Service Targets for Team Performance Reports

Since your customers might rely on social networks to communicate with your brand, it's important to set expectations for how quickly they can expect a response from your team. Social Media Management allows you to set service targets for your social support teams to work to and report on.

For example, you may state in your X (Twitter) bio that all comments will be replied to within one hour. You can then report on how many of the replies sent through Engage met your specified service target.
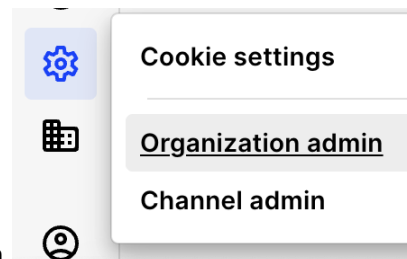
Note:

We recommend that you set up your service targets before generating a Team Performance report as it is not possible to apply service target settings to a Team Performance report retroactively.
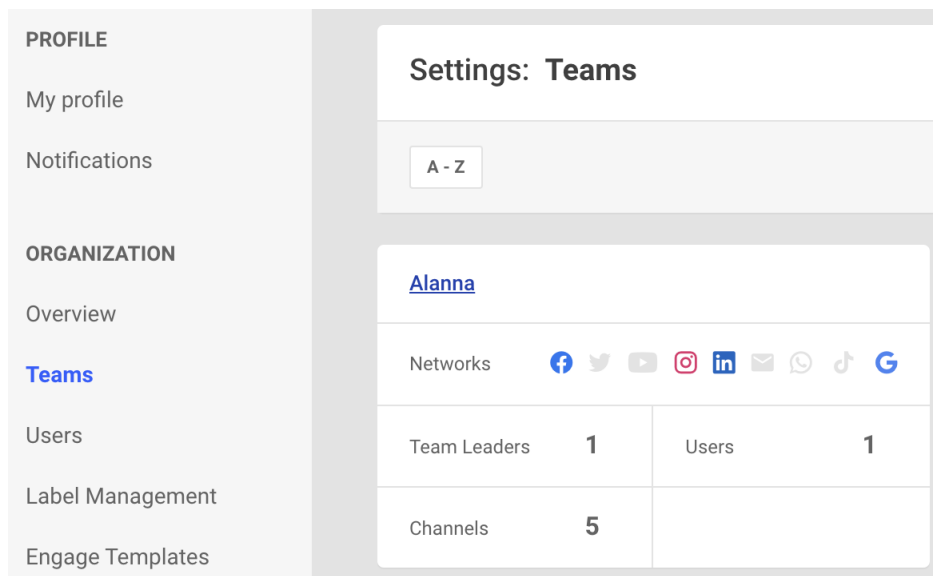

Setting up service targets

1. In the left-hand navigation sidebar in Social Media Management, select

the **Settings (gear) icon > Organization admin**.

2. Select **Teams** in the left-hand settings sidebar, then choose a team.

3. Click on the **Service Target** tab, then enter the goal in hours and minutes, then click **Save**.

When you would like to report on your service target in Engage, create a Team Performance report for the selected team and your report will show the percentage of messages that your team replies to within your service target.

For existing Team Performance reports, you will need to edit your report using the **pencil icon** and select the **Service target** filter.

Note:

Admin users have access to all Teams, but they are not counted as members of a Team unless working in its Team View. This means that Admins **must** work in the Team View in order for their actions in Engage to be counted in the Team Performance Report. Actions taken in Admin View will not be counted in any Team's reporting.