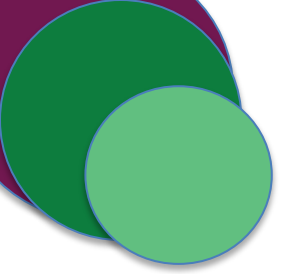# FEBRUARY SOCIAL MEDIA INSIGHTS

Social Media Insights

PAGE IMPRESSION

3300

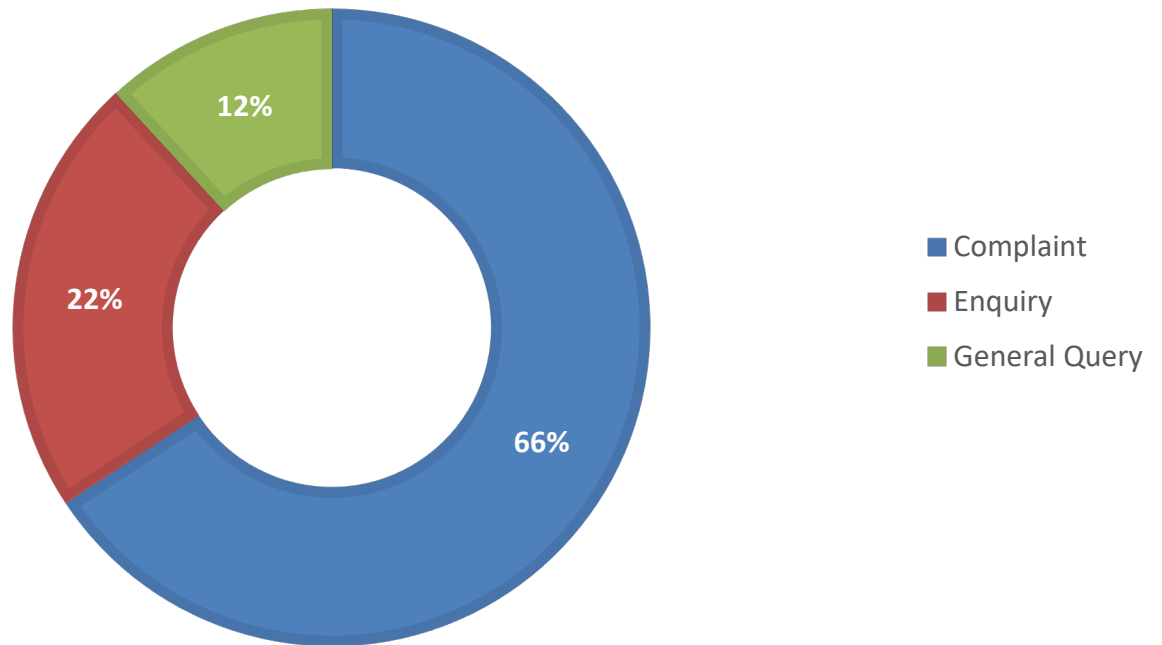**PAGE INTERACTIONS**

997

NEW PAGE FOLLOWERS

188

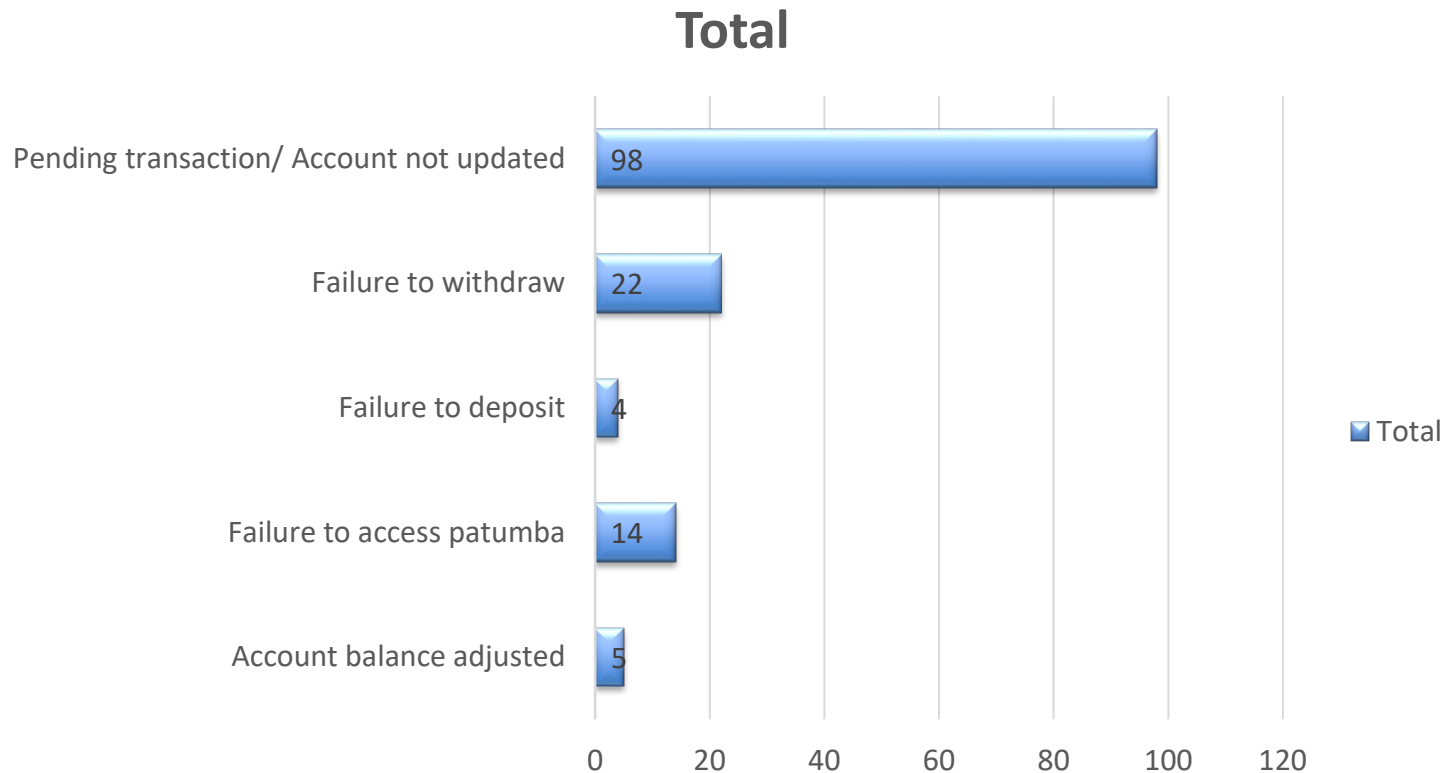**TOTAL POST VIEWS**

36200

Queries Overview

Number of Complaints

Query	Number of Customers
Complaint	161
Enquiry	55
General Query	29
Total	245

Top 5 Complaints

Total

Pending transaction/ Account not updated: 98
Failure to withdraw: 22
Failure to deposit: 4
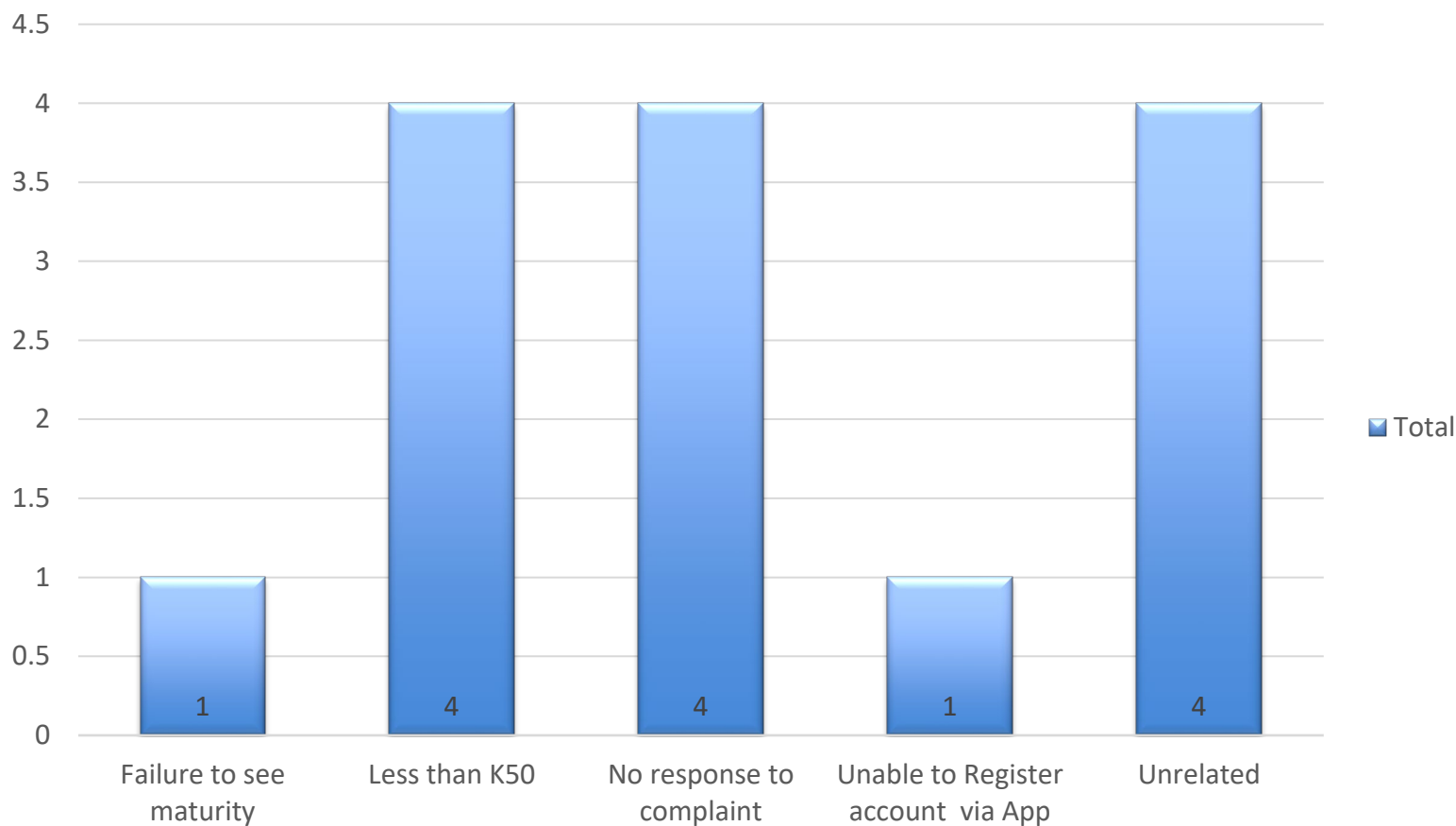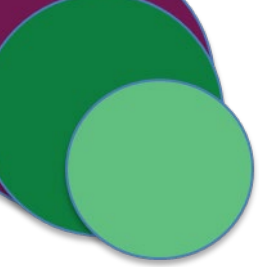Failure to access patumba: 14
Account balance adjusted: 5

Total

- Pending Transactions and Account not updated was the top complaint of February 2025

Other Complaints

Total Queries Closed and Pending

	Escalated	Pending	Resolved	Unresolved
Total	3	42	198	2
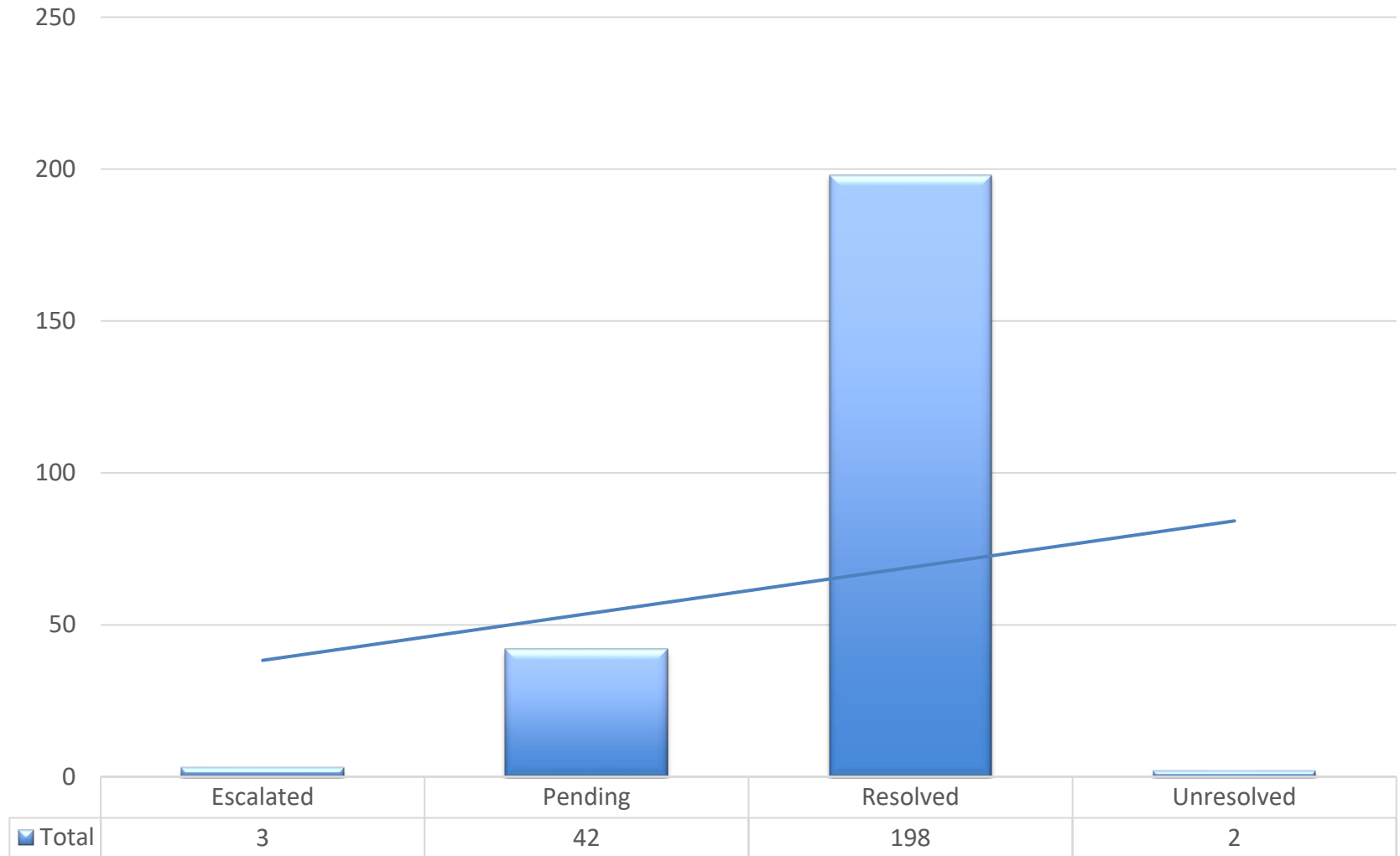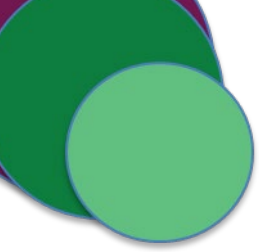
TAT Analysis

Metric	Hours
Sum	6648
Average	30.78
Min	0
Max	72
Average of Queries Resolved	26.93
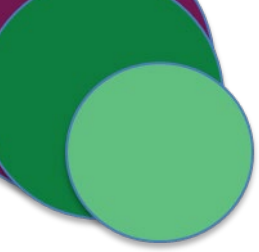
NPS & Comments

NPS
56%

NDS
44%

TOTAL COMMENTS ANALYZED
23

Analysis

In February 2025, our social media saw solid activity with over 36,000 post views and nearly 1,000 interactions—not bad! We also gained 188 new followers, which is steady growth. But behind the scenes, there were some hiccups. The biggest frustration for users? Delays in transactions and accounts not updating properly. Our customer loyalty score (NPS) landed at 56%, which is okay but not great, and we only analyzed 23 comments—so there's a lot more feedback we could be using. Some terms in the report, like "NDS (44%)," were unclear, and we didn't get much detail on how quickly we're resolving issues (TAT analysis).
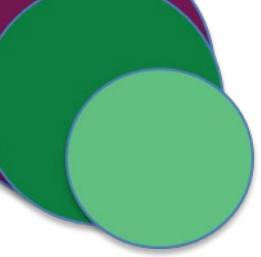
Key Insight

Lots of eyeballs on our posts, but not enough people jumping in to like, comment, or share. That's a missed opportunity! Plus, those transaction delays are likely hurting trust—if people can't rely on their accounts updating, they'll get frustrated fast.

Summary

Next Steps

- Fix the urgent stuff: Tackle transaction and account update delays to stop complaints in their tracks.

- Make content pop: We will try fun, interactive posts (think polls, quizzes, or "click here" prompts) to turn passive scrollers into active engagers.

- Clear up confusion: Define vague terms (like "NDS") and we will tighten up reporting so everyone's on the same page.

- Listen harder: We will dive deeper into comments and feedback to understand what's working and what's ticking people off.