



THE CUSTOMER SUCCESS PLATFORM

Finding and Acting on Social Conversations

Ben Conoley, Senior Marketing Consultant

@BConoley

Using Social to Re-Invent your Marketing Department

Competitive Analysis

- What are their social strategies?
- How are people complimenting them
- What are their pain points?

Discover Conversations

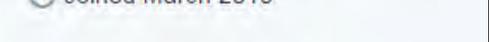
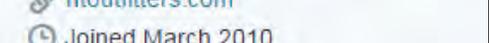
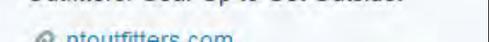
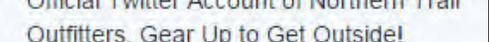
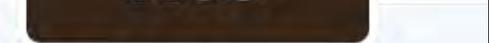
- Who's talking about you?
- What posts are people responding to?
- Where are people talking?
- Crisis Management

Social Customer Care

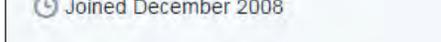
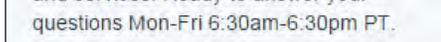
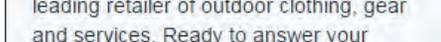
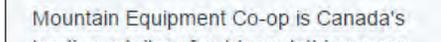
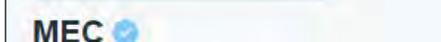
- Respond quickly to real questions and complaints
- Help people who aren't explicitly asking for help
- Respond directly from Service Cloud
- Make sure you never miss a post

Competitive Analysis

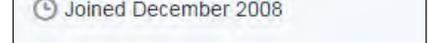
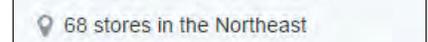
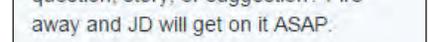
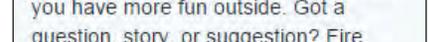
Competitive Analysis



NTOutfitters
@NTOutfitters
Official Twitter Account of Northern Trail Outfitters. Gear Up to Get Outside!
ntoutfitters.com
Joined March 2010



MEC 
@mec
Mountain Equipment Co-op is Canada's leading retailer of outdoor clothing, gear and services. Ready to answer your questions Mon-Fri 6:30am-6:30pm PT.
📍 Canada
mec.ca
🕒 Joined December 2008

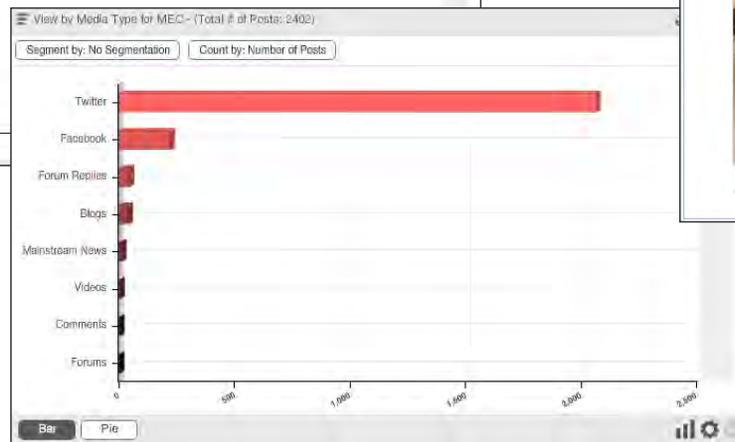


Eastern MNTN Sports
@EASTERMMNTN
Eastern Mountain Sports is here to help you have more fun outside. Got a question, story, or suggestion? Fire away and JD will get on it ASAP.
📍 68 stores in the Northeast
ems.com
🕒 Joined December 2008

Competitive Analysis



What is your share of voice?

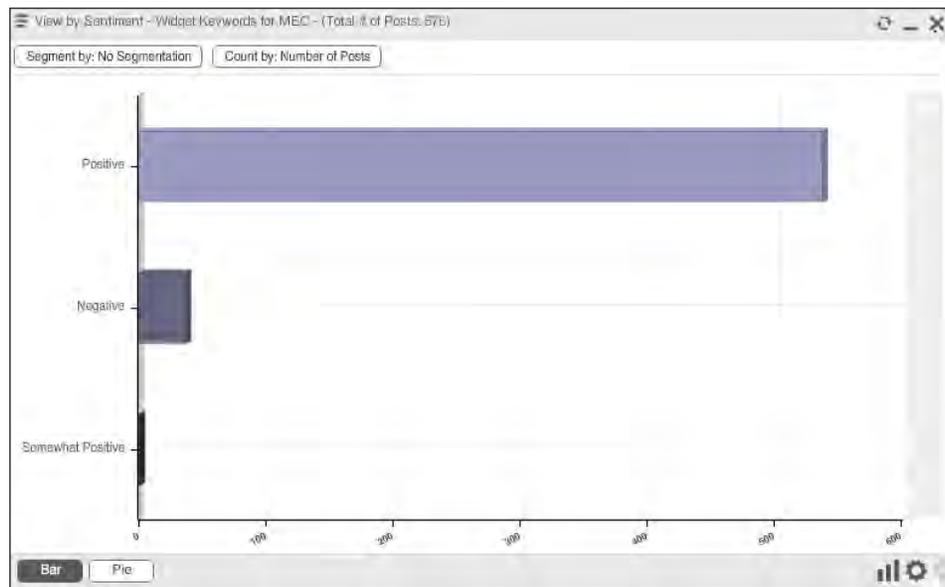


Where are people talking about them?



What are they doing right?

Competitive Analysis



Identify competitor pain points

Sort by: Publish Date

@thekindhuman The Kind Human
Mountain Equipment Co-op - Good Green Company Doing The Right Thing! - @mec - thekindhuman.com/2014/12/01/goo...#sustainability #RenewableEnergy #eco
Date: 12/01/14am | Favorite | Retweet | Reply | Delete

@erinpeaa Erin Pea
shout out to @mec toronto for having really good customer service. damn it feels good to be a member.
Nov 30 9:41am | Favorite | Retweet | Reply | Delete

@S_FunkU Shannon Kall
@mec took the dog out wandering for the afternoon.. So far, love them! Thanks again for the great customer service.
Nov 30 7:41am | Favorite | Retweet | Reply | Delete

Following: 1956, Followers: 835, Updates: 34

Following: 646, Followers: 908, Updates: 1480

Following: 194, Followers: 220, Updates: 424

Post from Sean Ralph
This is getting returned. Zipper just failed too. Junk Source Tube Insulator on Mountain Equipment Co-op. Sean reviewed Source Tube Insulator at Mountain Equipment Co-op and gave it 1 out of 5 stars. I bought this thinking it would help, but it does virtually nothing. It's better to fill your bladder with hot...
Nov 18 12:03pm | Delete

@Some_Eventful Gayla Labuz
@mec unfortunately, the bindings constantly slip off her heels, which is very frustrating. Took a lot of the fun out of it for her. :(
Nov 17 11:11am | Favorite | Retweet | Reply | Delete

@cdnrookiesgirl Sarah
@mec cant make it :(

Likes and Votes: 0, Sentiment

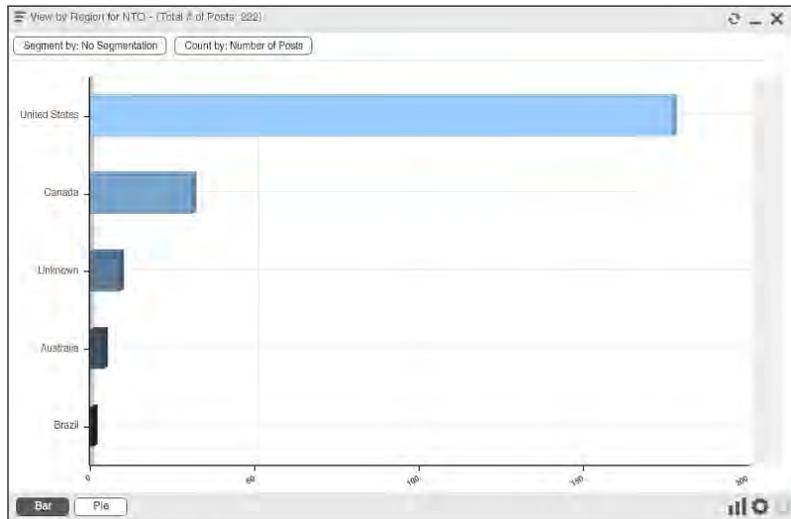
Following: 463, Followers: 421, Updates: 5424

Following: 271, Followers: 1585, Updates: 10714

Discover Conversations



Discover Conversations



Filter by language, region, city, gender, media type and more

A word cloud visualization of text from social media posts. The most prominent word is "outfitters" in large red letters. Other visible words include "customer", "miss", "glamping", "tell", "right", "black", "bad", "stands", "boots", "hiking", "visit", "buy", "camping", "check", "sleeping", "#ntoblackfriday", "fall", "guy", "ready", "stay", "trail", "75%", "good", "great", "tent", "bo", "north", and "south".

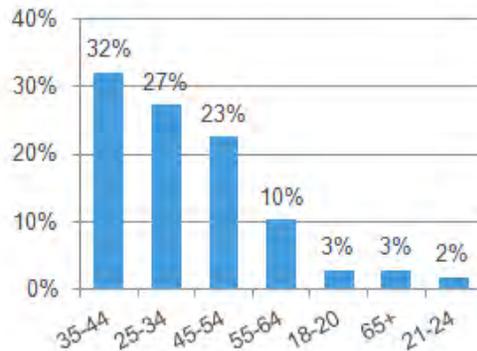
Below the word cloud are four screenshots of Facebook posts. Each post is from a user and includes a profile picture, name, and text. The posts are:

- Post from Beverley Meslo: "Please help, dry clothes, chargers etc: Power Pond 1C Powerbank - Mountain Equipment Co-op. Free Shipping Available. Power Pond 1C Powerbank - Mountain Equipment Co-op. Free Shipping Available." (March 12, 5:30pm)
- Post from Norah Holtby: "Can anyone donate? Power Pond 1C Powerbank - Mountain Equipment Co-op. Free Shipping Available. Power Pond 1C Powerbank - Mountain Equipment Co-op. Free Shipping Available." (Nov 29, 12:34pm)
- Post from Janie Emlyn: "Power Pond 1C Powerbank - Mountain Equipment Co-op. Free Shipping Available. Power Pond 1C Powerbank - Mountain Equipment Co-op. Free Shipping Available." (May 28, 11:30am)
- Post from Burnaby Mountain Updates: "product25033-759:power-pond-1c-powerbank/... Also, dry clothes and rain gear are desperately needed. Anything you can donate to keep the caretakers as dry as possible would be very much..."

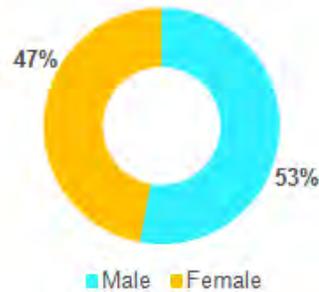
Discover Conversations

Demographics

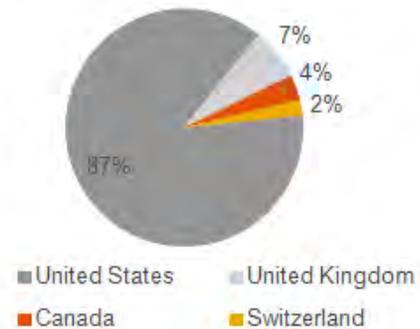
Age – The 35-44 age segment saw the highest post volume for Brand X with 32% of posts coming from the age group. The 25-34 and 45-54 age ranges saw 27% and 23% of Brand X posts, respectively



Gender – Brand X is most popular with males when it comes to posting about the brand online. Males generated 53% of the conversation and females 47%.



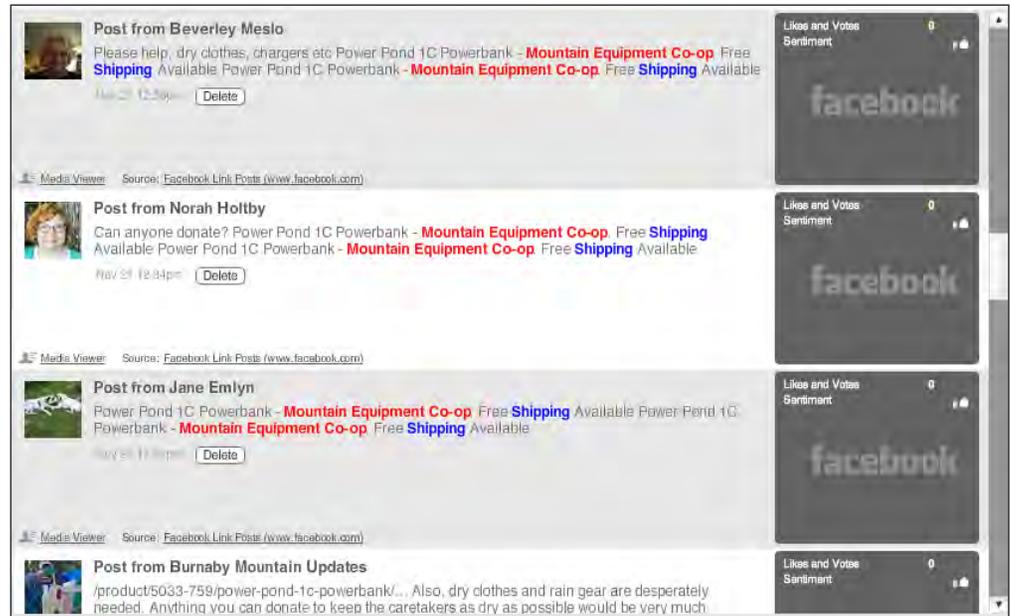
Region – The United States was overwhelmingly the most popular region for conversation about BrandX. The second most popular was the United Kingdom, followed by Canada and Switzerland. Popularity in Switzerland may be attributed to Brand X's chief designer being a resident of the country.



Relay that information to stakeholders

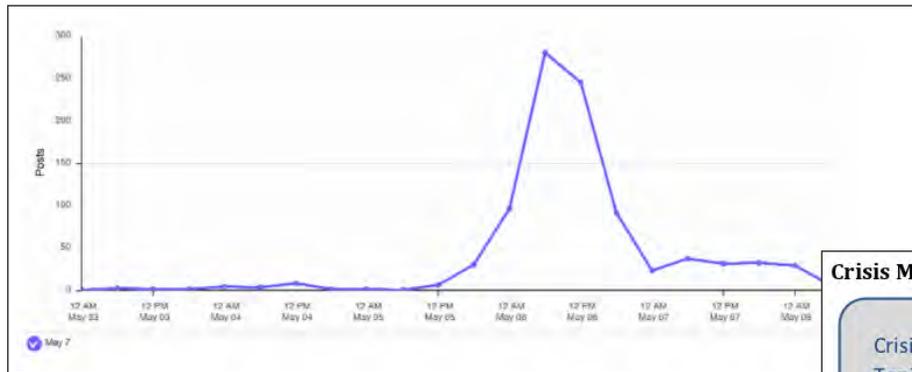


Discover Conversations

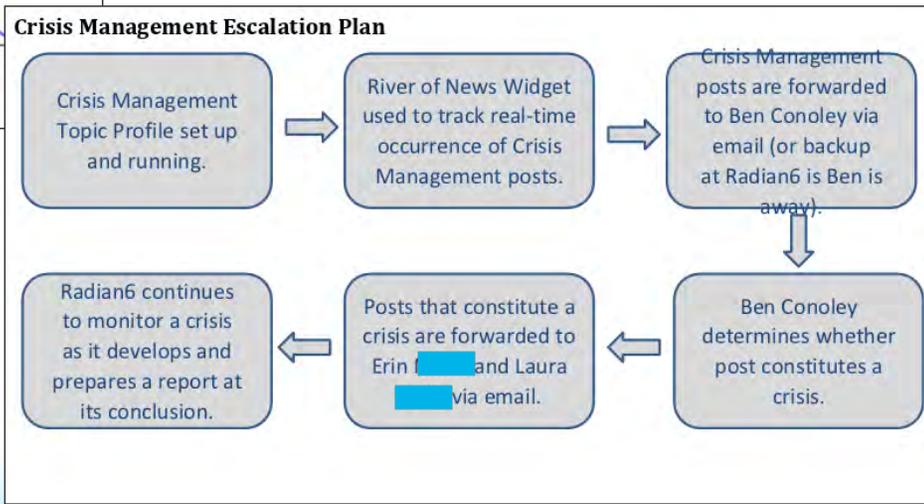


User conversation clouds to isolate words and drill into them

Discover Conversations

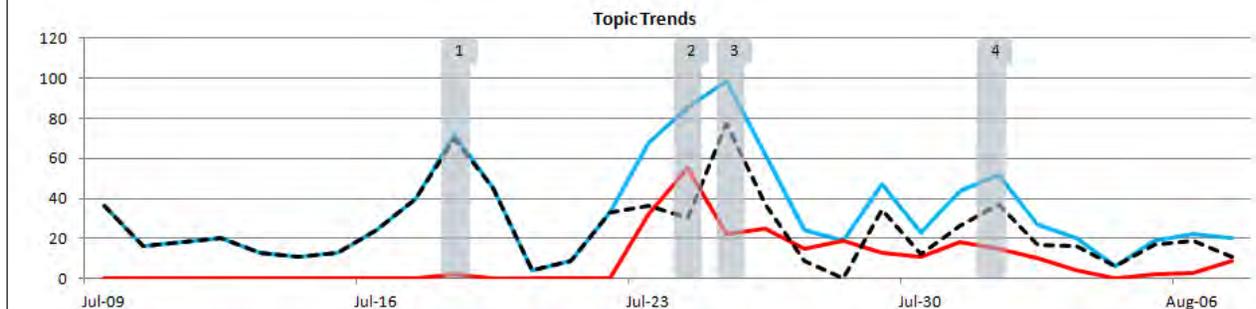


Identify and act on a crisis



Discover Conversations

1. July 18 – Conversation surrounding **Brand X** increased when [@lookbook](#) announced that they were hosting a Tweet-up with **BrandX** and [@lookexpert](#) to discuss tips on how to keep things safe. The hashtags [#LookChat](#) and [#Lookbook](#) were used during the Tweet-up to identify and drive conversation.
2. July 24 – An organization revealed that it had [uncovered](#) that **Brand X** had sponsored an issue event that was held in the UK. The organization claimed that it possessed video showcasing the illegal event and stated that **Brand X**'s logo was present.
3. July 25 – **Brand X** hosted another Twitter chat, this time discussing the differences in makeup for humans. The hashtag [#LookBook](#) was used again to drive the conversation. **Brand X** also began to address the allegations surrounding the issue that took place in the UK.
4. July 31 – **Brand X** released an official statement regarding the controversy. **Brand X** also announced that it would be proposing a project help the community.



Track events

Discover Conversations

Vicki Gray: Motoress



SM Influence

Twitter Posts: 7,065

Twitter Followers: 22,630

Facebook Likes: 6,085

Links

[Twitter](#)
[YouTube](#)
[Website](#)
[Facebook](#)
[Blog](#)

Biography

Vicki Gray is the person behind Motoress, a motorcycle enthusiast group and online magazine geared towards women. Motoress.com describes her as a "motorcycle racer, instructor, coach and journalist." Although she did not post directly about the Star Bolt during the reporting period, she did retweet about its accessories.

Engagement

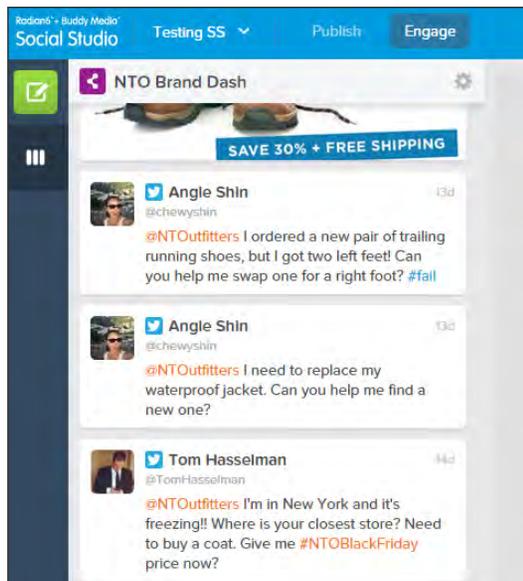
The Motoress YouTube page is not very active and has not been updated in the past year. However, the @Motoress Twitter account is very active. With 22,630 followers, it also has a large audience. Gray is also very engaging on Twitter, often posting a number of times in a day as well as replying to and retweeting others.

Discover influencers

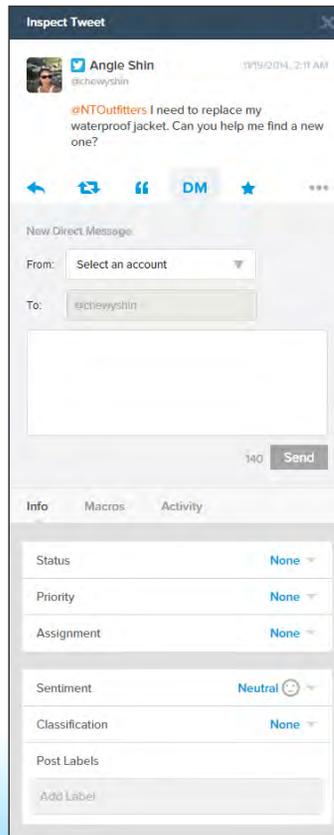
Social Customer Care



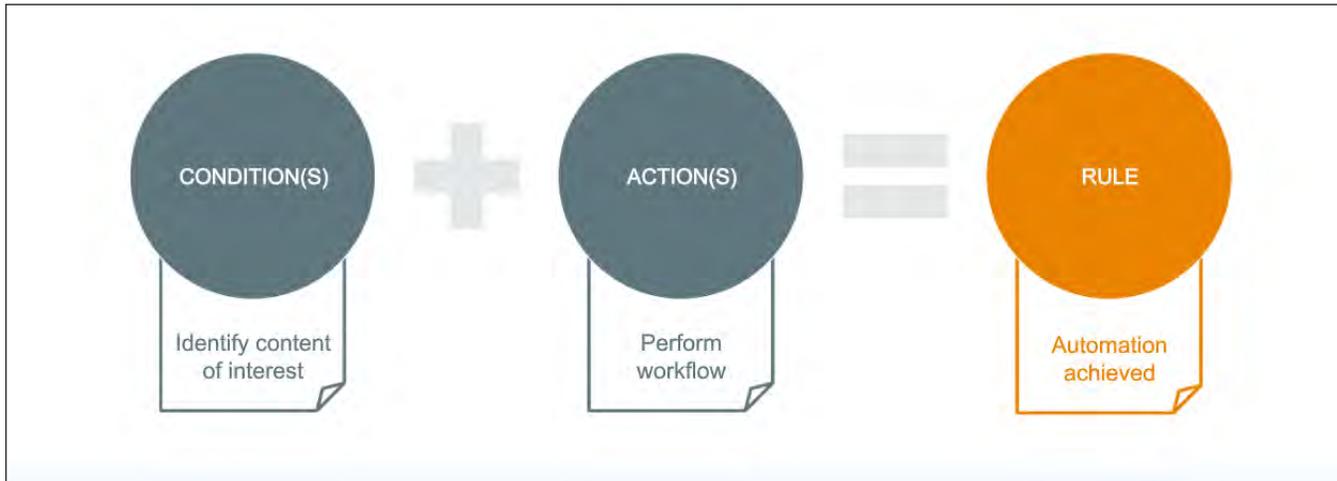
Social Customer Care



Follow conversations and respond to your customers



Social Customer Care



Automate your workflow

Social Customer Care

The screenshot shows the Salesforce Radian6 Social Hub interface. The top navigation bar includes 'Home', 'Data Sources', 'Rules', 'Connections', and 'Tools'. The left sidebar lists 'Tool Options', 'Classifiers', 'Email Notifications', 'Rerun Rules', and 'Content Libraries'. The main content area is titled 'Edit a Content Library' and features a text input field for 'Name Your Content Library' with the value 'Common Support'. Below this is a 'Terms' section with a scrollable list of words including 'annoyed', 'annoying', 'answer', 'any one know', 'any one using', 'any thoughts', 'anybody know', 'anybody using', 'anyone know', 'anyone using', 'attempted', 'attempting', 'awesome', 'bad', 'bain', 'behavior', 'behaviour', 'best practice', 'better', and 'bug'.

This screenshot displays the advanced query tool configuration. At the top, it states 'Conditions (Conditions that cannot be applied to this Data Source have been disabled)' and includes an 'Add New Condition' button. The main section is titled 'When all these conditions are met' and contains two conditions: 'C1: Content Library contains match in Common Support' and 'C2: and Content Library does not contain Common spam'. Each condition has 'Disable' and 'Delete' buttons. Below the conditions is an 'Advanced (Click here to enable the Advanced Query Tool)' link. The 'Actions' section is divided into 'Select from these available actions' (listing 'Add Note', 'Add Post Tag', and 'Add Source Tag') and 'Actions to perform' (showing 'Add Post Tag' and a tag input field containing 'Support').

Social Customer Care

The screenshot shows the 'Filter Topic Profile' interface. It features a green header with a back arrow and the title 'Filter Topic Profile'. Below the header, there are four filter categories, each with a dropdown menu set to 'Any':

- Status: Any
- Priority: Any
- Assignment: Any
- Classification: Any

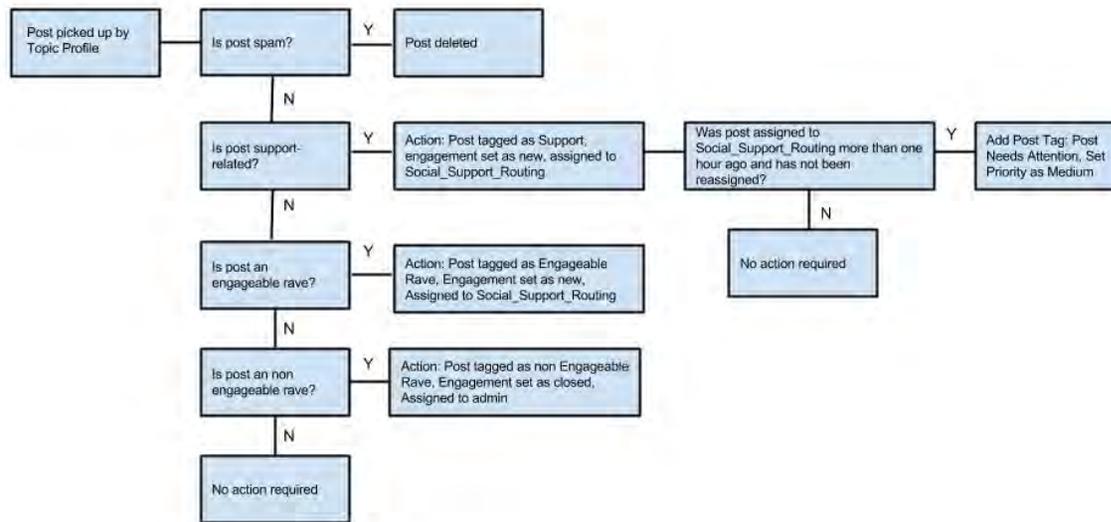
Below these filters is a 'Post Labels' section with two active labels: 'Complaint' and 'Support'. A 'Select Post Label' input field is visible below the labels. At the bottom, there is a 'Keyword' section with a 'Select Keyword' input field.

The screenshot shows the 'social studio' interface. The top navigation bar includes 'social studio', 'Testing SS', 'Publish', and 'Engage'. The main content area is titled 'NTO Brand Dash' and displays a list of tweets:

- AI Sturgeon** (@alsturgeon) 12h: hey @NTOutfitters seem to have interrupted service on your web portal... is there a problem?
- Tom Hasselman** (@TomHasselman) 5h: @NTOutfitters your ski boot customer service has really gone downhill.
- NTOutfitters** 20h

Social Customer Care

General workflow



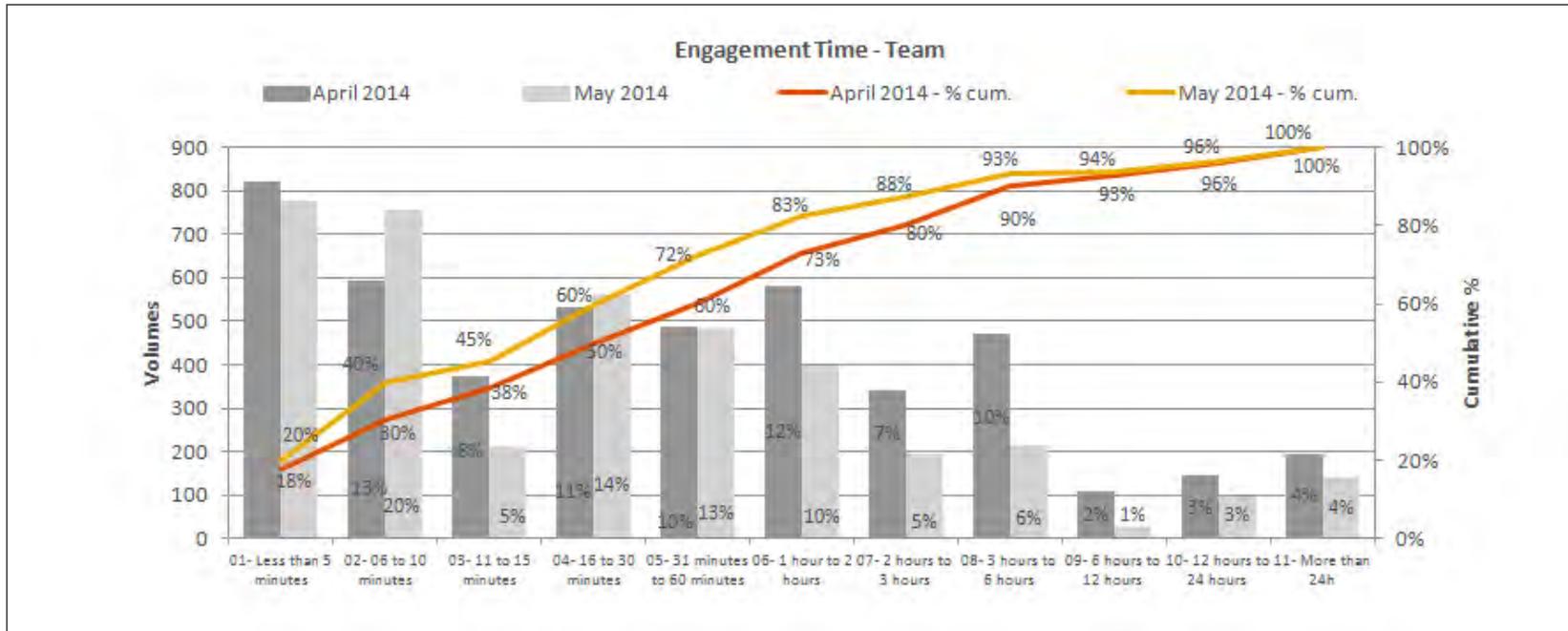
Design and execute workflow for different types of social posts

Social Customer Care

January 2014	User 1									
reached Out Time	All	% Total Posts	% Cumulative	Mon-Fri 8am-5pm	% Row	Week -non working Hours	% Row	Weekend	% Row	All
01- Less than 5 minutes	4	2%	2%	2	50%	2	50%		0%	12
02- 06 to 10 minutes	9	4%	6%	7	78%	2	22%		0%	12
03- 11 to 15 minutes	5	2%	8%	5	100%	1	20%		0%	12
04- 16 to 30 minutes	13	6%	14%	13	100%		0%		0%	14
05- 31 minutes to 60 minutes	17	8%	22%	17	100%		0%		0%	37
06- 1 hour to 2 hours	23	10%	32%	23	100%		0%		0%	21
07- 2 hours to 3 hours	11	5%	37%	10	91%	1	9%		0%	19
08- 3 hours to 6 hours	25	11%	49%	24	96%	1	4%		0%	13
09- 6 hours to 12 hours	11	5%	54%	4	36%	6	55%	1	9%	27
10- 12 hours to 24 hours	44	20%	74%	9	20%	27	61%	8	18%	123
11- More than 24h	58	26%	100%	33	57%	3	5%	21	36%	63
Total	220	100%		147	67%	43	20%	30	14%	353

Use engagement reporting to track response times

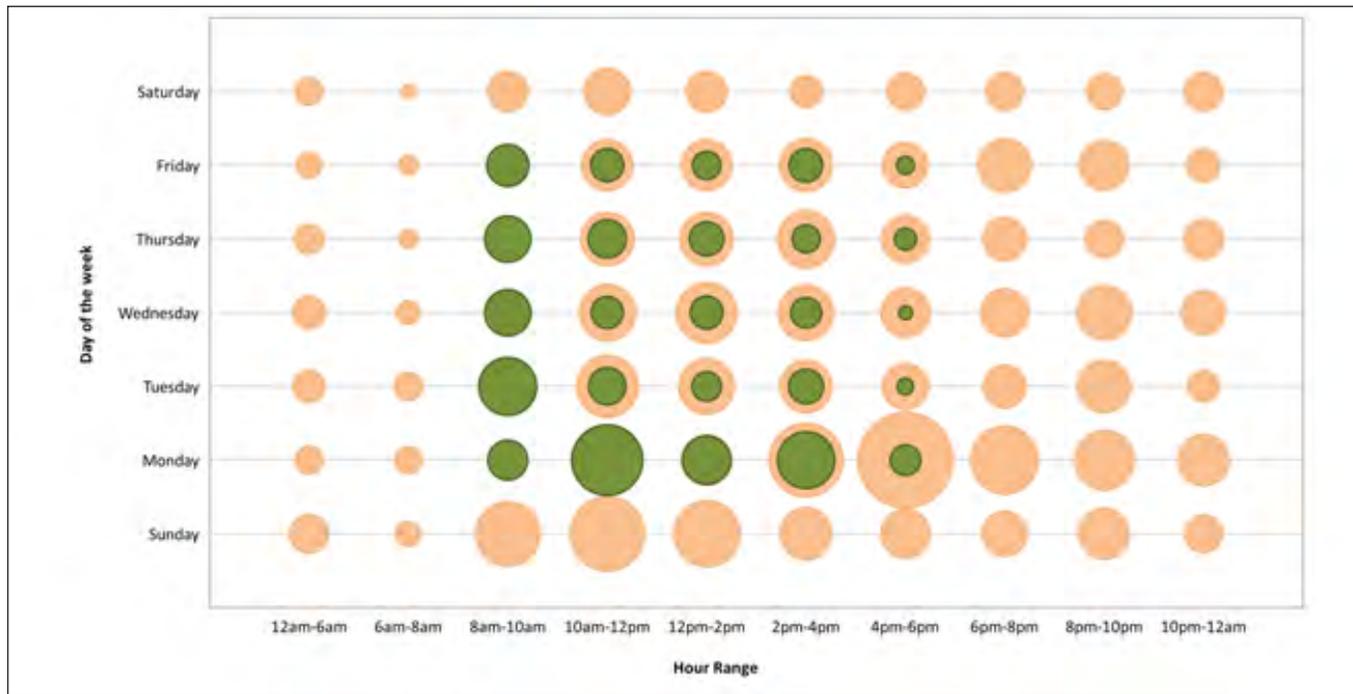
Social Customer Care



And use it to improve



Social Customer Care



And find opportunities