

# MARKETING & COMMUNICATIONS

## Customer Service Via Social Media (Interactive)

# THE SOCIAL CUSTOMER EXPERIENCE

Customer Service and Social Media

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**Foothill Transit**

# BE WHERE YOUR CUSTOMERS ARE

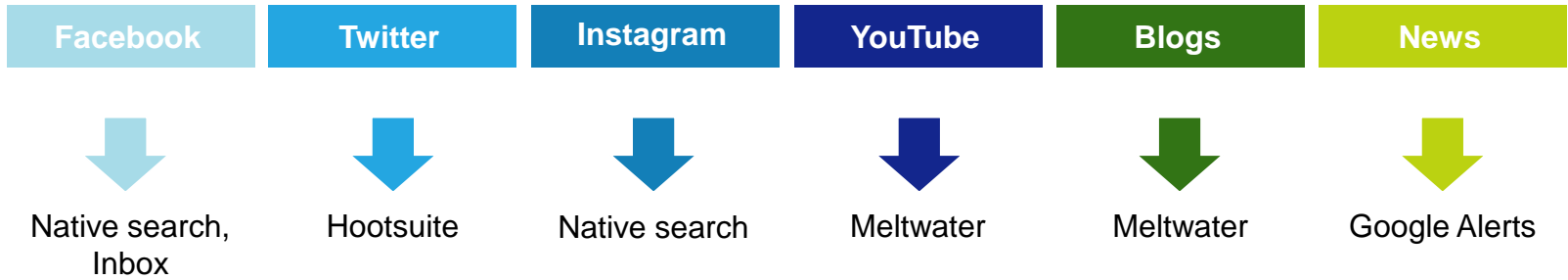
## Social Listening

- Sit down next to your customer – virtually.
- Where do your customers hang out?
- *When* do your customers hang out?
- What are they calling you?
- Regularly monitor your company's social media.



# SOCIAL LISTENING

Tools



# WHAT TO SAY

## Quick tips



Make them feel heard and that you care. Reflect back. Avoid labels or blame. You *don't* understand, but it's OK to be sorry.



Be proactive. Use a chatbot.



Recognize contributions and recurring customers.



Nothing! Take a screenshot, and block the account if needed.



Introduce yourself and be helpful.



Share, share, share!





# KEEPING TRACK

- Existing customer service software or social media-specific software?
- Customer service expertise or social media expertise?
- KPIs
- Contractors
- Influencers and ambassadors



# REAL-TIME REPLIES!

It's a social media fact...right?

01

## TRUTH

Customers really do expect fast replies on social media.

02

## MYTH

The world won't stop and your agency won't implode if you don't answer right away.

03

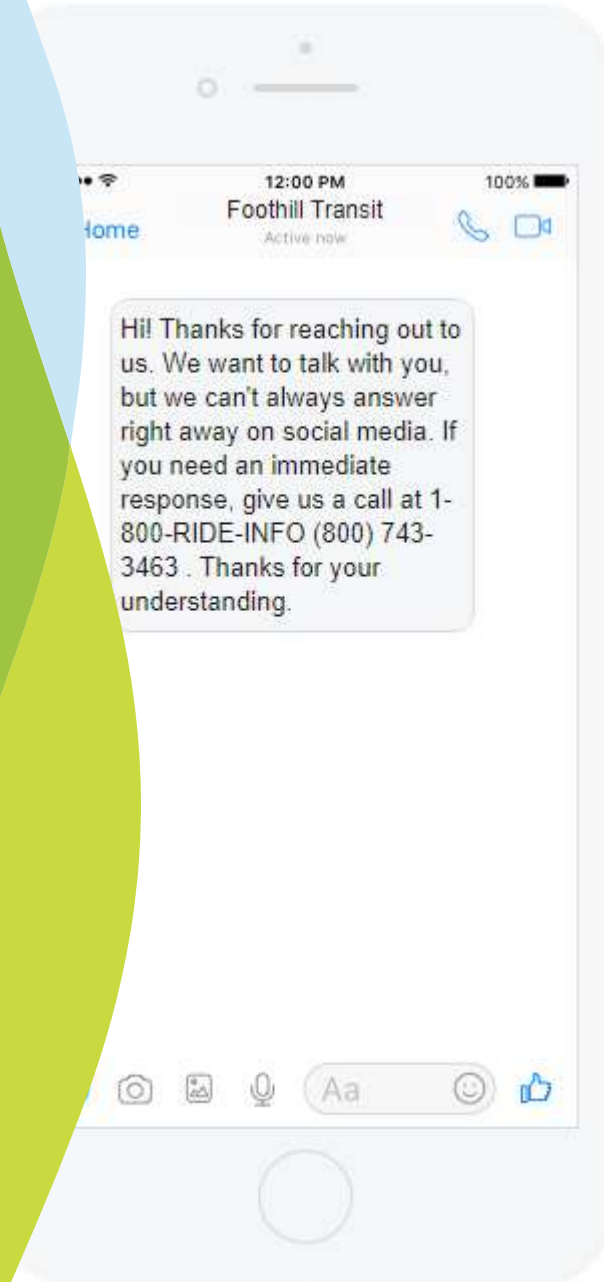
## HOW-TO

Use bios, auto-replies (bots), and responses to clarify capabilities and give options.

04

## BUT STILL...

Do answer as soon as you can, as much as you can, and take action in real-time when you can.



# TRIAGE

## High Priority Comments



DIRECT HOW-TO QUESTIONS

Promote self-service.

COMPLAINTS

Don't delete (or hide) comments or posts.

URGENT SERVICE REQUESTS

Working remotely?

SYSTEM-WIDE/ PR ISSUES

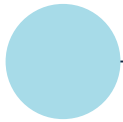
What constitutes a social media crisis and when should managers be alerted?





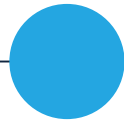
# TRIAGE

## Second-Tier Comments



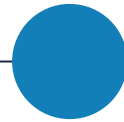
### GENERAL REFERENCES TO SERVICE

Introduce yourself.



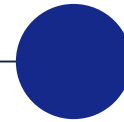
### POSITIVE FEEDBACK

Promote your  
customers.



### BRAND OR INDUSTRY COMMENTS

Pay attention.



### FUN STUFF!

Share it.



# RESPONSES SHOULD BE...



Timely



Accurate



Sensitive



Brief



On-Brand



# EXCEPTIONS TO THE RULES

Respond  
to  
everything!



Don't feed the  
trolls.

Communicate  
all the  
things!

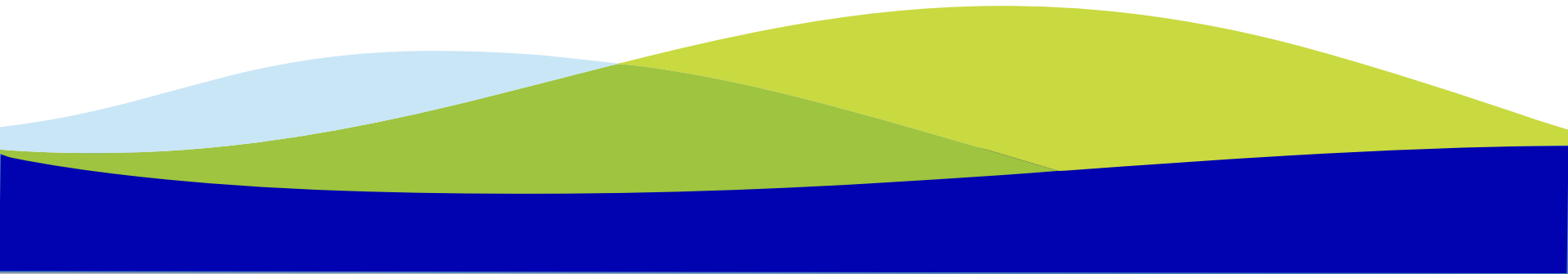


Give little  
bites.

Respond  
to  
everyone!



Mass issue =  
public statement



# Thank you!

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