

CAN SOCIAL MEDIA BE A CUSTOMER SERVICE TOOL?

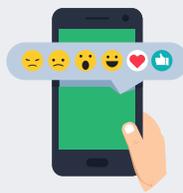


Yes it can!

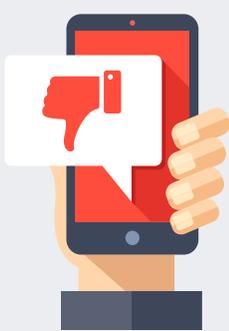
SOCIAL MEDIA MATTERS FOR BUSINESSES.



90% of social media users have used social media to communicate with a brand.¹



71% of consumers who have a good social media experience with a brand are likely to recommend it.²



In 2017, for example, BBB enterprise accounts received an estimated **35,000** complaints via social media.

LEVERAGING SOCIAL MEDIA IS KEY FOR BUSINESSES THAT AIM TO BE BETTER.

Social media is also a powerful tool used by consumers – primarily the younger audiences – to hold businesses accountable.³



TIPS AND BEST PRACTICES ON HOW BUSINESSES CAN BEST RESPOND TO COMPLAINTS FROM CONSUMERS VIA SOCIAL.

CONSUMERS WANT A RESPONSE



Approximately **1 OUT OF 3** consumers that have problems with a business never complain directly to the business or to a third-party organization.³

Consumers tend to tag the BBB, Consumer Reports, FTC and similar organizations to help resolve an issue. Samples from BBB social media enterprise accounts below: **#BBB**



@bbb_us I purchased a coat from Company X but never received [it]. They told me the refund has been completed but I never got it. They spent four months to check the status and they finally told me they will not refund it.



I need some help. I placed an order for a king bed on Feb 16 from Company X. My order still has not shipped so I messaged them to cancel my order for a full refund and they are refusing to refund me.



It takes effort to file a complaint and people sometimes feel it's not worth their time. Social media provides a channel for sharing these experiences.³



TIPS TO LEVERAGE CUSTOMER SERVICE ON SOCIAL MEDIA

The BBB 5 Gestures of TrustSM can inform businesses on how to engage on social media. They can use the BBB 5 Gestures of Trust framework (BBB.org/5Gestures) to maintain and build trust in the marketplace.

1

BE HONEST:

Tell them the truth. If the issue will take time to solve, let consumers know. If it was the company's fault, let them know.

2

BE TRANSPARENT:

Don't delete negative comments or block consumers. This will only show that you are hiding something. Instead, own up to the complaint and provide a solution.

3

BE PROACTIVE:

Respond in a quick and timely manner. It's best to solve a consumer's issue on social instead of redirecting them to a different mean of communication. 78% of people who complain to a brand via Twitter expect a response within an hour.⁴

4

BE HUMBLE:

Acknowledge mistakes. Apologies go a long way with consumers. Simply apologizing, listening to consumers' complaints and providing immediate solutions will help regain trust.

5

BE EQUITABLE:

Personalize your response. Consumers can tell when you send a generic response. Address them by their name and provide them with information or resolution that works for them. Also, follow up to make sure that they are satisfied with the outcome. Don't shy away from using emojis, memes, etc.