

Reference Guide for Customer Service on Social Media

Adopting social-first customer service requires embracing a new set of guidelines to direct your approach. Here are the steps necessary to delivering world-class service on social media.

1. Identify which channels your audience is providing feedback and reviews about your company to direct where you'll monitor and respond to their outreach.

Channel #1 _____ Channel #2 _____ Channel #3 _____ Channel #4 _____

Top Channel Options to Consider: Facebook, Twitter, Instagram, Google Business Profile, Yelp, Yahoo, OpenTable, TripAdvisor, G2, Amazon Customer Reviews, etc.

2. Determine how your organization will monitor feedback on these platforms.

Answer the questions below. If your answer is “yes” to either question, then a paid tool is necessary to monitor and respond to the amount of feedback you’re receiving. If “no” is the answer to both questions, then monitor these channels manually or with free tools.

Does your business receive more than 50 mentions and/or reviews per month? Yes No

Do you have more than five business locations? Yes No

3. Choose monitoring and reputation management tools depending on your needs.

Monitoring Tools	Reputation Management Tools
Keyhole	Moz Local
Talkwalker	ReviewTrackers
Brand24	Yext
Mention	BrightLocal
TweetDeck	Whitespark
BrandMentions	Synup

4. Respond to customer feedback and reviews, regardless if it's positive or negative. Prioritize responding to messages in the following order:
 1. Negative feedback and reviews
 2. Customer questions and service requests
 3. Positive feedback and reviews
5. Crafting an effective response to customer feedback on social media by including the following components:
 - Address the customer with a friendly salutation, and by name, if possible.
 - Acknowledge the issue.
 - Apologize for any wrongdoings.
 - Solve the issue, if possible, in the first reply.
 - Gather important information about the issue if it's more complicated.
 - Explain what action will be taken to provide a solution.
 - Move the conversation to a private forum like a private messaging service.Always acknowledge their outreach publicly before moving the exchange private.

Here are examples of organizations crafting effective customer service responses:





simone07cavalcanti All of the sudden TTOO doesn't ship to Puerto Rico.... is it a glitch in your system? 🙄🙄🙄



1d Reply

— Hide replies



TTOO 🌿 @simone07cavalcanti We're sorry to hear that you are having difficulty! Please DM us with your registered email address and any error message you are receiving, so we can look into this for you.



1d 2 likes Reply



John S



12/21/2022

They schedule a delivery, charge you and expect you to stay home waiting for the delivery. Despite sending texts and emails saying they are 5 stops away, 2 stops away, then a message comes saying there is a problem – please call. After hours on hold, I discover there never was going to be a delivery because their 3rd party never picked the item up. I then received another delivery date 10 days out! And according to H+ Sport, who sold me the product, it's out of their hands. I canceled the order, I have no confidence in their ability to honor their service. I also found they are unable to refund me until they hear from the delivery service who confirms they have the product that they claim they never picked up. Beware!



H+ Sport Response

12/22/2022

Greetings John S,

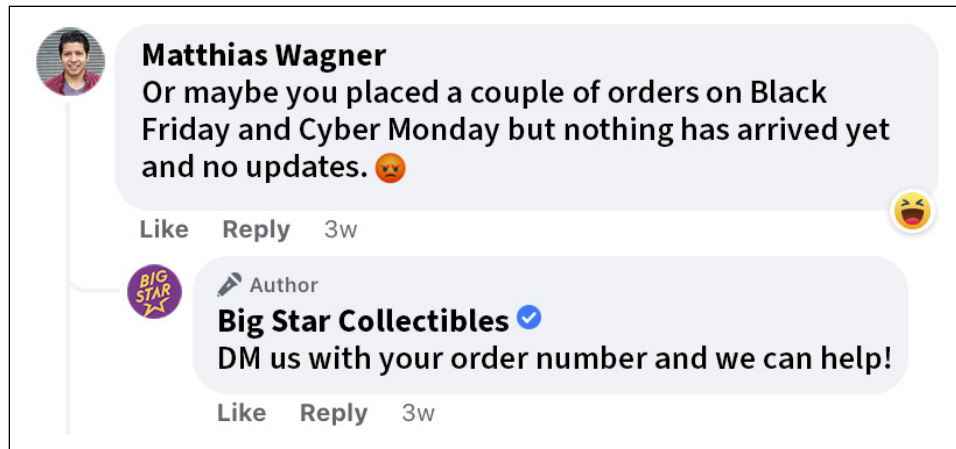
Thank you for taking the time to reach out to us and bringing this situation to our attention. We are very sorry to hear about your experience.

We would like an opportunity to review your concerns and discuss this matter with you. Please know that an H+ Sport representative from our team will be reaching out to you.

Thank you for being a valued H+ Sport customer.

6. Reply to customer feedback and reviews in a timely manner, preferably within 24 hours or less, depending on how many customer service requests are received. Customers prefer a quick response but care most about getting their issue resolved.

7. Move negative conversations to a private forum, whenever possible, but keep the discussion on the same channel unless a more in-depth interaction is required. For example, move a conversation happening publicly via Facebook comments to private messaging. Here's an example of what that looks like as the make-up brand Glossier addresses a customer's frustration and urges them to send over a private message.



8. Create a spreadsheet to log all customer service requests to help identify patterns in questions, issues, and feedback. Reviewing trends in customer responses can inform what changes might need to be made at the company to prevent further issues and provide insight into what tutorials, help guides, FAQs, and knowledge base resources should be created to help reduce the number of customer service requests received.