

# Social Customer Care

As more consumers are looking online to resolve customer service issues, companies are increasing their investment in social media. Adopting a social customer care policy isn't optional anymore — it's critical to staying competitive and relevant.

## Companies Have a Customer Service Problem

**80%** OF COMPANIES **THINK** THEY DELIVER A SUPERIOR CUSTOMER EXPERIENCE

ONLY **8%** OF CUSTOMERS **AGREE**

## Customer Patience is Wearing Thin

WHEN HAVING TO CONTACT A COMPANY MULTIPLE TIMES FOR THE SAME REASON

**3 OUT OF 4** RESPONDENTS CITED BEING **"EXTREMELY FRUSTRATED"**

## Companies Understand the Importance of Social Media as a Service Channel

**62%** OF BUSINESSES BELIEVE THEY WILL **LOSE GROUND** IF THEY DON'T ADOPT SOCIAL CUSTOMER SERVICE TECHNOLOGIES

## The ROI of Good Customer Service

**68%** OF CONSUMERS ARE WILLING TO **SPEND MORE** WITH A COMPANY THEY BELIEVE — WILL DELIVER EXCELLENT — CUSTOMER SERVICE

WHEN THE CUSTOMER EXPERIENCE IS POSITIVE, **3 OUT OF 4** CONSUMERS WILL SPEND **MORE MONEY** WITH THE SAME BUSINESS

OF THOSE WHO EXPERIENCE POSITIVE SOCIAL CARE, **71%** ARE LIKELY TO RECOMMEND THAT BRAND TO OTHERS

## Companies that Ignore Social Media will Suffer

*Of consumers who make their frustrations known on the Web...*

ONLY **1/3** FEEL THEIR INQUIRIES ARE HANDLED QUICKLY AND EFFECTIVELY

**SIX IN TEN** WILL SHARE THEIR DISSATISFACTION WITH OTHERS

### The consequences...

**11%** OF BRANDS LOST REVENUE

**26%** OF BRANDS SAW THEIR BRANDS & REPUTATION —TARNISHED—

**15%** OF BRANDS LOST CUSTOMERS

BY NEGATIVE SOCIAL COMMENTS

## Social Care Pays

**61%** OF CONSUMERS WHO RECEIVED SOCIAL CARE WERE **MORE SATISFIED**

**58%** OF CONSUMERS SAID SOCIAL CARE INCREASED **CUSTOMER LOYALTY**

COMPANIES WITH SOCIAL CARE PROGRAMS EXPERIENCE A **6.5%** **INCREASE** — IN AGENT — PRODUCTIVITY

To learn more about how to use social media to improve customer support,

[DOWNLOAD OUR EBOOK](#)