CASE STUDY: SYKES DRIVES CLIENT SOCIAL CUSTOMER-CARE SUPPORT FROM <1% TO 20%

❯ Our Brand Partner

The client is recognized as an innovative leader in interactive and digital entertainment with video game–console sales around the world and millions of online network users.

❯ Challenge Presented

Gamers represent a very passionate fan base comprised of digitally savvy (and digitally vocal) consumers. As of 2014, however, the customer support–channel mix for this client reflected 73 percent voice, 26 percent chat and less than one percent via social media. This was not due to a lack of volume at the time — this brand partner received more than 10,000 Twitter mentions per week, 30-40 percent of which were actionable.

The brand partner needed a cohesive social media program that could help drive social care to fielding 20 percent of all customer support by the end of 2016.
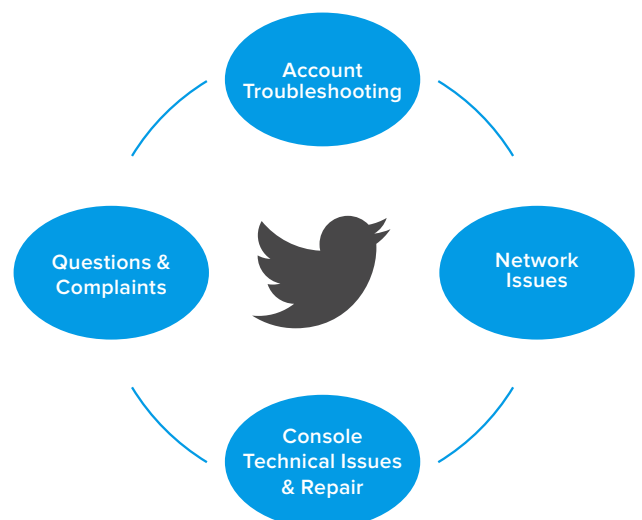
❯ Our Approach

SYKES' social customer–care program launched in the fall of 2014, with command-center operations based out of Las Vegas and El Salvador. The team of 13 agents and one manager provides support in English, primarily using a Twitter handle dedicated for customer care. The handle now has more than 1M followers and receives an average of 25,000+ inbound messages per week, approximately 40-45 percent of which are deemed actionable and subsequently replied to. A dedicated Twitter handle geared toward the Spanish-speaking audience — now supported by our El Salvador team — was launched in 2016 following the same protocol.

Support is provided for one-on-one Twitter engagement through the dedicated care handles 16 hours a day (10 - 12 AM), seven days a week. If an issue cannot be resolved in social, the agent can invite the user to continue their conversation through a live chat session. Agents also provide support in client-owned forums to monitor and identify trends that can immediately be escalated and reported to the client.

For this program, SYKES was able to recruit social agents from voice- or chat-support teams for the same client. This reduced training time because these agents were already equipped with product knowledge.

Currently, agents respond to posts, comments and complaints; engaging in the following areas of focus:

- Account Troubleshooting
- Network Issues
- Console Technical Issues & Repair
- Questions & Complaints

The team also analyzes community insights to help inform brand partner initiatives, including marketing campaigns and product development. Additionally, the brand partner receives weekly reporting on the social–support team's performance, along with recommendations on how to improve customer service perceptions and standards. Analytics delivered include:

- Community Insights: Analysis of direct, actionable mentions within incoming volume; incorporates topic drivers, sentiment, social trends related to live events (industry trade shows, press conferences), etc.
- SLA (Service Level Agreement): Time since consumer sent initial Tweet until agent's first point of reply
- ART (Average Response per Tweet): Time since agent received the case until it has been answered and closed
- Social Replies: Volume, i.e. amount of answers sent by the agents
- Quality Audits: Guarantee public social channel is aligned to client standards and protocol

The Las Vegas Social Command Center also monitors what consumers are saying in other social networks, providing insights on product releases, adoption and feedback.

› Partnership Outcomes

In addition to listening, engaging and analyzing, social strategy includes a "swarm and inform" communications plan that focuses on "broadcasting" for mass updates and common/pervasive issues. This proactive tactic provides a one-to-many solution with the ability to immediately reach the community of one million followers, along with additional visibility via retweets. Social has also served as an early warning system for voice and chat support, and provided case deflection for these channels. For example, when we proactively post a tweet noting awareness of a network issue, we can track the immediate impact on volume in other queues. Additionally, we leverage social to post voice or chat information, advising consumers on wait times for each channel. This helps alleviate and transfer incoming volumes.

Social can also be promoted as a consumer resource through other client marketing efforts — inclusion of the "follow us" call-to-action and live Twitter feed on the brand partner's website, and encouraging customers at the end of chat- and voice-support interactions to engage with the brand via social channels.

Since program launch, social support has grown from less than one percent during FY14 to accounting for eight percent of overall customer support in FY15 and continued to increase to 20 percent by FY16 end. This program continues to digitally evolve and FY18 forecasting projects an additional ten percent shift to social support.

PHONE
CHAT
SOCIAL

FY16 MIX
20% 40% 40%

FY15 MIX
8% 58% 34%

FY14 MIX
26% 1% 73%

SYKES®