

# SOCIAL CUSTOMER CARE REMASTERED

The Benefits of Adding Messaging to the Mix



Social Customer Care is evolving.



LISTEN



ENGAGE



SUPPORT

ONLY **55%**

of companies with a social customer care program go beyond listening and respond to consumers.



Companies that fail to respond to requests for support on social frustrate consumers and receive more complaints.

## FOR THE RECORD

## COMPANIES WITH SOCIAL CUSTOMER CARE PROGRAMS



**7%**

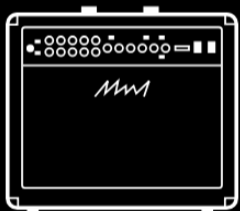
Enjoy a 7.1% year-over-year growth in customer satisfaction rates compared to a 0.1% annual worsening by non-users of social media.



**21%**

Decrease support costs by 21.5% year-over-year while non-users experience a 2.5% increase.

## Amp up social with Messaging



**65%**

of firms with social customer care programs currently use at least one form of private messaging such as text messaging, Facebook Messenger, Twitter and WhatsApp.

**24%**

Companies that don't use messaging are 24% more likely to observe an increase in customer service costs compared to those that do.

Giving consumers the option to get their questions answered through private messaging helps brands realize **2.5 times greater annual improvement in conversion rates.**

**2.5x**



Companies using messaging within their social customer care programs enjoy (annually):

**2.2x**

improvement in first contact resolution rates

**2.4x**

improvement in achieving SLA commitments

**3.5x**

increase in customer satisfaction rates

Social Customer Care is changing rapidly. Don't miss a beat. Learn how Sparkcentral can help you implement a modern platform.

[www.sparkcentral.com/social](http://www.sparkcentral.com/social)