

Reference Guide for Social-Media-First Customer Service

Adopting social-first customer service requires embracing a new set of guidelines to direct your approach. Here are the steps necessary to deliver world-class service on social media.

1. Identify the channels where your audience is providing feedback and reviews about your company to direct where you'll monitor and respond to their outreach.

| | | | |
|------------------|------------------|------------------|------------------|
| Channel #1 _____ | Channel #2 _____ | Channel #3 _____ | Channel #4 _____ |
|------------------|------------------|------------------|------------------|

Top Channel Options to Consider: Facebook, Twitter, Instagram, YouTube, Google, Yelp, Yahoo, Bing, MapQuest, Foursquare, OpenTable, TripAdvisor, G2 Crowd, Product Hunt, Capterra, etc.

2. Determine how your organization will monitor feedback on these platforms. If your answer to either question below is “yes,” then a paid tool is necessary to monitor and respond to the amount of feedback your company receives. If “no” is the answer to both questions, then monitor these channels manually and with free tools.

| | | |
|--|-----|----|
| Does your business receive more than 50 mentions and/or reviews per month? | Yes | No |
| Do you have more than five business locations? | Yes | No |

3. Choose monitoring and reputation management tools depending on your needs.

| Monitoring Tools | Reputation Management Tools |
|-----------------------|-----------------------------|
| Keyhole | Moz Local |
| Talkwalker | ReviewTrackers |
| Brand24 | Yext |
| Mention | BrightLocal |
| TweetDeck (Free) | Whitespark |
| Social Mention (Free) | Synup |

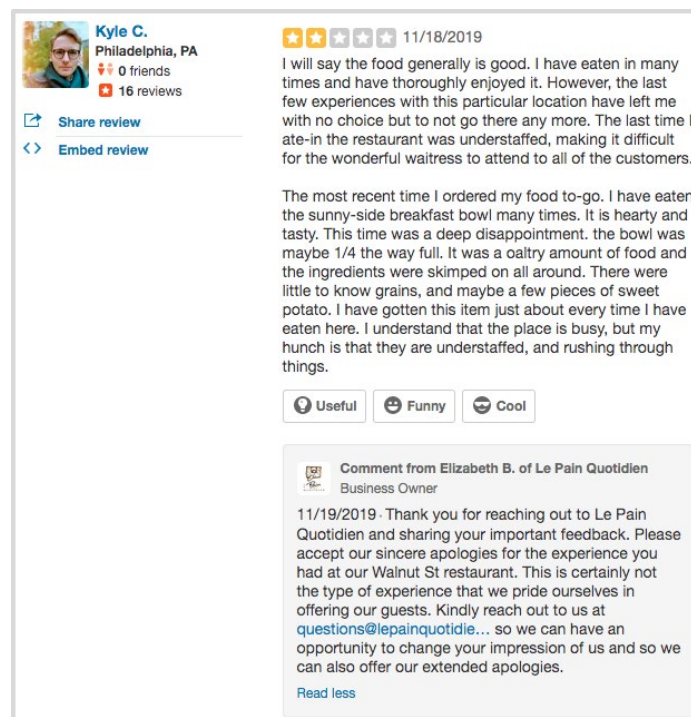
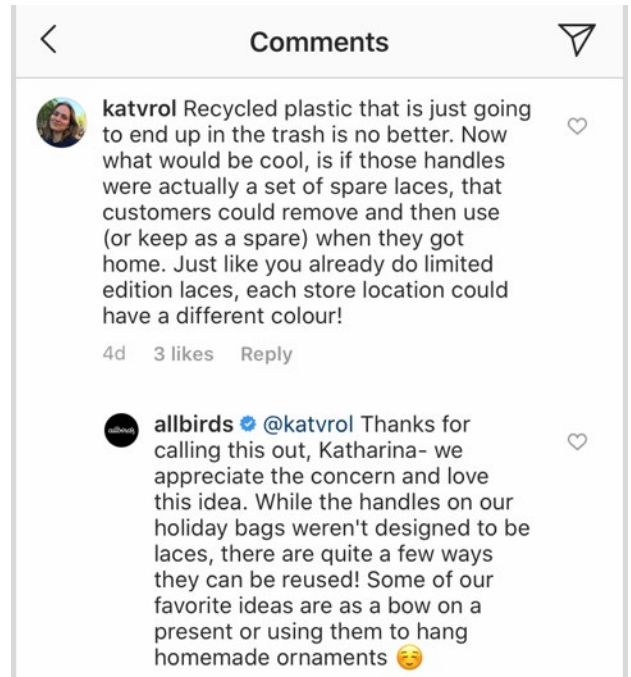
4. Respond to customer feedback and reviews, regardless if positive or negative. Prioritize responding to messages in the following order:

- Negative feedback and reviews
- Customer questions and service requests
- Positive feedback and reviews

5. Crafting an effective response to negative customer feedback on social media by including the following components:

- Acknowledge the problem
- Apologize for any wrongdoings
- Gather important information about the issue
- Explain what action will be taken to provide a solution
- Highlight next steps when necessary

Reference these examples of addressing negative feedback:



6. Reply to customer feedback and reviews in a timely manner, preferably within 24 hours or less, depending on how many customer service requests are received. Customers prefer a quick response but care most about getting their issue resolved.
7. Move negative conversations to a private forum whenever possible, but keep the discussion on the same channel unless a more in-depth interaction is required. For example, move a conversation happening publicly via tweets on Twitter to direct messages. Here's an example of the makeup brand Glossier, moving a customer service request from Instagram comments to direct messages.



8. Create a spreadsheet to log all customer service requests to help identify patterns in questions, issues, and feedback. Reviewing trends in customer responses can inform what changes might need to be made at the company to prevent further issues and provide insight into what help guides, tutorials, and knowledge base articles should be created to help reduce the number of customer service requests received.