

Social Customer Service: WHY AND HOW TO UP YOUR GAME IN

20 17

Customers demand it. Your competition is already doing it. And these stats make it crystal clear: **it's time to bring your A-game to social customer service!**

THE HIGH PRICE OF POOR CUSTOMER SERVICE

U.S. companies providing
POOR SERVICE are losing
an estimated

\$41B
EACH YEAR

Churn rates are

15%

HIGHER
for companies
**FAILING TO
RESPOND** to
customers via
social channels.

Not answering
a complaint
from social media
**DECREASES
CUSTOMER
ADVOCACY**
by as much as

50%

WHY SOCIAL CUSTOMER SERVICE?

RAPID ADOPTION

There are **1.65 BILLION ACTIVE MOBILE SOCIAL ACCOUNTS** globally, with 1 million active mobile social users added every day!

Almost **40%** of customers **ALREADY USE SOCIAL CHANNELS** for customer service.

COST & CX ADVANTAGES

Social is an increasingly preferred means for customers to reach out to companies. Used correctly, it provides many cost-efficiency and CX advantages:

SOCIAL CUSTOMER SERVICE PROGRAMS CAN INCREASE annual customer **SATISFACTION SCORES** by nearly **20%**.

Companies with a **well-crafted social customer service** program enjoy a **21% YEAR-OVER-YEAR INCREASE** in positive social media mentions.

71% of customers who have had a **GOOD SOCIAL MEDIA SERVICE EXPERIENCE ARE LIKELY TO RECOMMEND THAT COMPANY TO OTHERS.**

EXPECTATIONS ARE HIGH

40%

of all customers who complain on a social platform expect a response within one hour.

78%

of Twitter complainers generally expect a response within an hour.

HOW CAN YOU RISE TO THE CHALLENGE?

Start by arming yourself with knowledge. These earlier Shareworthy Service posts are packed with practical advice to up your social customer service game in 2017:

Un-Shattering: 3 Tips to Repair a Fragmented Customer Experience

What's Next in Staffing Customer Experience?

Hug Your Haters

The Rising Bar of Customer Expectations: Here's How to Clear It

SOURCES:

<https://www.entrepreneur.com/article/281568>

<https://www.dreamgrow.com/21-social-media-marketing-statistics/>

<http://www.engagor.com/blog/top-10-social-customer-service-stats-2016/>

<https://www.zendesk.com/blog/social-customer-service/>

<http://www.convinceandconvert.com/social-media-research/5-social-media-customer-service-stats-you-must-know/>

<https://www.dreamgrow.com/21-social-media-marketing-statistics/>