



CASE STUDY

Helping a leading social metaverse company reduce their flush rate & deliver next-level social care

Despite being one of the most popular and cost-effective platforms for customer service, social media is often overlooked as a last-resort channel. Within the last few years however, behaviors have shifted, with more consumers turning to social media for pre-sales inquiries, purchase support, and ongoing customer care. Brands are realizing it's time to put more effort into social support but are finding it difficult to operationalize without the proper tools and guidelines in place.

After all, it takes a trained ear to filter through the noise, interpret customer intentions, and integrate social media as a full-service channel within the contact center. Even leading social media networking and technology conglomerates struggle with it.

The Brand Partner

Our brand partner is a business and research unit of a multinational technology firm providing social networking, advertising, and augmented reality solutions. While the parent company is known for owning and operating three of the world's top four social media applications, its subsidiary, VXI's client, specializes in virtual reality hardware and software.

The Challenge

Serving as a startup within the parent organization, our client's core competency and entire focus was centered around developing customer-centric tools and managing the product lifecycle. At the time, our brand partner understood the importance of the customer experience (CX) but had traditionally invested in more mature support mediums like chat and email. Social media was an after-thought, lacking the governance model and formal rules of engagement that are required to optimize the channel and unlock opportunities for value creation.



As a result, the social media servicing team was experiencing an **83% irrelevancy rate**, a key performance indicator (KPI) used to track the percentage of social mentions that are triaged to customer care teams, but later deemed unactionable. Simply stated, the team was spinning its wheels without making much headway. Social media is one thing, but social media customer care requires years of hard-won operational wisdom to get right.

The VXI Advantage

To address these challenges, our brand partner engaged VXI's Customer Xperience Acceleration (CXA) team to assist with integrating social media into their service framework. As part of the initiative, our domain experts were tasked with conducting an "as is" and "to be" mapping exercise that would help identify gaps, build the brand's first social media playbook, and optimize workflows.

Unlike an agency or a traditional business process outsourcer (BPO), VXI's CXA team combines over two decades of omnichannel contact center expertise with a flair for all things social. Our practice leaders live, breathe, and even teach social media and content moderation best practices, pairing in-depth system enablement experience with years of operationalizing social media engagement programs for the experience economy.

Our Approach

So, when it came to running a current state assessment, our advisory team was able to jump right in, outlining a service improvement plan within weeks, and helping the client gain efficiencies at scale within months.



< 1 hour
response times
for public messages



< 5 minute
response times for
private messages



2x
response rate
within 4 months

What customers are saying:

"The response time was remarkably quick. They solved the problem with minimal effort on my part. It also felt personal, not like I was being given text copy and pasted from a manual."

After conducting the gap assessment, three key objectives were identified:

1. Increase in-channel resolutions using automation
2. Eliminate blind spots through technology optimization
3. Implement a comprehensive service framework



There was an immediate need to help agents resolve issues in channel. Instead of redirecting customers to email via a private direct message (DM), our advisory team leveraged profile vetting, automation, and a clearly defined governance model to get the most impactful conversations to the right departments, driving down their flush rate (the amount of actionable content that expires and disappears from the triaging queue).

Intelligent routing was also leveraged to automate keyword filtering, ensuring conversations containing phrases like “broken screen” were surfaced to the product support teams. Mentions including user sentiment and valuable product insights were routed to marketing, while posts indicating a potential adverse event were escalated to the safety, compliance, and PR teams.

By retooling the social media management platform, our solution designers eliminated blind spots, feeding the client’s social media accounts and networks into one comprehensive dashboard. With the proper governance model and SaaS tool in place, brand ambassadors were empowered to amplify the positive, drive-up advocacy for the product, and engage with customers through personalized care.

To add further value, VXI implemented a robust quality management and reporting infrastructure in addition to launching the brand’s first in channel CSAT survey. Through a comprehensive playbook, KPIs were established for each functional area including customer care, community moderation and marketing.

Results

Armed with a new perspective on how to operationalize social media as a full-service channel, our client took the partnership a step further. VXI was engaged to run the behind-the-scenes operations, executing on the playbook and managing a team of brand ambassadors to deliver next-level care.

Through our engagement, social media has become the client’s highest performing channel for NPS, CSAT, CES, and ASAT, achieving the following results:

↑ **51%** IMPROVEMENT IN THE BRAND’S FLUSH RATE

↑ **97.8%** AVERAGE QUALITY SCORE ACHIEVED

↑ **78%** IMPROVEMENT IN THE IRRELEVANCY RATE USING KEYWORD AUTOMATION

CUSTOMER TESTIMONIALS



“The fastest response I have had from any company/ business on Twitter. Great customer service too which is harder and harder to find these days.”



“This service is amazing.”