



Ensuring the Success of Your Social Customer Service in 7 Easy Steps

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In today's instant gratification world, people are more and more getting in contact with their favourite brands via social media is continuously increasing - this is exactly the reason why so many brands use Twitter and Facebook to promote their products and services.

Despite the fact that social media can turn out to be a great tool to boost the number of prospects, only one out of three customers who ask a question or present a problem via social media actually have their issue solved in an efficient and time-effective manner. Here are several useful steps that will ensure the success of your social media service:

1. Focus On The Right Social Networking Websites

When it comes to social media, the secret is never to stick exclusively to one networking website - use Facebook, Twitter, LinkedIn and Pinterest, and any other social website where you can actually get in touch with your prospects. Facebook is by far the most commonly used social networking website, but this does not mean you should stick solely to this one. Also, perform reputation management practices as well - see what customers are saying about your brand or service, and where there is anything you do to improve their opinion. Feedback does matter!

2. Train The Staff In The Social Media Field

While it is true that one does not need a Bachelor's degree to post content on a networking website, there are several things the social media department must be fully aware of in order to positively surprise the customers and to raise the brand awareness.

3. Identify And Address Customer Issues In Real Time

Focus on the keywords that inform you there's a problem related to your company that requires your urgent attention. When a customer says "Help" or "Please reply" in their comment, then that comment is of utmost importance

and it needs your attention as quickly as possible. This aspect is important in order to prevent long-term customer loss and to keep the customers satisfied over the years.

4. Select The Right Promotion Tools

Given the fact that social media can help your business on many different levels, it is perfectly understandable why there are thousands of monitoring tools available on the market. However, not all of them are suitable for your business, and it is recommended to choose the one that best meets your needs. For instance, a great tool is one that encompasses both engagement and monitoring services at the same time.

5. Always Appreciate Customer Feedback

Never neglect customer feedback, be it positive and negative - this is a fast, efficient and objective way to get a deeper insight into what customers believe and say about your brand.

6. Prioritize the Enquiries

If your company or brand is very popular on social networking sites, then you should expect to be flooded with messages and enquiries. Keep in mind that all the customers expect fast, efficient and detailed responses to their questions - in order to rise to their expectations, it is essential to firstly prioritize the enquiries. This way, everybody's happy!

7. Automate the Processes

Managing hundreds of messages and enquiries can be a daunting task, especially if you are the only social media specialist in your department - this is where automation steps in and helps you save a lot of time. For instance, if there is a technical enquiry you can choose to automatically forward it to the tech department, while a sales-related question will be quickly forwarded to the sales team. One tool you can use to help users with self-service tools is called [WalkMe](#). The tip balloons guide users through tasks, so that they can learn on their own and fix issues on their own without contacting support through social media or the regular means. This can ease the stress for the social media manager.

Focusing on the customer using social media is now a vital arena for your communication. Making sure that you produce quality conversations with your

customers is crucial, while using these tips. So why not make your customer service great using social media.

With WalkMe™ the answers to all of the above is a resounding YES!

Taking a closer look and asking the questions above, will help you examine whether the other tools can match the scope of the WalkMe™ solution. Make sure your online service or website will not be a QA test for a tool that has not been proven, because as always, the devil is in the detail.

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