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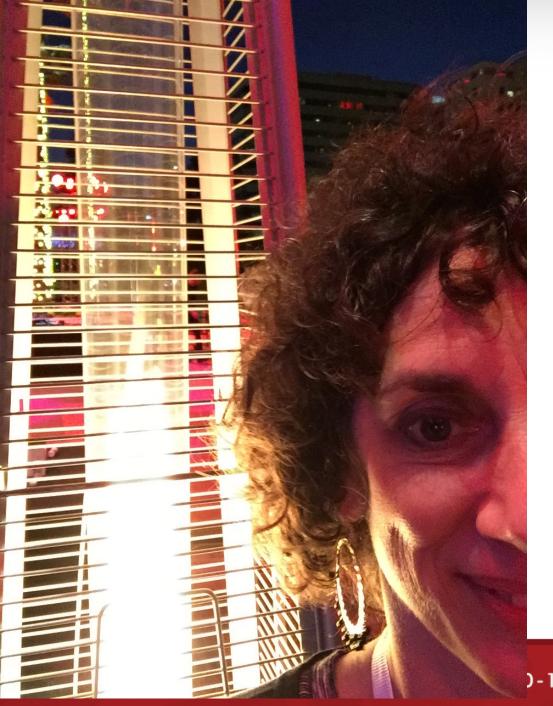
Session 601:

How to Measure the Quality of Social Customer Service

Leslie O'Flahavan, E-WRITE Principal
@LeslieO

bit.ly/1THRYEu

@LeslieO, Inventor of the half-faced selfie

Roll your sleeves up & answer a tweet

Joe Alexander
@joepalexander

⚙ **Follow**

@GEICO_Service I want renters insurance. My quote # is
Quote # R156303771. Can I get it for less than 1 year?

1. Find a partner

2. Compare the quality of your tweets

3. List two measures you used when "scoring" the tweets

Joe Alexander @joepalexander · May 9

@GEICO_Service I want renters insurance. My quote # is Quote # R156303771. Can I get it for less than 1 year?

↩ ⇄ 1 ♥ 1 •••

GEICO Service Team @GEICO_Service · May 9

@joepalexander If you would like a property agent to contact you please DM me your name and phone#. -Jim

↩ ⇄ ♥ •••

Joe Alexander @joepalexander · May 9

@GEICO_Service Before I get knee deep, can you tell me if this is a possibility?

↩ ⇄ ♥ •••

GEICO Service Team ✔
@GEICO_Service

⚙ ➕ Follow

@joepalexander I am sorry, but I am not a property sales agent, so I do not know the length of terms. -Jim

Ques

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socialbakers

Topics for today's workshop

1. What's difficult about measuring social customer service?

2. How should your social customer service scorecard relate to your phone-email-chat scorecards?

3. Developing a social customer service scorecard: What should you measure?

Part 1: What's difficult about measuring social customer service?

High-quality social customer service:
We know it when we see it

Todd McGrath @Newtons1st · Apr 28

@myUHC why no phone # in the "Contact Us" section of your website? You know... So I could actually contact you.

Ask UHC ✓
@askUHC

⚙ 👤+ Follow

@Newtons1st If you'd like assistance, please private direct message us your name and phone number. -JJ

3:03 PM - 28 Apr 2016

Frederico Salvado ▶ **Garmin**
April 28 at 8:33am · 🌐

Hi,
Id like to know if the edge1000 show the power phase.
Regards.

2 Comments 👩 ▼

👍 Like   💬 Comment   ➤ Share   Chronological ▾

Garmin ✓ Frederico, the Edge 1000 can display the power phase once paired to the Vector power meter. You will need to go for a ride and scroll to the cycling dynamics screen to view your peak power phase, total power phase and platform center offset. To change the data field, hold the one you want to change and you will be given options to choose from. Thank you. ~QKO

Like · Reply · April 28 at 11:37am

Frederico Salvado Thanks a lot for the answer. Amazing service.

Like · Reply · April 28 at 11:38am

High-quality social customer service:
We know it when we see it

#CCExpo16   UBM

colleen @flanigaga · 8h

Seriously #alaskaairlines ? We are on the ground pulling into the gate and you can't wait for us to connect? It's the LAST flight of the day

Alaska Airlines @AlaskaAir · 7h

@flanigaga I am so sorry. It is not always possible to hold a flight. Can you DM me your confirmation code- Andre

colleen @flanigaga · 7h

@AlaskaAir bgwfxe

Alaska Airlines @AlaskaAir

⚙ 👤+ Follow

@flanigaga Can you please DM your email address and I will send the three of you compensation for your delay.- Andre

2:30 AM - 30 Apr 2016

16 UBM

If we know high-quality social customer service when we see it, why is measuring quality difficult?

What's difficult about measuring social customer service?

- It's (kind of) new

- We're still working out who owns social customer service: Marketing? Customer Care?

- It's short: several social interactions may equal one in another channel

- The "customer megaphone" issue complicates it

- We muddle individual agents' performance with other issues

Part 2: How should your social customer service scorecard relate to your phone-email-chat scorecards?

Phone scorecard: How much can you use in social?

MONET | SOFTWARE

QUESTION	SCORE
Follow scripting guidelines	3 - Yes
Professional & courteous behavior extended during the call	2 - Yes
Communication is clear, positive, & conveys confidence	2 - Yes
Use complete sentence, correct grammar and avoid slang	0 - No
Ask permission to transfer or hold	1 - Yes
Keep customer informed of actions throughout the call	0 - No
Demonstrate active listening and acknowledgement	2 - Yes
Allow customer to present their need/concerns	2 - Yes
Offers additional assistance	0 - No
Manage Resistance	4 - Yes
Maintain call control	2 - Yes

- Follow scripting guidelines
- Professional & courteous behavior extended during the call
- Communication is clear, positive, and conveys confidence
- Use complete sentence, correct grammar, and avoid slang
- Ask permission to transfer or hold
- Keep customer informed of actions throughout the call
- Demonstrate active listening and acknowledgement
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- Manage resistance
- Maintain call control

Chat scorecard: How much can you use in social?

Chat Calibration	Yes or No	Point Value Points
Information & Resolution (60 points)		
1 Answered customer's specific question(s) with the correct information		30
2 Asked probing questions to understand what the customer is shopping for and used customer feedback to make relevant product recommendation(s)		30
Brand Connection (20 points)		Points
3 Demonstrated good tone, confidence, sounded cool, friendly, and helpful, empathetic, and provided style advice that was in-tune with the customer's requests		20
Writing Style (10 points)		Points
4 Chat was professionally written, free of grammar and spelling errors, proper welcome/closing, no abbreviations		10
Documentation (10 points)		Points
5 Documented incident properly		10
Auto Fail		
Failed to help the customer (could result in contact back/unecessary contact or defer to a different channel of communication)		
Failed to end inappropriate chat		
Chat avoidance (Ex: No check-in, unnecessary transfer)		
Failed to transfer to appropriate channel		
Distracting grammar		
Extras (Extra 5 points total)		
- Received a compliment in the chat for good service		
Total		100

Email scorecard: How much can you use in social?

FOUNDATION SKILLS: Required Skills	N/A		
Chooses appropriate response method		YES	NO
CONTENT			
Greeting is appropriate to consumer's issue and is welcoming and friendly		YES	NO
Uses correct grammar, spelling, punctuation, sentence structure		YES	NO
Provides accurate & appropriate information that demonstrates program/product expertise		YES	NO
Closes by providing recontact information and thanking the consumer		YES	NO
SYSTEM			
Accurately codes contact		YES	NO
FINESSE SKILLS: Developed Skills			
RELATIONSHIP BUILDING			
Response makes an effort to build relationship/establish rapport		YES	NO
Response is personalized and not scripted		YES	NO
Response answers the consumer's question or concern directly without avoidance		YES	NO
Representative makes every effort to help or offer alternative solution		YES	NO
Resolve consumer's issue on the first contact, if appropriate		YES	NO
Closing provides next steps and makes it easy for the consumer to take action		YES	NO
Provides brand loyalty card, if appropriate		YES	NO
WRITTEN COMMUNICATION			
Communication is clear and concise		YES	NO
Uses positive, friendly language and avoids forbidden phrases		YES	NO
Utilizes transitional statements that demonstrate logical flow to the next idea		YES	NO
PROGRAM/PRODUCT KNOWLEDGE			
Educates consumer without over delivery		YES	NO
Compensation/resolution is adequate and/or appropriate		YES	NO

If our phone-chat-email scorecards aren't much use, is there anything else?

Consider social media benchmarking reports.

This time last year we released the results from the first wave of our Twystery® research. It's a mystery shopping report that benchmarks how well brands use Twitter to respond to consumer queries. It generated a fair bit of interest (including this article that I wrote for the Guardian.

An overview of Twystery

Over **9,000** Tweets
sent to over **350** brands
over **30** market sectors

Each brand was sent 25 different tweets by 25 different users

All brands within each sector received the same 25 tweets

For each tweet we recorded:

1 Whether a response was received

2 How long it took to respond

3 The quality and tone of reply

Data collection was carried out by ESA Retail, a member of the BDRC Group.

Tweet examples

Twystery scores brands' responses on rate, time and quality.

Quality Score: each response was assessed on the following key criteria
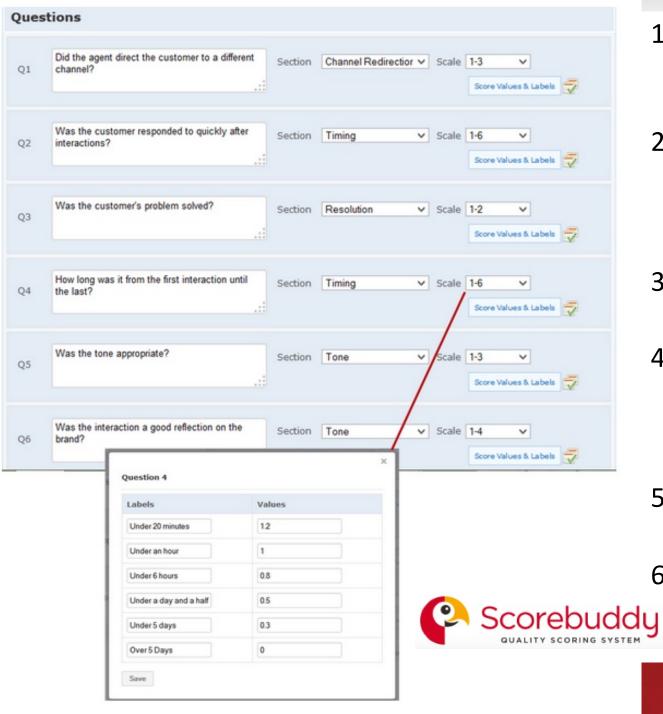
- Question answered?
- Volunteers additional information?
- Minimises customer effort?

- Has a friendly tone?
- Satisfactory response in overall context?
- Reasonable effort put into response?

How much do you charge for taking out cash from an ATM within the EU?

There's a 3.75% charge with a £1.50 minimum to withdraw at an ATM in the EU, Jean. Hope this helps, Dave.

Quality Score (%)
100

✓ **Answers the question**

✓ **Volunteers additional info** (about minimum withdrawal)

✓ **Friendly tone**

✓ **Puts effort into response**

Is there any surcharge for AMEX?

We accept MasterCard, Visa, American Express, Diners Club, Discover credit cards, Visa Electron, and PayPal.

Quality Score (%)
26

✗ **Does not answers the question**

= **Neither friendly nor unfriendly**

= **No particular effort put into response**

List three measures of quality in social customer service that don't overlap with measures of quality in other channels

Part 3: Developing a social customer service scorecard: What should you measure?

1. Did the agent direct the customer to a different channel?

2. Was the customer responded to quickly after interactions?

3. Was the customer's problem solved?

4. How long was it from the first interaction to the last?

5. Was the tone appropriate?

6. Was the interaction a good reflection of the brand?

Your scorecard should measure different types of social customer service skills

- Customer service essentials
- Social media handling skills
- Social media writing skills

Social Media Quality Monitoring Form

e·write. *Writing for online readers*

Customer Service Essentials	Yes	No	Needs Work	N/A
1. Answer the customer's question correctly.				
2. Solve the customer's problem.				
3. Validate customer information.				
4. Respond in a timely manner.				
Social Media Handling Skills	Yes	No	Needs Work	N/A
1. When necessary, ask the customer to move to a private channel (DM or FB Message).				
2. Clarify the issue by asking probing questions.				
3. Include hyperlinks that push helpful content.				
4. Choose the correct template.				
Social Media Writing Skills	Yes	No	Needs Work	
1. Free text when necessary or customize templates.				
2. Use your brand's voice and a friendly tone to build rapport.				
3. Avoid spelling, grammar, or punctuation errors that cause confusion.				
4. Follow your organization's conventions for writing in social channels.				

E-WRITE's Social Media Quality Monitoring Form:
Give it a try

Tweets to score…

Facebook posts to score...

What's one item on your social media quality to-do list?

Questions? Comments?

Contact me

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