

Word-of-Mouth in the Age of Digital

Customers don't buy your products and services; they buy your reputation.



In the digital age, word-of-mouth travels faster than ever, and social media platforms play an integral role.

How customers feel about how they are treated is what sets a company apart. As technology advances, customers have a greater need to feel connected to a company. Customer service expectations are rising every year, and your company needs to evolve to meet them. The way people communicate has changed drastically over the past decade. Generation Z and Millennials have a clear preference towards digital channels to communicate with your brand.

Resource constraints, volume increases, and the need for extended coverage hours can limit a company's ability to implement a comprehensive digital experience for its customers. No matter how strong your customer care program is, lacking a social media customer care engagement program exposes your brand to reputation knocks for all to see. The most successful customer care strategy is one that includes white glove customer service across your customer's channel of preference, including social media.

Social media can positively impact sales, increase brand loyalty, and be used as a valuable tool for building a community around your brand. Not only will having a brand-aligned social media care engagement solution increase convenience for your customer, but it will have a positive impact on your company's image through social interaction.



31%

of customers feel that they receive the best customer service experience when they engage with a brand on their social media.*



72%

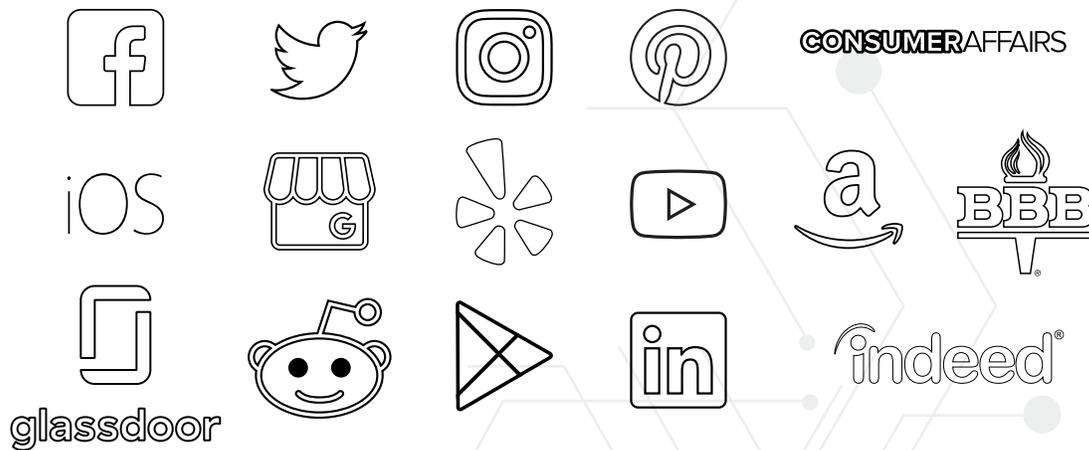
of customers expect to receive a response to their question or concern on social media within 15 minutes.*

*Data from ResultsCX Social Engagement Customer Service Survey 2021

A comprehensive social media support solution should also include ratings and review responses for online reputation management in the social media space. Monitoring and responding to reviews and questions on review-based social media sites, blogs, and forums helps brands meet their customers where they are talking and increases brand positivity. A comprehensive social media support solution includes the following:

Social Care

Social care includes monitoring all social media chatter and looking for customer feedback, questions, and issues to engage in an authentic, effective, and impactful way. It includes monitoring such sites as:



Social Media Listening

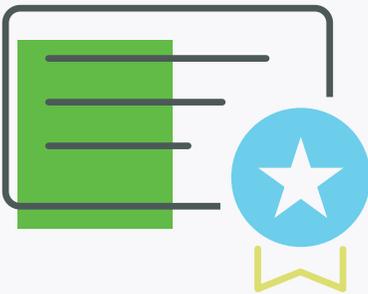
Through social media site listening/monitoring/triage, new technology enables companies to monitor all brand mentions and route those mentions that necessitate a response to the correct area in your organizational hierarchy, alerting and escalating when necessary.



Social Media Community & Content Moderation

Social media community and content moderation is the fastest growing area of social support today. Moderating techniques include the following:

- **Community Forums**—to ensure community members are following your guidelines
- **Content, Posts, or News**—to ensure postings are truthful, non-offensive, and not misleading or fake
- **Product**—to ensure product uploads and descriptions on online marketplaces are accurately represented with both copy and photos
- **Feedback**—monitor user-flagged content (crowd-sourced feedback) to investigate issues the user has raised



Risk & Reputation Management

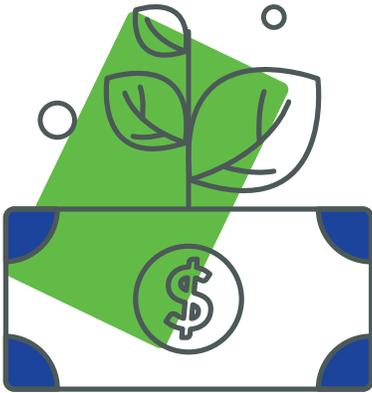
Risk management includes moderating social media sites and posts for possible sensitive content specific to a brand. Your social media risk management strategy should concentrate on negative sentiment, possible legal issues, as well as apply hyper-focus on social media influencers whose engagement could escalate quickly because of audience size. Additionally, monitoring and responding to all external and native product and retail location ratings and reviews will ensure your reputation remains uncompromised.

Social Media Campaign Activation

Your campaign activation support should align with your internal marketing teams and vendor partners (e.g., social media agencies, digital agencies, marketing agencies, etc.) to provide resource support on social media platforms to maximize current campaign effectiveness. These activities might include:

- Campaign-specific hashtag monitoring and customer engagement
- Event/location-based social media tag check-ins
- Geolocation targeting
- Dark post engagement
- Brand-aligned trending topic monitoring and engagement





Social Media Sales Conversions

With the growing nature of social media communities, there is opportunity to shift from legacy channels to social media. With those increased opportunities comes the need for increased sales and conversions. Utilizing website analytics-based proactive chat triggers and digital website traffic diversion to a social team can help execute digital sales through the following avenues:

- Native social media site private message by-proxy sales execution
- Retail store digital handoffs
- Online appointment setting
- Abandoned shopping cart recovery
- Abandoned webform completion

Social Media Analytics & Insights

While many agencies provide brand statistics that are hard to quantify, analytic reporting and insights measure real ROI. Using unique identifiers, analytics can match social media and digital engagements back to customers. Those customers can be tracked in subsequent months to show their spending habits post engagement. Additionally, sales revenue can be matched to customers who have engaged supported brands.



For more information on how ResultsCX can help improve your reputation in the social media marketplace, contact us at bettercx@results-cx.com.