to appropriate departments**



# Old School vs New School

## Traditional Call Center

- **Passive**
  - You wait for a call
  - Caller waits for you
- **Exclusive**
  - Just between you and your customer
- **Unequal**
  - You're the only expert talking
- **Scripted**
  - Canned responses by the call center

## Social Media

- **Real time**
  - Instant and ongoing
- **Permanent**
  - Tweets & posts live forever
- **Public**
  - It's a forum, open to all
- **Equal**
  - Everyone can be an expert
- **Real time**
  - Generated and controlled by the consumer

# What Hasn't Changed?

## The Same Customer Service Rules Apply!

---

- ✓ Treat customers with respect, don't argue
- ✓ Deliver on what you promise
- ✓ Commit to quality
- ✓ Know your customers
- ✓ Know your products & services

# Social Media in Action



# Nestle-Disaster

**Nestle** [Become a Fan](#)

[Wall](#) [Info](#) [Photos](#) [Boxes](#) [Notes](#) [Events](#)

 **Nestle** To repeat: we welcome your comments, but please don't post using an altered version of any of our logos as your profile pic - they will be deleted.

6 hours ago

 14 people like this

 View previous comments

 **Jugular Bean** @Nestle - it's not ok for people to use altered versions of your logos, but it's ok for you to alter the face of Indonesian rainforests? Wow!

5 hours ago · [Report](#)

[Filters](#)

"I was a big fan of your products, but now, when I saw what you guys wrote, I think I'm gonna stop buying them."

Fan quote from Nestlé Facebook wall

8 people like this.



**Paul Griffin** Hmm, this comment is a bit "Big Brotherish" isn't it? I'll have whatever I like as my logo pic thanks! And if it's altered, it's no longer your logo is it!

2 hours ago · Report



**Nestle** @Paul Griffin - that's a new understanding of intellectual property rights. We'll muse on that. You can have what you like as your profile picture. But if it's an altered version of any of our logos, we'll remove it from this page.

2 hours ago · Report



**Paul Griffin** Not sure you're going to win friends in the social media space with this sort of dogmatic approach. I understand that you're on your back-foot due to various issues not excluding Palm Oil but Social Media is about embracing your market, engaging and having a conversation rather than preaching! Read [www.duetrain.com](http://www.duetrain.com) and rethink!

2 hours ago · Report



**Nestle** Thanks for the lesson in manners. Consider yourself embraced. But it's our page, we set the rules, it was ever thus.

2 hours ago · Report



**Darren Smith** Freedom of speech and expression

2 hours ago · Report



**Nestle** you have freedom of speech and expression. Here, there are some rules we set. As in almost any other forum. It's to keep things clear.

2 hours ago · Report



**Paul Griffin** Your page, your rules, true, and you just lost a customer, won the battle and lost the war! Happy?

2 hours ago · Report



**Nestle** Oh please .. it's like we're censoring everything to allow only positive comments.

2 hours ago · Report



**Paul Griffin** Don't beg, this debate for me is over, only boycotting your products will make you feel any pain I think, although your arrogance is quite extraordinary, it wasn't me that bought that palm oil!

2 hours ago · Report



**Jacobus Pretorius** Nestle is like the Zimbabwe government - a group of bullies, manipulating the masses to get what they want. Personally, I do not use any Nestle products, I think that is the way to go...If you do not like a certain company or their practices, simply don't support them financially, it's as easy as that. No one can force anyone into buying any ...

[See More](#)

2 hours ago · Report



**Bj Swingle** I am confused why people against Nestle even fans of their page? Cant we just delete them so the fans enjoy the page? Its like - who invited the party poopers?

2 hours ago · Report



**Darren Smith** Honey you need new PR

2 hours ago · Report



**Jacobus Pretorius** BJ, Maybe you should open your eyes and see what these people ( who you are a fan of) are doing to this planet. Earth does not belong to the corporates, but to the people and animals that live upon it. No company has the right to continue destroying our environment for the mere reason of making higher profits...besides, being to much of a fan of nestle products, will only make you fat!

2 hours ago · Report



**Bj Swingle** Nice, saying I will be fat is silly. I am a 40 yr old cyclist and marathon runner, and I like chocolate. Do you really think your words of protest is gonna stop them. It's just a silly facebook page. You may stop buying their products and protest on their page but I will stop being on their page but continue to buy their products. :)~

about an hour ago · Report



**Jugular Bean** @Nestle - it's not ok for people to use altered versions of your logos, but it's ok for you to alter the face of Indonesian rainforests? Wow!

about an hour ago · Report



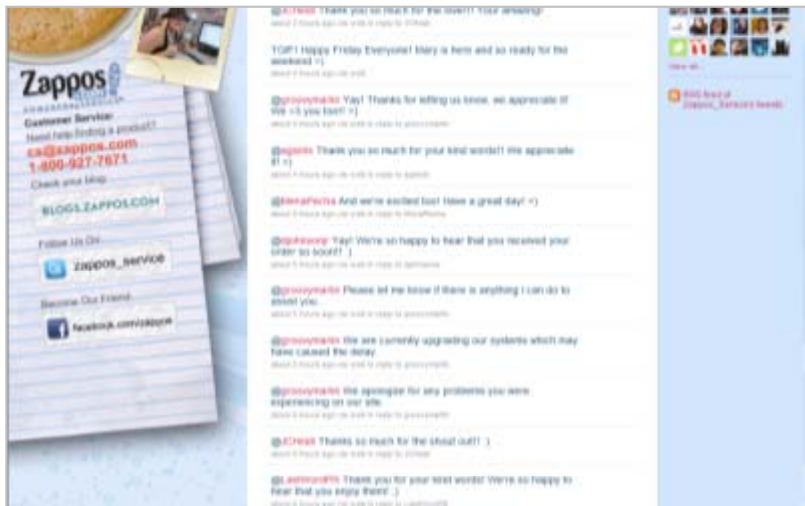
**Jagos Golubovic** I was a big fan of your products, but now, when I saw what you guys wrote, I think I'm gonna stop buying them.

about an hour ago · Report



**Helen Constable** I'd like to know if the person writing the comments for Nestle, actually has the backing from Nestle? I doubt it. Even a dumb ass company like them would get such an idiot to be their public voice.

# Doing it Right!





# Doing it Right!

**@comcastcares** need help with comcast cables across my yard and open cable box. Call CS 3 times and no help.. not a comcast customer!

about 13 hours ago via web

**@b2bbaby20087** email us details  
**We\_Can\_Help@comcast.com**

about 8 hours ago via SimplyTweet in reply to b2bbaby20087

**@ariherzog** I updated the setting.  
Reboot your router and you should  
pick up the opt out DNS

about 1 hour ago via web in reply to ariherzog

**@comcastbonnie** Despite clicking the  
opt-out link at <http://dns.comcast.net>,  
I still see comcast search results.  
Help? **@comcastcares**

about 1 hour ago via web

**@ThatAndromeda** Unfortunately I couldn't find anything with a close toe sorry.

about 7 hours ago via web in reply to ThatAndromeda

**@coffeemaverick** We'll make sure to tell him! You may also send him a message at [ceo@zappos.com](mailto:ceo@zappos.com)

about 7 hours ago via web in reply to coffeemaverick

Hello everyone! Eric is here from 5-9pst to wow you!

about 7 hours ago via web

Goodnight Twitterland! It was great talking with you :) Emily has left the building

about 15 hours ago via web

**@ThatAndromeda** Check these out: 7635216, 7594030, 7574538, &7628671 :) These are cute and stylish!

about 15 hours ago via web in reply to ThatAndromeda

**@Zappos\_Service** Thanks for the ideas! Is there anything with closed toes?

about 8 hours ago via Twitter for iPhone in reply to Zappos\_Service

**@libscenester** Thanks for posting! always nice to see what has buzz as I think about what I want to do. see you at Battledecks :).

about 16 hours ago via Twitter for iPhone in reply to libscenester

**@zappos\_service** (In other words. help me. Obi-Wan! You are among my very few hopes. :)

about 16 hours ago via Twitter for iPhone

**@zappos\_service** (8.5AA mary-jane flat might also work, if they aren't horribly dowdy. Not sure those exist, tho. I check zappos, 6pm often.)

about 16 hours ago via Twitter for iPhone

**@zappos\_service** Am desperate for cute, dressy flat in AAA or AAAA. Can only find sneakers, orthotic-y things. I beg you to carry these :).

about 16 hours ago via Twitter for iPhone

# Airlines Use SM to Avert Disaster




**#ASHCLOUD**  
**#ASHTAG**  
**#GETMEHOME**



# Airlines Use SM to Avert Disaster

**Virgin Atlantic** Volcanic Ash Update: UK National Air Traffic Services (NATS) have extended the closure of UK Airspace once again, until at least 07.00am (UK local time) on Saturday 17 April 2010. An update regarding flights operating after 13:00pm (UK local time), on Saturday 17 April 2010, will be made available after 10:00am (UK l...  
[See More](#)

 **Latest News - Volcanic Ash Update**  
[tinyurl.com](http://tinyurl.com)

2 hours ago · Comment · Like · Share


6 people like this.

View all 9 comments

 **Anne Turton** Yes, thanks for keeping us all informed Greg :)  
 27 minutes ago · Report

 **Carla Wise** You can nominate people for 'Heroes'!  
 10 minutes ago · Report


Write a comment...


 **FlyingBrussels** We'll progressively start up operations as from 12h. Delays and cancellations may still occur however. We keep you updated on the situation.  
 about 10 hours ago via HootSuite


 **FlyingBrussels** Need a document of proof for employer, insurance company or school for a delayed/cancelled flight? Request it here: <http://ow.ly/1ANe0>  
 about 5 hours ago via HootSuite

 **Lufthansa\_USA** Love it! RT @mutle Back in düsseldorf with the first transatlantic flight. Thanks, @Lufthansa\_USA!  
 about 7 hours ago via CoTweet


 **Lufthansa\_USA** We know phone lines still very busy. Extra staff added to call center and airports. Doing our best, appreciate patience! #ashtag #ash  
 about 7 hours ago via CoTweet

 **KLM** Passengers travelling FROM AMSTERDAM ONLY: Rebooked but can't check-in online? Proceed directly through customs and gate with old ticket.  
 about 6 hours ago via web


 **KLM** All passengers will be rebooked automatically. Chk your flight details in Manage My Booking on [www.klm.com](http://www.klm.com). More info <http://bit.ly/aBSVOX>  
 about 7 hours ago via web

 **KLM** Do not go to the airport. First contact the local service centres and keep looking at <http://bit.ly/8YIW8B> for the latest flight information.  
 about 12 hours ago via web

**@air\_baltic** I can stay @ myhotel one more night. can I get money back afterwards or should I go to St.Peter airport and get info there?  
 about 9 hours ago via Tweetie in reply to air\_baltic

 **Mr\_Eduards**  
 Eduards Timofejvs

**@Mr\_Eduards** You can stay in your hotel, we will cover one night stay. Please later provide payment confirmation to Customer Service.  
 about 8 hours ago via TweetDeck in reply to Mr\_Eduards

 **air\_baltic**  
 airBaltic

# Integrating SM into Your Customer Contact Center



# Step-by-Step Approach

- **Step 1.** Make your business case
- **Step 2.** Decide where to house your efforts
- **Step 3.** Develop a social media program
- **Step 4.** Recruit and train front line agents
- **Step 5.** Invest in tools and technologies
- **Step 6.** Quality Assurance
- **Step 7.** Listen, learn and respond
- **Step 8.** Advanced Methods & Techniques

# Step 1: Make Your Business Case

- Senior executives and legal must be on board
- Develop your business case to show the power of social media
  - Define your goals/purpose
    - Reputation management, increase online transactions, market research new product introduction, company announcements, awareness, humanize your brand
  - Do Some listening (Be a voyeur)
    - Where are your customers?
    - Are your customers talking about you? What are they saying?
    - What platforms are they using?
    - What are your competitors doing?

## Step 2: Decide Where to House Your Efforts

- **Customer contact center is logical location/team**
  - Primary venue for customer contact interaction
- **Use the customer service team as a gatekeeper to escalate tweets and comments to the appropriate department**
  - Select a primary and back up from each department
- **Make sure that your legal department is properly prepared and staffed to support the front line team**

# Step 3: Develop a Social Media Program

- **Employee conduct policy**
  - FTC Amendments could mean employer liability for employee's online conduct
- **Corporate control**
  - Do agents get free reign?
  - Does every post need legal approval?
  - Only product specific?
- **Decision tree**
  - Recognition and response protocol
    - Who responds to what message and how
    - What types of people to ignore
    - When to escalate
    - Fire drill policy

## Step 3: Develop a Social Media Program

- **Hours of operations**
  - Social media is 24/7
  - Necessary to monitor and respond in real time?
- **Determine initial level/frequency of engagement**
  - Resources
- **Success metrics**

# Step 4: Recruit and Train Front-Line Agents

- **Pick top agents to manage this channel**
  - The new company spokespeople
  - Comfortable online, know protocol of online communities
  - Should be phone call superstars, now they need to go social
  - Others should aspire to be in this position
- **Training should include:**
  - How to turn fans into evangelists
  - Social media vocabulary, tools and techniques
  - Transparency
  - Customer service in 140 characters or less
  - Dos and Don'ts



# Step 5: Invest in Tools & Technology

- **Basic search tools (free)**
  - Twitter search
  - Google and Yahoo! search (news, blogs)
  - Technorati
- **Monitoring dashboards (free)**
  - Twazzup 2.0 beta
  - Social Mention
  - Addictomatic
- **Twitter Clients (free)**
  - TweetDeck
  - Hootsuite
  - Cotweet
  - Monitter

# Invest in Tools & Technology, cont.

- Paid services

- Radian6
- Visible Technologies
- Sysomos
- Right Now
- Salesforce



## Step 6: Quality Assurance

- **Customer frustrations can go viral FAST!**
  - Interactions need to be monitored and spot checked
- **Direct customers to post-contact customer satisfaction survey**
  - Ask agents to promote a link at the end of an interaction
  - Post link on Facebook, twitter, etc.
- **Assessment and Retraining**
  - Fast moving space, critical to share experiences, assess tools and monitor new trends and networks

# Step 7: Listen, Learn and Respond

- **Listen**
  - **Monitor conversation: search for keywords/set up alerts**
    - Blogs, Twitter, Facebook, News sites, review sites
  - **Are people talking? What are they saying?**
  - **Is the sentiment positive, negative or neutral?**
  - **Learn what you wouldn't hear directly**
  - **Where are your customers congregating?**

# Step 7: Listen, Learn, and Respond

- **Learn:**
  - Gauge brand sentiment
  - Learn customer needs in real time
  - Take note of what your competitors are doing
  - What are the opportunities?
  - Do you have brand advocates singing your praises?
  - Are self-proclaimed experts spreading false information?
  - What does it all mean?
    - Is there a crisis brewing?
    - Separating the “signal from noise”

# Step 7: Listen, Learn, and Respond

- Respond
  - Be polite and think before you post
  - If a problem can be fixed with a tweet or post, do it
    - Take complex issues offline: DM or e-mail
  - Always respond to posts...negative and positive
    - Don't be defensive, accept constructive criticism
    - Thank your customer and tell them how much you appreciate positive feedback
  - **Try *very very* hard not to delete posts**

## Step 8: Advanced Methods & Techniques

- **Incorporate CRM**
  - Update CRM files from social media posts and tweets
  - Coordinate media tracking and lead generation
- **Build detailed profiles of your customers and their needs**

## Step 8: Advanced Methods & Techniques, cont.

- Take a statistical approach to monitoring
  - Map trends by keyword, user, etc.
- Embrace customer advocates and evangelists—get them to work for you
  - Bring off line initiative online



# Don't



# Don't Miss



# Don't Miss Out



# The Social Customer Solution



# How We Can Help

## Conduct a Social Media Audit

- Gap analysis to assess relationship between brand and customer service
- Determine your strengths, weaknesses, and threats
- Where are your customers?
- What are your customers saying about you? What platforms are they using?
- What are your competitors doing?
- Best practice report/recommendations

# How We Can Help

## Develop a Social Customer Communication Plan

- Incorporate social media into existing service channels
  - Take advantage of this new medium for communication
- Develop employee conduct policy
- Recommend success metrics
- Determine decision tree
  - Who responds, to what message, how
  - When to escalate
  - What types of people to ignore
  - Fire drill policy - recognition and response protocol

# How We Can Help

## Monitor and Respond on Behalf of your Brand Online

- Utilize VIPdesk partner platform or client selected
- Listen to conversations that customers are having with their networks
- Monitor sentiment trend: positive, negative or neutral
- Refine recommendations based on customer behavior (i.e. Where are they congregating?)
- Respond to Social Media discussions in an appropriate tone

# How We Can Help

## Develop Training Programs and Protocols for Team

- Profile of ideal Social Media agent
- Platforms and networks
- Social media vocabulary, tools and techniques
- Customer service in 140 characters or less
- How to turn fans into evangelists
- When to escalate
- What types of people to ignore



# Questions?



# Next VIPdesk Webinars

## July 2010

- July 13: Make Your Brand Memorable With a Remarkable Customer Experience
- July 27: Bridging the Gap Between Social Media and Customer Service

## August 2010

- August 10: Social Media Tools for Success
- August 24: The 5 Worst Customer Service Mistakes You Can Make (and how to avoid them)

# Thank You For Attending!

**Mary Naylor**  
**CEO**



(703) 837-3501  
mnaylor@vipdesk.com  
[www.twitter.com/vipdesk](http://www.twitter.com/vipdesk)  
[www.vipdesk.com](http://www.vipdesk.com)

**Liat Myers**  
**Director, Social Media**



(646) 696-8487  
lmyers@vipdesk.com  
[www.twitter.com/liatmyers](http://www.twitter.com/liatmyers)  
[www.vipdesk.com](http://www.vipdesk.com)



# VIPdesk™

CUSTOMER CARE FOR PREMIUM BRANDS



**Website:** <http://www.vipdesk.com>



**Twitter:** <http://www.twitter.com/vipdesk>



**Facebook:** <http://www.facebook.com/vipdesk>



**LinkedIn:** <http://www.linkedin.com/companies/vipdesk>



**YouTube:** <http://www.youtube.com/user/vipdesk>



**Via RSS:** [http://twitter.com/statuses/user\\_timeline/23095083.rss](http://twitter.com/statuses/user_timeline/23095083.rss)

