



facebook®

Improving Customer Service with Facebook

How companies are enhancing customer experience and increasing customer loyalty by integrating Facebook into their mainstream customer service platform

Freshdesk, White paper, November 2011

EXECUTIVE SUMMARY

Facebook has evolved. From a space essentially for staying in touch with your friends, it has now become an ecosystem, where there are businesses, people, games, groups and what not. The biggest (ongoing) impact Facebook has had, is on companies and consumers. Where the former has found a new place to market, the latter has found a new way to communicate.

These consumers are young, internet savvy and not shy to express their opinions or views publicly, even on sensitive topics. A recent survey reveals that 91% of the respondents use some sort of Social Media either "Always", "Often", "Sometimes", or "Rarely". Customers are lavish in praise, but at the same time, businesses can expect a heavy backlash if they are not satisfied with a product or service. Facebook amplifies this, to the extent of virality. What businesses have in their hands is a potential goldmine or an imminent time bomb.

So what can be done about it? Is there any way that businesses can capture and respond to customer communications posted on Facebook, by which they can stay connected to your customers, listen to and service their every request, comment and query? Can a social media tool like Facebook be turned into a customer response tool that will effectively recreate your business and the way your CRM functions?

“Facebook has over 800 million users, 50% of whom log on everyday, where they can interact with 900 million objects, which include business pages.”

Introduction

are 800 million users on Facebook as of 2011, of which an average user has 130 friends & interacts with 80 community pages, groups and events.

Almost every big player in every major industry, have all gone social to harvest the huge potential online. Every company now has a Facebook page to at least gauge customer sentiment about their product, service or brand. The smarter, more savvy ones have realized where the true opportunity lies, and now use Facebook differently - as a means of responding to customer queries, feedback and complaints quickly and efficiently, albeit, in real time, thereby

impressing their customers and garnering immense goodwill, loyalty and word of mouth for the brand. This, translates to happy customers.

According to a study by MarketTools Inc., nearly one fourth of companies across the world already provide some sort of customer support and service via Facebook. As the world revels in the changes that Social Media has rung in, serving customers on these platforms has become more the norm, rather than a point of differentiation. What is at stake is positive brand recall and customer loyalty, things that no business can afford to ignore.

Businesses around the world are increasingly using the digital space, especially social media platforms like Facebook and Twitter as a means of marketing, sales and customer service. It is estimated that there

WHY FACEBOOK FOR CUSTOMER SERVICE?

Facebook is a great tool for customer service as it is easy to use, instant, social, provides direct feed back, and is, for all intents and purposes, free of cost. Customers with queries, requests and complaints, post them online, and tracking and addressing them in real time boosts brand image & credibility, as well as improves customer satisfaction by leaps & bounds. Major advantages in using Facebook for Customer Service are

Instant Problem Resolution

The current generation of consumers is used to self service & craves instant gratification. Using Facebook allows you to respond to them quickly and satisfactorily, as they are more used to this type of interaction than anything else. This kind of real time communication tends to appeal to consumers much more than waiting for responses, which happens on other platforms such as email.

Free of Cost Channel

Of all the existing customer support channels, phone, email, web, etc, Facebook is relatively cost free, and needs only commitment and time to set up & manage.



“ 85% of Active Facebook Users have used Facebook for Customer Service ”

Enhanced Word of Mouth and Buzz

Customers happy with your product or the service they received will talk about it. On Facebook this effect is enhanced several times over, through the network of friends that a user has. A survey by Starcom Mediavest & Rubinson Partners shows that when it comes to sharing on the web, Facebook rules, accounting for 38 percent of all sharing referral traffic on the web.



23 percent of companies surveyed by MarketTools already provide customer service and support via Facebook.

Staff Transparency and Involvement

Facebook is an exciting channel for customer service & employees are likely to take notice of such efforts, claim ownership & get involved when they see customers talking about their product or service in real time and on a platform which they themselves are familiar with.

THE CHALLENGES

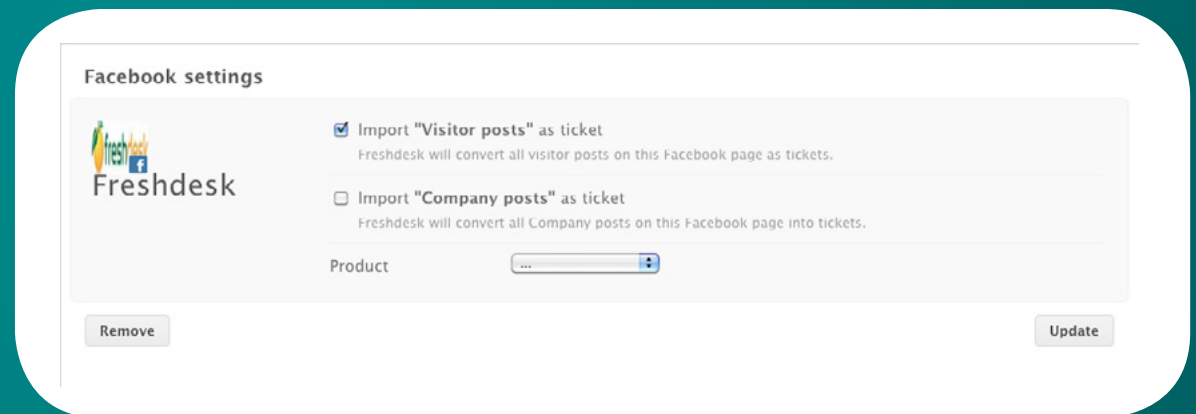
Facebook being the transparent, public platform that it is, brands need to be doubly careful about what they say and endorse. There needs to be a clear uniform framework to track customer posts, identify which ones need a response, which ones need following up and executing efficiently. That said, there also has to be a consistency across all the messages sent to ensure that the brand proposition is clearly communicated.

In contemporary times, the company's Facebook presence is usually managed by the marketing team, and when customers post queries related to products and services, they are then directed to the customer support team. Then again, monitoring and responding manually to an ever increasing number of posts and comments will never be viable, quite simply because of time constraints & the fact that maintaining consistency across the channels will become a monstrous challenge.

THE SOLUTION

Freshdesk is a tool that allows businesses to track, capture and respond to customer queries and complaints posted on Facebook.

Mining messages on Facebook provides companies with real time, actionable data on your products and services. Freshdesk will let you use Facebook as a customer support channel, much like the phone, email and the web and Twitter. Freshdesk's multi faceted functionality give you options to :



- *Set up a Facebook Page for the company. For e.g. @freshdesk. Some companies also setup a dedicated Support*
- *Convert Visitor Posts and Company Posts into tickets that agents can monitor & support.*

- Customer service representatives can easily convert Wall Posts into tickets or they can respond directly to the posts by commenting, if they so choose.

#2685 hi im trying to setup our freshdesk install, but can't get an answer from support to a number of que... Status: Closed Priority: Low

Created on November 1 2011 at 08:44 PM

hi im trying to setup our freshdesk install, but can't get an answer from support to a number of queries, we need to move rapidly on this as our current helpdesk is having issues, (self hosted kayako) so would like to get a response asap please. My ticket is [#2646] .. thanks! Looks great would love to use it but need answers to these questions and a few more

Add note Comment

Conversation

Vijay Shankar on November 2 2011 at 11:19 AM

Kym, you may reply to them from the email itself, provided the Ticket ID is not removed from the subject line,CC the support ID. Automatically,we will append this reply to the Freshdesk ticket. Can you give it a try once and let me know if you face the problem in any specific ticket. We will look into this

Vijay Shankar on November 2 2011 at 11:01 AM

Hi Kym,

Sorry if you missed my response. Go to the Admin -->> Ticket Fields -->> Click on the Group field. Now, can you enable all the options in the "Customer" section and save. Once all 3 options are enabled, Non-Logged in users will be able to view and select the groups/departments.

Kindlv check this and let me know.

facebook

freshdesk

Wall

Hidden Posts

Info

Friend Activity (1+)

Insights

Photos

EDIT

About Edit

Freshdesk is a web 2.0 helpdesk software delivered as a Service. Unlike sof... More

228 like this

7 talking about this

Likes

Kym Gilham

hi im trying to setup our freshdesk install, but can't get an answer from a number of queries, we need to move rapidly on this as our current h having issues, (self hosted kayako) so would like to get a response as My ticket is [#2646] .. thanks! Looks great would love to use it but ne to these questions and a few more

Like Comment November 2 at 10:14am

Freshdesk Hi Kym,

Sorry if you missed my response. Go to the Admin -->> Ticket Fields -->> Click on the Group field. Now, can you enable all the options in the "Customer" section and save. Once all 3 options are enabled, Non-Logged in users will be able to view and select the groups/departments.

Kindly check this and let me know.

Thanks and regards,
Vijay
November 2 at 12:01pm Like

Kym Gilham thanks! got it now
Not sure why i didn't get your last repsonse but thanks
November 2 at 12:08pm Like

- A reply to a Facebook ticket will be posted on the Facebook wall itself. When the user responds back by commenting, the comment is automatically added as a conversation to the original ticket.



The Freshdesk Advantage

Freshdesk enables companies to support customers using Facebook by seamlessly integrating Facebook with other support channels like email, phone or the web.

To find out how Freshdesk can help streamline your Facebook monitoring system for improved customer responsiveness and increased customer loyalty,

Please contact

support@freshdesk.com

or go to

www.freshdesk.com

and sign up for a free **30-day trial!**