Your Brand on Social Media

with liveops

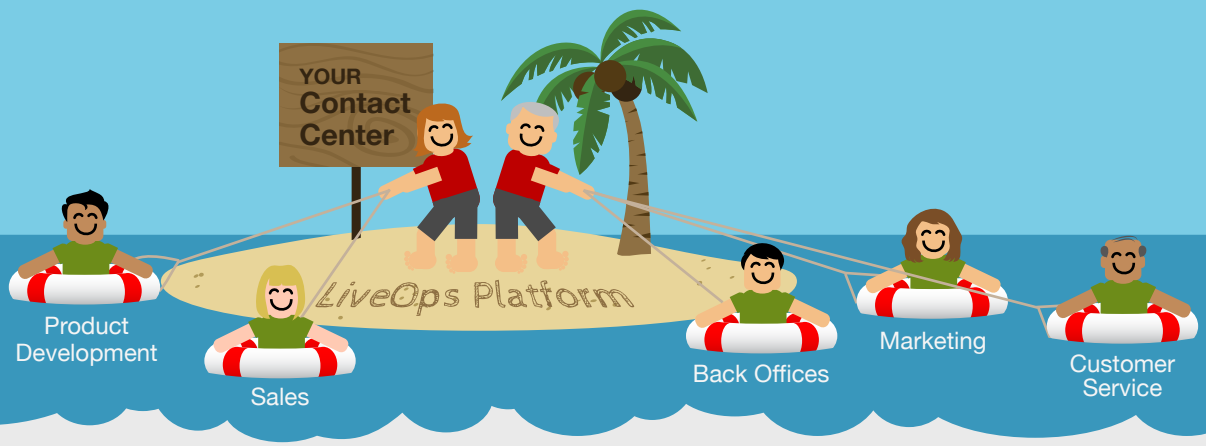
SOCIALLY ENGAGED CUSTOMERS
SPEND **30%** **MORE**
Bain & Company

People who have used social media for customer service:

SPEND **21%** MORE WITH COMPANIES WHO PROVIDE GREAT SERVICE
American Express

TELL **42** PEOPLE ABOUT GOOD CUSTOMER SERVICE EXPERIENCES (vs.15 for general population)
American Express

Create one central interaction hub for consistent customer experience, with the ability to pivot to the appropriate department or channel to solve the customer's problem quickly.



83% OF **CUSTOMERS** WHO TWEETED A **COMPLAINT** LOVED IT WHEN COMPANIES RESPONDED
A T Kearney

83% OF PEOPLE WHO HAVE USED SOCIAL MEDIA FOR CUSTOMER SERVICE HAVE WALKED AWAY FROM INTENDED PURCHASE BECAUSE OF POOR CUSTOMER SERVICE EXPERIENCE
American Express

Companies can't keep pace with the volume of customer interactions and lack coordination of who should respond.

YOUR COMPANY

Product Development | Sales | Back Offices | Marketing | Customer Service

65% OF CUSTOMERS PREFER TO CONTACT COMPANIES ON SOCIAL MEDIA RATHER THAN VIA A CALL CENTER
Pew Internet Research

60% OF COMPANIES DON'T RESPOND TO CUSTOMERS VIA SOCIAL MEDIA, EVEN WHEN ASKED A DIRECT QUESTION
Cap Gemini

70% OF COMPLAINTS MADE BY SOCIAL MEDIA GO UNANSWERED
A T Kearney

helloooo?! anyone there?!

7 of 20 RETAILERS ACTUALLY **ERASED** THE CUSTOMER'S QUESTION ON THEIR FACEBOOK PAGE
STELLA Service

Social Media on Your Brand