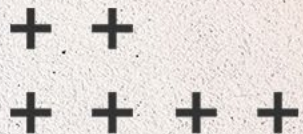


A Comprehensive  
Guide for Creating

# LEGENDARY SOCIAL MEDIA

**CUSTOMER EXPERIENCES**





# Why Create Legendary Experiences In Social Media?



Social media customer service has been around for nearly two decades. The difference between then and now is that there is more of everything. From the number of networks and users to the amount of content, algorithms, and personalization – expectations are higher than ever before. It's no longer enough to be present and responsive, a new generation is engaging with your brand online, and they expect mind-blowing, memorable experiences.

While social media management platforms have advanced to keep pace with rising expectations, many organizations have not. Without the proper tools, guidelines, and response strategy in place, your brand runs the risk of damaging its online reputation.

Marketers and customer service representatives need to come together to form an all-star team, creating opportunities for value creation and taking social media customer care to the next level.

**Here are 7 steps brands can follow to achieve legendary social care, and some of the common pitfalls to avoid along the way.**



## Legendary social customer care blurs the lines between marketing and service

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Traditionally, social media has been viewed as a marketing channel. Customers however have a mind of their own, challenging this notion by leveraging social media to not only shop around, but to share their experiences, report issues, and ask for help. The lines between marketing and service are now blurred. Even service requests, which were once considered a “post-sale” activity, are now happening earlier on and much later in the customer’s journey than ever before.

Yet, most brands still have their marketing gurus and customer care advocates operating in separate spheres when it comes to social media management.

This is unfortunate because the less internal communication and collaboration between the two always results in more customer friction.



To create legendary experiences, the right supporting organization and governance structure needs to be established, combining the strengths of both departments. Marketing can help customer service teams become more proactive, and customer service can help marketing strengthen relationships, mitigate a brand crisis, and identify opportunities to focus on joy share and suggestive selling tactics.

When executed correctly it's a win-win. But both organizations must be in lockstep to champion legendary experiences.

# 49%

Almost half of organizations said that social customer service is exclusively the responsibility of the marketing team. (Hootsuite)

# 21%

Only 21% of marketers feel they do a good job servicing customers on social channels (Hootsuite)



# 5

## Characteristics of Legendary

Once the right governance model is in place, it's time to level-set on what achieving legendary really means. Top-down marketing campaigns are becoming less effective, as customers are increasingly reliant on the "wisdom of the crowds," and the quality of the service experience to influence their brand choices and purchase decisions. According to Sprout Social, if a business providing similar products and services is offering better help on social media, consumers are 30% more likely to choose the competitor. This is why elevating your social media engagement strategy is no longer a luxury, but a necessity.

Legendary experiences evoke powerful, positive, and often emotional reactions from consumers that motivate them to invest and reinvest in your brand. With the competition rising, here's how to beat the heat and go viral – or at least win a few hearts along the way.



**Speed and Delight**



**Personalized**



**Empathetic**



**Resolution in Channel**

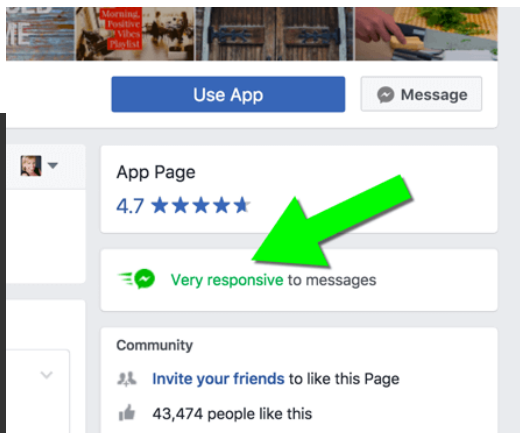


**Fun, Witty & Relatable**



## Speed and Delight

Traditional channels with longer response times are in decline. Consumers expect brands to respond quickly, especially when engaged through digital mediums like social media. Poor response times result in customer churn and lost revenue. Yet many brands are still dropping the ball when it comes to providing fast, effective support on social media networks. Improving response times is a service differentiator. Facebook even awards companies with “very responsive” badges for responding to 90% of their posts within 15 minutes.



Around  
**40%**

of customers expect brands to respond within the first hour, but only 50% of companies are currently meeting this expectation. (HubSpot)



## Personalization

Personalized content helps a customer feel like the brand understands them and cares about their needs. More importantly, it drives engagement and builds loyalty. Social media teams can start small by always using the customer's first name and progressively get more creative with the brand voice and response strategy. For example, Spotify personalizes key themes in their posts, and after resolving an issue, has been known to include a link to an appropriate song. #socialgenius



**80%**

of consumers are more likely to buy from a company that provides a tailored experience. (Slideshare)



## Empathy

Yes, people want information and resolutions quickly, but they need the message to be delivered with empathy – especially when responding to a perceived crisis. Brand ambassadors are challenged with having to find the right thing to say at the right time, without being too quick to apologize. Apologies can come off as scripted and perfunctory, especially if they aren't backed up with a recommended next step. Empathy means acknowledging the issue at hand, and its impact on the customer, while also taking action.

**64%**

of U.S. consumers and 59% of all consumers feel companies have lost touch with the human element of customer experience." (PWC)



## Resolutions In Channel

Social media is only getting more popular as a service channel. Brands have seen a 51% increase in inbound social volumes in the wake of the pandemic (Intercom). As a support channel, email is dead. It's time for brands to position social media as a full-service channel. Some issues might require the conversation to continue in a private channel, but it's no longer acceptable to redirect customers to a form or an 800#. Brands can leverage messaging and AI-powered virtual assistants to collect sensitive information like PII instead.

Around

**67%**

of consumers are seeking resolutions for issues through Twitter, Facebook, and other social media networks. (SocialMediaToday)



## Humanized Care

Witty and clever responses will stop people in their tracks. It nearly begs for consumer engagement. How many times have you shared a funny post on social media and received a higher response rate from your followers? The marketing team already understands the power of “being likeable”, but it’s not something customer care teams are currently scored on or coached for outside of NPS scores. In advertising, however, the most closely linked emotion to increased sales is likeability. Emotional connection is twice as valuable as customer satisfaction.



# 75%

of people will likely post something positive about your brand if you make meaningful social media connections.





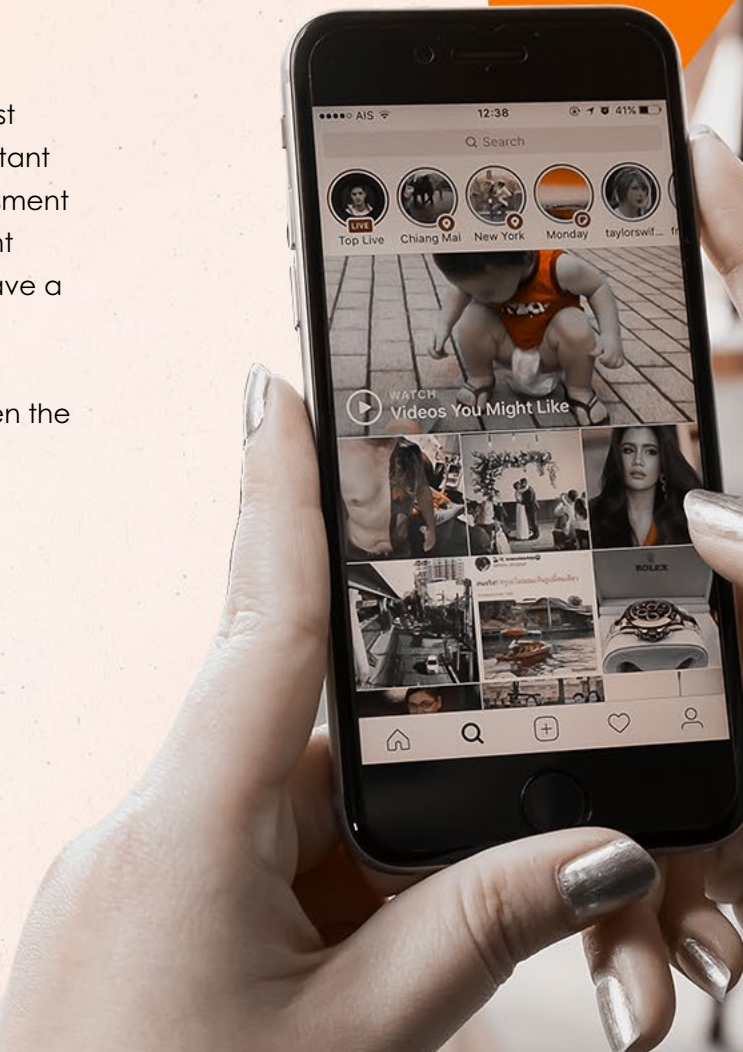
## Step 1

# Assess the Current State

After defining the characteristics of legendary with your teams, it's time to take your first step towards elevating your social engagement strategy. But before you do, it's important to map out and assess your current state. Most companies skip the current state assessment and jump right into making improvements. This is a common pitfall. If you can't pinpoint where you are today, or where your brand is in comparison to its competitors, you'll have a hard time crafting a compelling future state.

A current state assessment and benchmarking exercise should be a joint effort between the customer service and marketing departments, making note of the following:

 Hours & KPIs	 Response Quality	 Brand Reputation	 Value Creation
<ul style="list-style-type: none"> <li>Hours of operation?</li> <li>24x7?</li> </ul>	<ul style="list-style-type: none"> <li>Clear use of empathy?</li> <li>Consistent brand voice?</li> </ul>	<ul style="list-style-type: none"> <li>What is the overall brand sentiment?</li> </ul>	<ul style="list-style-type: none"> <li>Responses to earned social mentions?</li> </ul>
<ul style="list-style-type: none"> <li>How quickly do you respond – response rate?</li> </ul>	<ul style="list-style-type: none"> <li>Issues resolved in-channel – containment rate?</li> </ul>	<ul style="list-style-type: none"> <li>Do you have a crisis management plan in place?</li> </ul>	<ul style="list-style-type: none"> <li>Engagement with influencers?</li> </ul>
<ul style="list-style-type: none"> <li>How often do you fail to respond – what is the current flush rate?</li> </ul>	<ul style="list-style-type: none"> <li>% of canned, repetitive responses?</li> <li>Spelling/grammar mistakes?</li> </ul>	<ul style="list-style-type: none"> <li>Are you actively taking steps to monitor for and avert a potential crisis?</li> </ul>	<ul style="list-style-type: none"> <li>Are positive experiences being created?</li> <li>Any cross-selling or up-selling?</li> </ul>





# 02

## Step 2

# Understand Your Customers

As discussed, one of the key characteristics of legendary social care is personalization. This requires brands to understand their customers and provide “Anticipatory Customer Service.” With the help of social media management tools, companies can listen to the voice of the customer using conversational AI and speech analytics to create personas based on answers to the following questions:

- ▶ Who are your customers? (Age, gender, location, etc.)
- ▶ What do they care about? (Buying triggers, content preferences, hashtags, influencers they follow, hobbies, and lifestyle information).
- ▶ What are their most common frustrations? (Pain points, goals, motivations, and desires)
- ▶ How can your brand personalize the experience for each customer?

Customer care teams can provide marketing with the insights they need to build out personas based on their customers' social behaviors. Marketing can then share those personas back with the customer care organization to elevate the brand ambassador training program and response strategy.



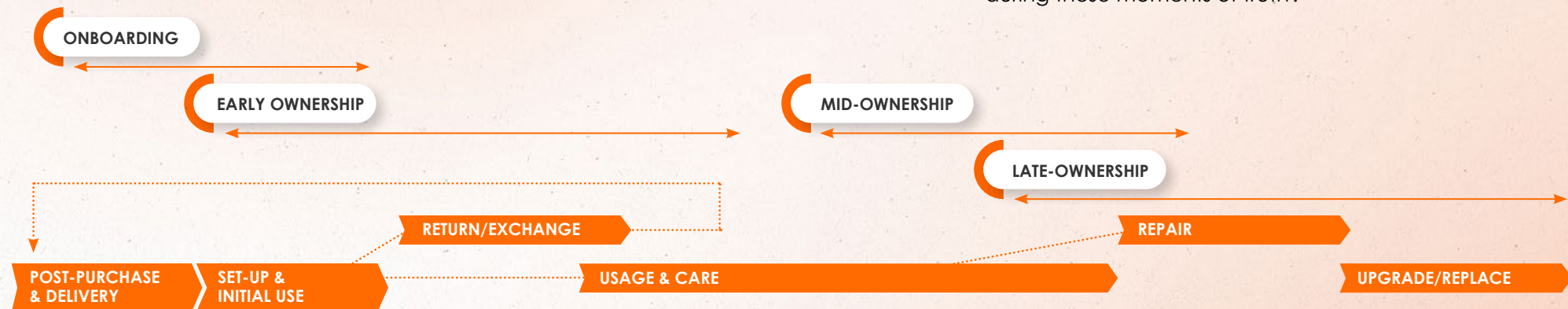
# Map the Journey & Moments of Truth

In addition to creating personas, it's essential for brands to map out the key moments of truth across the customer's service journey. Moments of truth (MOTs) are interactions that are so impactful to the customer that it alters their perception of the brand – for better or worse.

Take, for example, a consumer electronics and home appliances brand. Here are a few of the key moments of truth that would influence their social media engagement strategy:

## Example

Heather remodeled her kitchen and bought a new refrigerator. A few years later, she sees the “change water filter” signal flashing, and as she goes to replace it, the positive experience she has reinforces her perception of the brand. Several years later, her dishwasher breaks, and she looks for a new one, preferring to stick with the brand she knows.



In this example, the consumer electronics brand would want to listen for keywords like warranty, delivery, and break & fix as part of their social listening and triaging strategy. Aligning the right keywords with the customers' top MOTs will help create opportunities for value creation and enable empowered brand ambassadors to capitalize on them.



## Quick Tip:

Have your team answer the following questions to kick off a journey mapping exercise.

- ▶ What could make or break the relationship between the customer and the brand?
- ▶ What keywords would you monitor for to identify MOTs in social?
- ▶ How can your brand be proactive, and serve & delight during these moments of truth?



# 03

## Step 3

# Craft the Right Response

When responses are purposeful, authentic, and helpful, brands can connect with consumers in a meaningful way. How do you ensure this happens every time? Marketing and CX leaders need to come together to create a brand voice personality, characteristics, and guidelines as part of a larger social media playbook and operating manual.



A **brand personality** helps customers relate to it by mirroring the characteristics they value the most. How would you describe your brand if it were a person?

**Ex:** A brand personality could be curious, optimistic, empathetic, knowledgeable, and human.



The **brand tone** helps translate those characteristics into actions.

**Ex:** If the tone is casual, warm, friendly, and personable, an offer for help should read more like, "Hi, thank you for reaching out! We would be more than happy to help." And less like, "How can I help?"



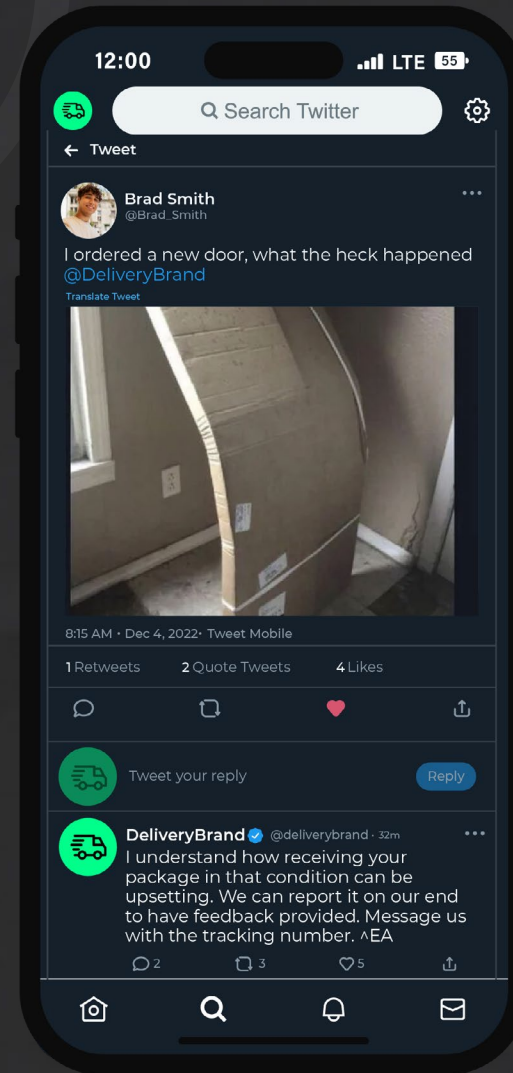
The **customer principles** reflect the values that the brand's followers value the most. Once identified, these principles can help brand ambassadors establish and evoke positive emotions and meaningful connections.

**Ex:** A leading principle could be "Help me live the life I want." For a response team, this translates to helping customers take advantage of everything their product has to offer. Brand ambassadors should show vs. tell, focus on lifestyles vs. features, and aim to inspire.

“It’s not about what you said. It’s how you said it.”



# Here are some examples of bad to mediocre responses: #SocialFail



Lacking personality,  
empathy – no clear  
action on the  
brand's part 👎



Canned,  
scripted responses 👎



# #LegendaryStatus


**James Lloyd** ▸ Skyscanner  
 August 23, 2016 · 🌐

Hi Skyscanner. Just wondering what you'd recommend I do during the 47 year layover your website has suggested?




 22K

2.4K Comments  
 3.8K Shares




**Skyscanner** ✓ Unless you're a huge fan of The Terminal, I'd probably recommend spending those years outside of the airport, so here are a few suggestions:
 

- Missed Songkran but you've got another 46 years to enjoy it.
- How do you feel about heights? The Moon Bar is pretty good and it's open until 1am so you could spend a good chunk of time there.
- A cruise on the Chao Phraya river could keep you busy for a while.
- If you get peckish there's a floating market. Not only good for grub, but you could make a few mates whilst you're there. Win/win.
- Become a Tai Chi expert in Lumpini Park.

- Jen  
 (p.s. thanks for letting me know about this - I'll get some folk to look into it!)




 9.2K

Like · Reply · 2y · Edited


**Kristen Arnett** @Kristen\_Arn... · 4/2/18 · ...

this morning at 7-eleven i saw a lizard next to the coffee maker and the cashier said "no worries that's just marvin, he likes the smell"

 538
  74.4K
  376K
 



**7-ELEVEn** ✓  
 @7eleven

Replying to @Kristen\_Arnett

Oh no! Can you DM us with the store location you visited so we can check in on Marvin? Thank you!

8:55 AM · 4/3/18 · Twitter for iPhone

1,369 Retweets 32 Quote Tweets 5,495 Likes








## Step 4

# Hire Right: Culture Add vs. Culture Fit

Achieving legendary social customer care through witty and clever responses isn't possible without having the right talent in place. It takes a special person to be able to think outside of the box while adhering to and safeguarding the brand. While job profiles are helpful, they can result in hiring a group of like-minded candidates with similar backgrounds and experiences. To inject new energy and novel ideas into your social media engagement strategy, hire for a "cultural add" instead of a "cultural fit."

This can be done by deploying skill assessments and domain understanding tests, instead of relying solely on a candidate's resume and interview skills. Give them user-generated content and posts and ask them to provide a sample response or determine if it's the right moment to jump in and be legendary.

Here are a few ways VXI assesses a candidate's social savviness throughout the onboarding process:

-  Pre-screening assessments
-  Domain understanding test
-  Typing speed & accuracy
-  Certification process
-  Computer skills test



## Key Attributes of the "Culture Add"



Communication  
Great Attitude



Relationship  
Builder



Empathy &  
Service



Passion for Technology  
Entertainment & Social



Social & Tech  
Savvy



Problem Solver &  
Process Oriented



## Step 5

# The Power of the Right SaaS Platform

As technology advances, it's making it easier to up your social media game, while helping your brand ambassadors avoid burnout.

The ideal social media management platform captures conversations, filters, and sorts through the noise with the help of AI, automates workflows for determining urgency, and leverages intelligent routing to get the most impactful mentions to the right team at the right time. If your social listening and engagement platforms are two separate tools, it's time to downsize.

It's something our advisory team at VXI observes frequently when evaluating a brand's social media technology stack. Often upwards of a million dollars can be cut from the budget by simply consolidating tools and selecting the right SaaS platform to streamline workflows.

Here are a few ways the right SaaS platform and supporting technologies can lighten the load and maximize your team's impact:





# Harnessing the power of AI

Technologies like ChatGPT are opening up new opportunities for brands to engage with customers in meaningful and innovative ways. From improving ROI to personalizing engagements and enhancing customer insights, there is no shortage of use cases. That's why it's important to take advantage of all the capabilities your social media management platform has to offer.

Here are a few capabilities that most tools offer as a starting point:



## Intelligent Routing

AI-powered automation can automatically identify the messages that matter most to your brand, turning them into cases that are prioritized and routed to the right advisor at the right time.



## Agent Assist & Decision Trees

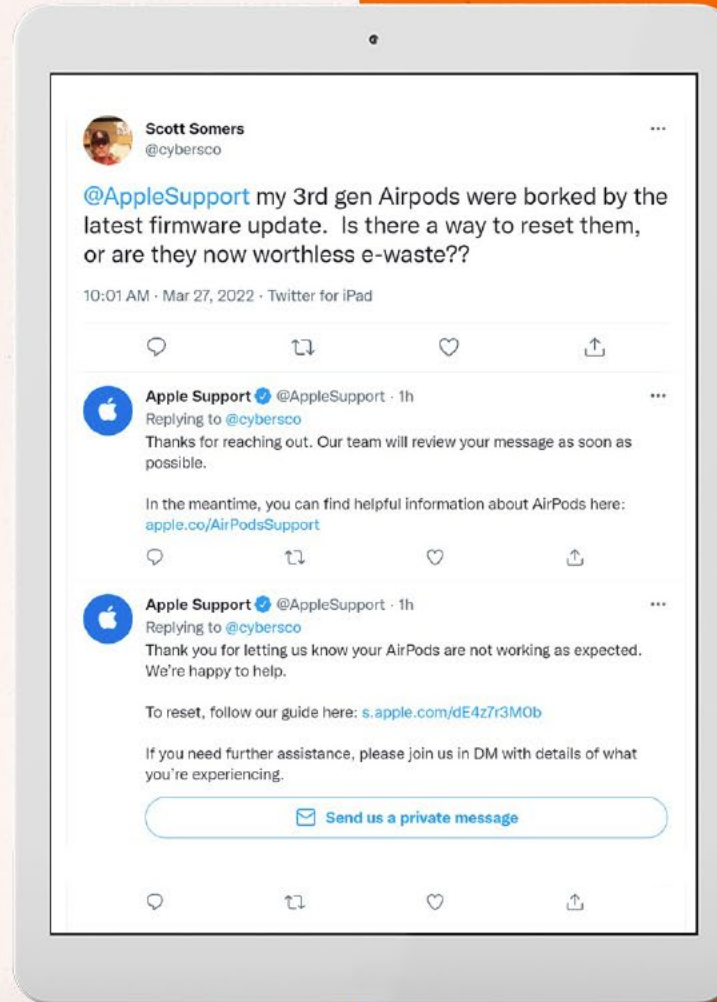
AI can also empower brand ambassadors and advisors with real-time, suggested actions and contextual recommendations to elevate the customer experience.



## Conversational Bots

Conversational AI chatbots are getting smarter, more humanized, and increasingly omnichannel. From improving response times to authenticating users, processing payments, and resolving simple inquiries, there is no shortage of use cases on social media and messaging channels.

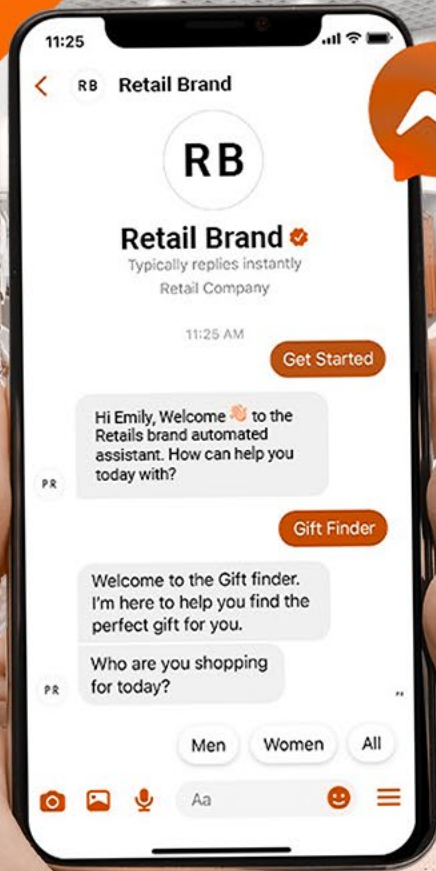
For an easy win considered enabling a chatbot through your SaaS platform to provide quick responses to low-value interactions.



## AI use case:

In this example, Apple provides the customer with a relevant resource before having an advisor reply to speed up the response time. The advisor then responds with a clear description of the issue and provides a follow-up action.





## Step 6

# Measuring Legendary

Having too many tools and technologies can lead to disparate measurement and reporting practices across the organization. Both the marketing and customer care teams should operate from the same platform, scheduling weekly, monthly, and quarterly business reviews to assess the key performance indicators (KPIs), identify trends, and funnel up business insights. For example, if a product has just been launched and sentiment scores are trending down, the customer care team is often the first line of sight into issues surfacing online.

Social NPS and sentiment scores are just two examples of metrics that should be reviewed by the collective team. Here are a few others:

## Program Success Measures

### Community Management

#### Brand/Marketing

- Sentiment Rate
- Engagement Rate
- Shares, Likes, Comments
- Retweets

#### Customer Care

- Cases generated vs. Handled
- AHT
- Response Rate
- Response Time
- Response SLAs

### EX/CX

#### Agent

- Case Handled Per Agent
- Outbound Messages Per Agent
- Average Handling Time
- Agent Quality Score
- Agent Satisfaction Score

#### Customer

- Survey Sent vs. Take
- Contact Types
- Product Insights

### Customer Satisfaction

#### Support

- NPS/CSAT/CES
- Agent Quality Rate

#### Benchmarking

- Against Competitors
- YoY Ratings & Reviews



## Step 7

# Fostering a Happy & Engaged Workforce

Finally, achieving legendary customer care isn't possible without fostering employee engagement and a high-performance culture.

Today many brand ambassadors are remote, hybrid, or gig workers requiring more than a pizza party or a "virtual clap" on a Zoom call to stay engaged. True engagement is more about empowering a team of talented individuals with well-defined roles, realistic goals, recognition, rewards, and opportunities for collaboration.

After all, if your advisors are disconnected and disinterested in the work at hand, it will produce a lackluster customer experience.

Here are the  
**4 Key Pillars of employee engagement:**



### Connection

Employees want to feel connected to their colleagues and managers



### Meaning

Employees want to feel their work has meaning



### Impact

Employees want to feel their work has an impact on the company



### Appreciation

Employees want to be appreciated for the work they do



# Putting it all **together**

Compelling customer experiences can be challenging to design and even harder to deliver. If your teams need help getting started, or are stuck trying to improve high flush rates, low sentiment scores, and long response times, give our social media domain experts a shout.

After all, even social media gurus need help operationalizing legendary. Trust us, we know, our partners include some of the world's most disruptive brands – even leading social networking companies.

Together we'll unlock opportunities for value creation and deliver experiences your customers will love.

## Free Social Score

### How does your brand rank against the competition?

Schedule a complimentary consultation with VXI and we will provide a social media maturity score for your brand.

**Legendary Starts Here.**





# ABOUT VXI

At VXI, we believe that legendary CX is all about experiences made for and by people. Our over 20 years in business is built around enabling these journeys for our employees, our clients and their customers, while also harnessing innovations in tech to enhance human capacities. Today, we continue to work with like-minded organizations to bring transformative and human-centered experiences – all this made possible by over 40,000 CX and EX experts in North America, Asia, Europe and the Caribbean.



**40,000+**  
CX & Care Experts  
in 7 countries



**40+**  
CX and Technology  
Innovation centers



**300M+**  
Customer interactions  
per year



**PCI, SOC 2 Type II**  
Compliant, secure  
environment



**20+**  
Language capabilities



**NMSDC**  
Minority-owned,  
certified company

Learn more about VXI  
Legendary Social  
Care here:



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