



SOCIAL CUSTOMER SERVICE

Practical Exercises

Exercise 1

Lesson Goal: Outline how to plan and implement a social customer service strategy

You work in senior management at an online clothing retailer targeted towards young adults and have recently picked up on an increasing influx of customer-service-related interactions on your social channels.

You do not, however, have a formalized social customer service approach, and interactions currently take place on an ad-hoc basis. It is important to establish the channels that you wish to use for customer service purposes.

Part 1

Create a Social Customer Service Channel plan for this business by considering the following:

- The appropriate channels for your target audience.
- Channels that are most appropriately used for social customer service.
- Geographical differences in social channels.

You can then begin to build a customer service strategy.

Part 2

Create a Social Customer Service Strategy (200 words) for your own business by considering the following:

- Key components of a social customer service strategy
- Objective setting
- Inter-departmental collaboration in strategy development
- Stakeholders

Exercise 2

Lesson Goal: Outline how to plan and implement a social customer service strategy

You work for a well-known travel agency which specializes in travel for young people. In the past you have been more internally focused than externally with the customers at the heart of decisions. This being said, you feel it is important to carry out customer journey mapping to be more customer-centric in your customer service approach.

Take steps to become more customer-centric by carrying out the following tasks:

- Create a customer journey map. Think about:
 - Timelines
 - Customer steps
 - Pain points
- Create customer profiles for your typical customers.

Exercise 3

Lesson Goal: Outline how to plan and implement a social customer service strategy

You work in customer service for a medium-sized supermarket chain and have acknowledged the lack of processes you have in place when dealing with social customer service.

Create a Social Customer Service Playbook in order to address the lack of formal processes. This should include:

- Why you are using social media and how it aligns with company goals
- Processes agents should be following
- Tone of voice
- Do's and Don'ts for engagement
- Resources
- Internal contacts

Exercise 4

Lesson Goal: Outline how to plan and implement a social customer service strategy

You work for a sportswear company and have experienced a number of negative social media interactions. This has led you to acknowledge the need to establish and document a plan to help you manage a social crisis in the future. Consider that there are some tasks that can be the result of over reliance on automation, like scheduled responses and social posts. It's essential that you understand the implications of this.

To help manage a social crisis, do the following:

- Establish social media crisis indicators.
- Draw a crisis flowchart.
- Detail the crisis management techniques that should be used.
- Establish a blueprint for post-crisis review.

Exercise 5

Lesson Goal: Outline how to evaluate the performance of your social customer service

You are the customer service manager of a chain of department stores. You think that it is important to determine the level of satisfaction of your customers and are keen to establish a plan of how to do this.

Create a short plan by considering the following:

- Case management metrics
- A post-service survey
- Sentiment mapping
- Sentiment audit

You have recognized that it has become very difficult to manage all of your social media and customer service activities and feel that there is a need to implement a Social Media Management System (SMMS).

For your own business or one of the businesses used previously, devise a business case detailing the following factors:

- Why a SMMS is important
- The benefits they provide
- SMMS your business should use
- Define the type you should use (all-in-one or best-of-breed solutions)
- Security features
- Analytics

Exercise 6

Lesson Goal: Recognize the role of P2P communities in social customer service.

You are a member of senior management at a gadget retailer and recognize that a good way to offer customer service is through P2P support communities. However, many other members of the senior management team are not sure that this approach is appropriate.

Create a short pitch in which to persuade your colleagues that P2P support communities can be beneficial. In completing this exercise, consider the following:

- What are P2P support communities?
- What types of P2P communities are there and what functions do they carry out?
- Successful case studies
- A management plan for the community
- A resourcing plan for the community (i.e. contributors)
- KPIs to monitor community health and community effectiveness

