WaveMetrix Quarterly Insights

Q3 2012: Measuring your customer service performance on Twitter

18th October 2012

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Contents

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1. Executive summary

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Why measure customer service performance on Twitter?

- Twitter is becoming an increasingly popular customer service channel for brands:

  - It is an opportunity to provide innovative and near real-time support to consumers

  - Using a social platform means brands can demonstrate their capability to other consumers

- However, traditional performance tracking metrics may not translate to new social media channels:

  - This document explores the possibilities for building measurement frameworks to assess Twitter customer service performance

Measuring your customer service performance through three key factors

1. Channelling complaints to a support handle
- Understand what proportion of queries are receiving dedicated help
- Measure how much negativity is being channelled away from your main brand page

2. Ensuring consistently fast response time
- Monitoring response time helps measure how quickly complaint tweets are answered
- It also helps ensure that response time is consistent from one query to another

3. Measuring satisfaction with your support service
- Measuring the proportion of positive feedback on support handles allows brands to know how satisfied consumers are with the help they received
- Tracking satisfaction rate reveals how your customer service performs in comparison to other brands or industries
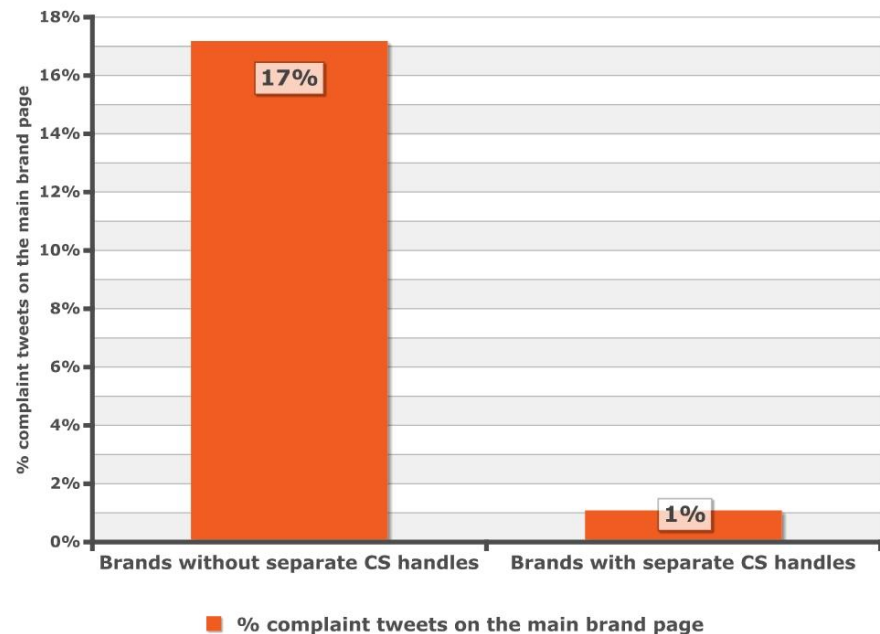
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2. Ensuring complaints go to a support handle

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Channelling complaint tweets away from your main brand handle to a dedicated support one

Measuring the proportion of complaint tweets going to a support handle helps ensure that the main handle is complaint-free

% complaints on brand handles for those with separate customer service handle and those without

- Complaints make up 17% of tweets on brand handles which don't use a separate customer support handle

- Brands with a separate support handle are able to keep their main page free of complaints

% complaint tweets on the main brand page

Brands without separate CS handles — 17%
Brands with separate CS handles — 1%

■ % complaint tweets on the main brand page

Source: WaveMetrix

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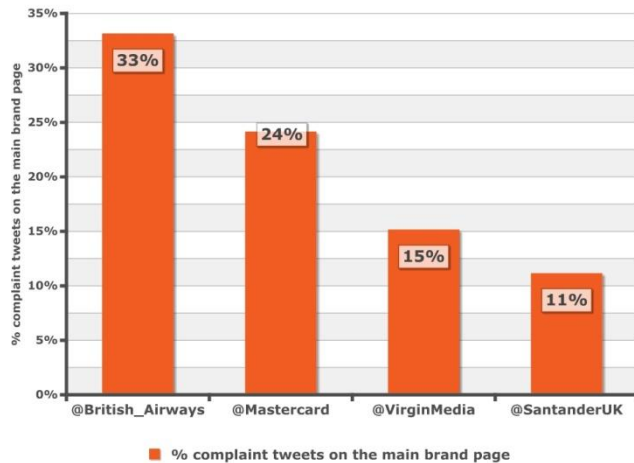
Without a separate support handle, complaint tweets cause negativity on your main brand one

- For brands such as British Airways or Mastercard, who do not have a dedicated handle for customer support, complaint tweets occur on their main page instead

- They cause negative buzz where brands could be building positive engagement

- Brands with a separate support handle only have a minor proportion of complaints on their main brand handle

- This allows them to focus on building a community and positive buzz through their main page

Brands without separate support handle:
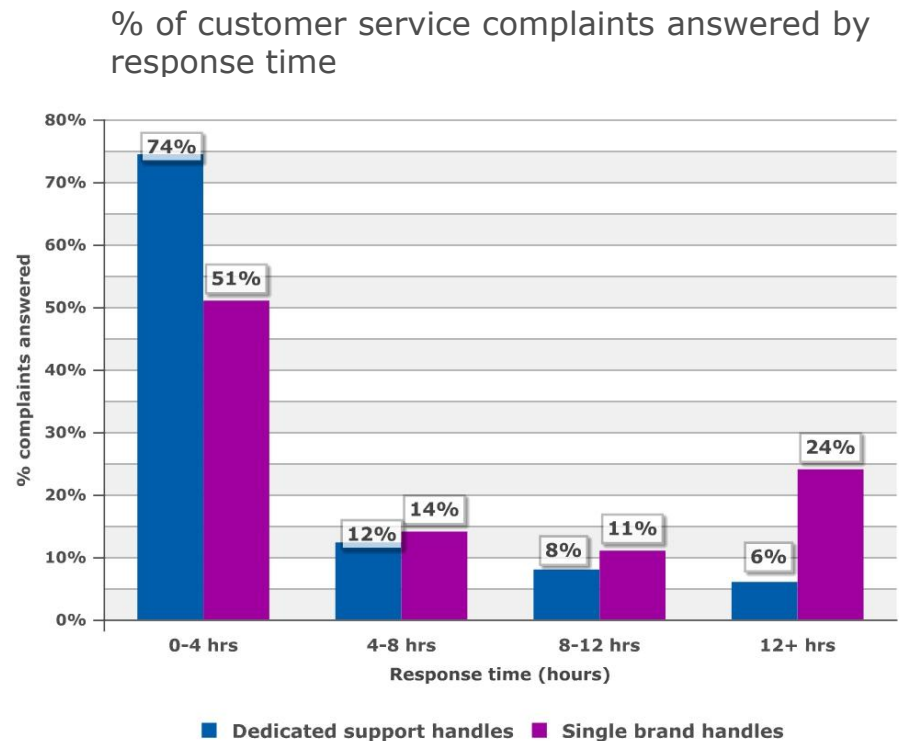% complaints on main brand handle

Brands with a separate support handle:
% complaints on main brand handle

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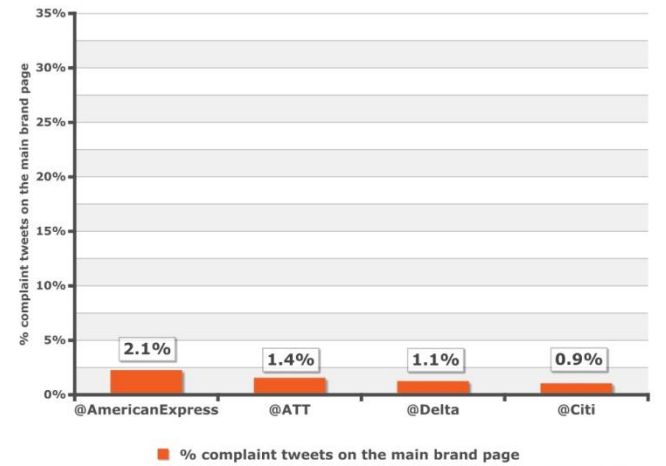
3. Ensuring a consistently fast response time

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Monitoring response time to complaints helps you keep it within consumer expectations

On separate customer service handles, response time is faster and more controlled as dedicated reps can focus on solving problems

- 74% of complaints on dedicated handles are answered in under four hours versus only 51% for brands with just only one centralised handle

- 24% of queries on brand handles are answered after 12 hours, reflecting inconsistent response time compared with dedicated handles
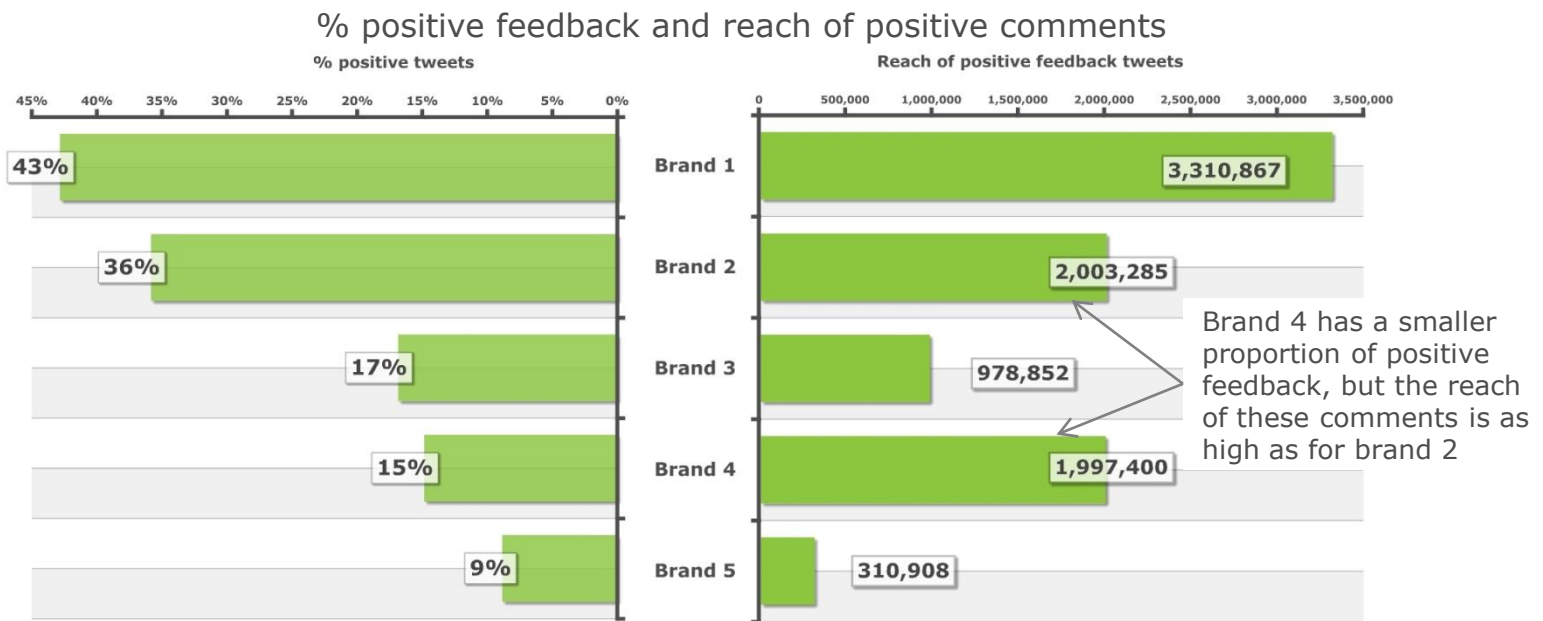
% of customer service complaints answered by response time

Source: WaveMetrix

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4. Measuring satisfaction with your customer service

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Measuring positive feedback allows you to understand consumers' satisfaction rate

By analysing the proportion of positive tweets on your handle, you can track how satisfied consumers are, as well as the social reach of their positive feedback
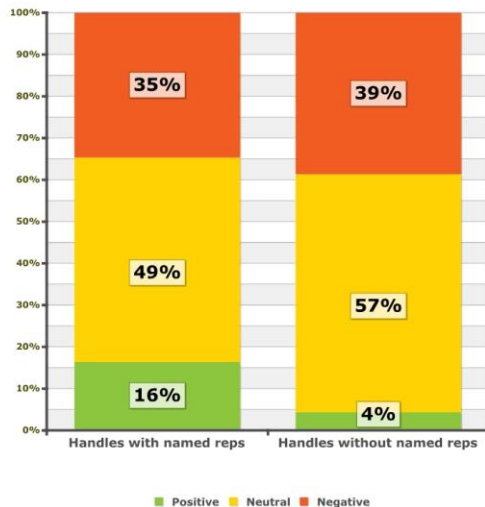
% positive feedback and reach of positive comments

% positive tweets

Brand 1	43%
Brand 2	36%
Brand 3	17%
Brand 4	15%
Brand 5	9%

Reach of positive feedback tweets

Brand 1	3,310,867
Brand 2	2,003,285
Brand 3	978,852
Brand 4	1,997,400
Brand 5	310,908

Brand 4 has a smaller proportion of positive feedback, but the reach of these comments is as high as for brand 2

Customer service metric: how satisfied are users with your service?

Social reach metric: how widely is your positive feedback being read?

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Following up on queries and having named reps can help increase positive feedback

- Using named reps to answer queries can help generate positive feedback

- 16% of tweets on handles with named reps are positive, showing that consumers are more favourable when interacting with a person

- Bank of America shows that following up to check that problems were solved can increase positive feedback

- 17% of tweets on @BofA_Help are positive, as consumers thank the handle for its support

Sentiment on support handles for those with named reps versus those without

Sentiment for Bank of America's support handle versus other banks
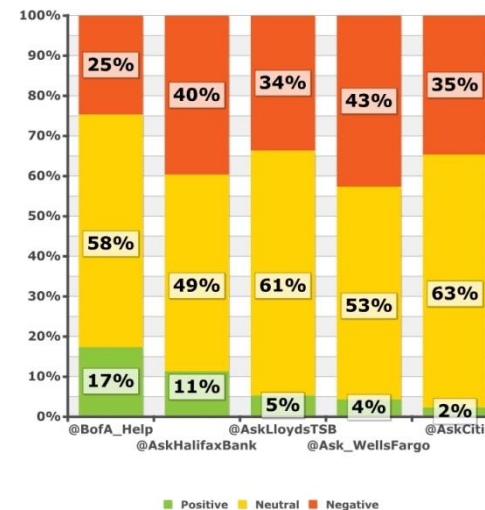
Want to learn more?

- Visit our Wave blog for weekly case studies on how brands are using innovative approaches in social media:

  - Follow us on Twitter for the latest updates or subscribe to our weekly newsletter directly on the Wave blog

- You can also read our previous quarterly reports, which summarise new trends in social media marketing:

  - Q2 2012 (Measuring advocacy)

  - Q1 2012

  - Q4 2011

  - Q3 2011

  - Q2 2011

  - Q1 2011

  - Q4 2010

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