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NETWORK WITH CONTACT CENTER PROFESSIONALS AT ICMI.COM



contact center expo & conference

May 6-9, 2014 • San Diego

Session 404

How iContact Brought Social Media Support into the Call Center

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REVOLUTIONIZE THE CUSTOMER EXPERIENCE



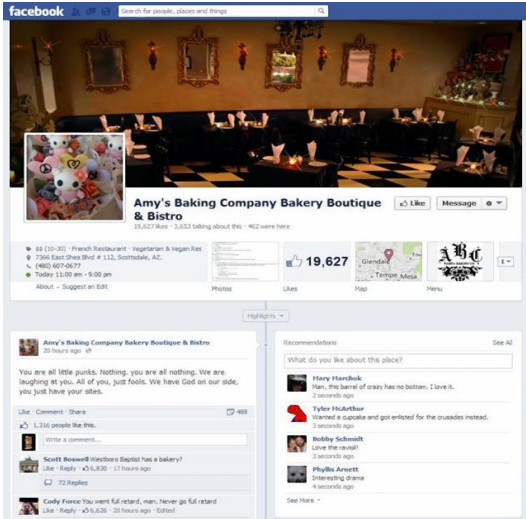


Agenda

- Case study of implementing social support in a small call center
- Demonstrate the value of social support
- Provide tips and tricks for process and training
- How to respond when a customer blasts your company on social media



Social amplifies experiences – good or bad



Social has empowered customers



- Customer is in control of the relationship
- Customer voice shapes brand
- VOC amplified



The need for social varies by department



Marketing:

- Generate buzz
- Engage consumers
- Monitor competition
- Own the brand

Support:

- Field Inquiries
- Offer resolution
- Voice of company
- Manage crises



Skill sets vary within the organization



Marketing:

- Company voice, image and reputation. Little customer interaction!

Sales:

- Great 1:1 interaction, understand customer needs. Motivated by bonus!

Contact Center:

- Great 1:1 interaction, Very knowledgeable of product & company policies, skilled at handling crises. Direct contact with customer!



Where We Started



- Small call center (~30 agents)
- No Support involvement in social media
- Marketing owned all social responses



Where We Went



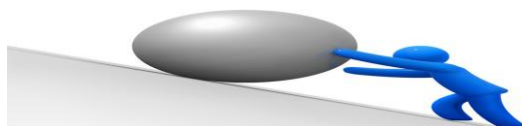
- Established Support Facebook pages and Twitter accounts in addition to main brand accounts
- Social media responses owned by Support
- Response SLAs within 30 minutes for Twitter and 60 minutes for Facebook



Challenges



- No established social support team
- Not enough volume to justify headcount
- Unique SLAs of Social
- Unclear chain of ownership
- No monitoring tools
- Existing responses sometimes inaccurate



Resources



- Social-friendly customer culture
- Use of tools like Chatter, instant messaging
- Software already had Facebook/Twitter posting features
- Leadership team invested in social



People



- **Unique opportunity with 'Tier 3' team who already had needed attributes:**
 - Strong customer service skills
 - High level of technical knowledge
 - Regularly interfaced with other departments
 - Existing familiarity with social media
 - Understanding of business sensitivity & branding



Training



- Open, collaborative
- Learn by example
- Multiple reviewers



Quality Assurance



- Created Social QA process to increase oversight
- Focus on ultimate resolution
- Built upon consistent standards



Providing Value



- Social support as gateway to top tier of support
- High visibility within the company
- Nothing to hide
- Crisis scenarios



Transparency



- Goal to respond to *any* mention of the company
- As forthright as possible but take conversation offline if sensitive (i.e., sender compliance)
- System issues happen! Social allows proactive discussion



Complaints!!!



How would you respond to something like this?

Feedback on customer service: Tried to log into account, no luck, spoke to person on live chat who was more like a robot. Spoke to your twitter person and they were helpful and apologized. Spoke to 2 different people on the phone and spent a total of 20 min on an international call to find out the deliverability team has gone home. Went around and around in circles and now I have to wait due to the time difference. Maybe a 24 hour Deliverability team might be your next step to good customer service. Still not sorted and all I want to do is go from a free trial to a paid account. Mmmm

Like · Comment · April 12, 2012 at 7:43pm



Some thoughts



- It looks bad at first, but it can be handled professionally
- Provide a quick and friendly response
- Steer the conversation OFFLINE



The day was saved!



Feedback on customer service: Tried to log into account, no luck, spoke to person on live chat who was more like a robot. Spoke to your twitter person and they were helpful and aplogised. Spoke to 2 different people on the phone and spent a total of 20 min on an international call to find out the deliverability team has gone home. Went around and around in circles and now I have to wait due to the time difference. Maybe a 24 hour Deliverability team might be your next step to good customer service. Still not sorted and all I want to do is go from a free trial to a paid account. Mmmm

Like · Comment · April 12, 2012 at 7:43pm

iContact Help Hi [redacted], I want to apologize once again for the experience you've had with us in the past 24 hours. We have resolved the issue with your account and if you're willing to give us another chance we'd like to explain what happened and make sure you are taken care of. My name is Aaron, and I have DM'd you on Twitter with my contact information.
April 13, 2012 at 10:01am · Like · ↻ 1

[redacted] Aaron, got it. Thank you so much. The service I have received so far today has been outstanding. Above and beyond excellent customer service.
April 13, 2012 at 4:39pm · Like



Another example post



Email marketers. I recently switched to [redacted] after being w iCONTACT for 7 years. Such a better company, customer service dept, programs and long 7 day hours where they are available to help out. Never could get iCONTACT to help resolve my issues with my account. Do not say u have not been advised!

Like · Comment · July 10, 2013 at 2:51pm near San Diego, CA

iContact Hi [redacted], Thank you very much for 7 years of business. It was an honor to have you as a customer and we're saddened to see you go. Is there an email address or phone number we can reach you at for feedback on how we can improve? If you're willing to give us feedback, please message us your contact information. If not, we understand and wish you the very best in your future endeavors.
Like · Reply · July 12, 2013 at 9:17am



Takeaways



- We recognized we were very likely past the point of being able to win the client back
- But what we could and did do is change the tone of the conversation
- Provides a strong message to other observers as well



Process and Management



- Depends on size and requirements of company – Hootsuite worked for us
- Case in Salesforce automatically created if our Support accounts are mentioned
- Redundancy – Both Support and Marketing monitoring



Scheduling and Forecasting



- SLA goals of 30 minutes for Twitter, 60 minutes for Facebook
- Primary/backup reps as well as continued monitoring by Marketing
- Primary focus of TL/manager as well
- No off-hours support due to team size



Ownership Conflicts



- Redundancy between Marketing and Support but also opportunity to slip through cracks
- Established an SOP: Support empowered to respond rather than wait for referral
- We notify Marketing so they know we've responded



Takeaways



- No one size fits all solution
- Ideally, a full-time social agent is great but not always realistic
- Support needs to be able to own responses
- Don't be afraid to use the best agents



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Thank you for attending
Please complete your session evaluation

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