# Good vibes only:
# Driving experiential value

## Customers crave lasting interactions

When Twitter care leads with empathy and compassion, it increases experiential value and builds brand loyalty with customers. 96% of people who turned to Twitter for customer service and had a friendly experience said they would buy from that brand again and 83% of them would recommend it to others.[1]

Best practices discussed in this chapter:

**Be human.**

**Build relationships.**

[1]https://blog.twitter.com/en_gb/a/en-gb/2016/customer-service-on-twitter-and-the-impact-on-brands.html.

# Keep it real 🗣️

## Be human

45% of people surveyed expect human interaction when they engage with brands on Twitter.[1] Handles that excel at being human in their responses to customers have much higher Sprinklr care scores.

FAIR · 499 · GOOD

338

POOR

**633**

Average Sprinklr care score for
**brands that excel at humanizing Twitter care**

644

TOP

Using customer names in Tweets acknowledges them as real people, and making them laugh will leave lasting impressions. Emojis or GIFs in Tweets show that a brand is not taking itself too seriously.

Industries that are most likely to:

- **Use customer names**
  Retail, utilities, financial services, and leisure and tourism
- **Get a laugh from a customer**
  Restaurants, food and beverage, retail, and apparel[2]
- **Reply with a GIF**
  Airlines, apparel, food and beverage, and leisure and tourism

**How brands humanize care**
Industries that are most likely to use customer names, elicit laughter, or Tweet GIFs.

| | Uses names 💌 | LOL 😂 | Tweets GIFs 🎥 |
|---|---|---|---|
| Airlines | | | ✅ |
| Apparel | | ✅ | ✅ |
| Financial services | ✅ | | |
| Food and beverage | | ✅ | ✅ |
| Leisure and tourism | ✅ | | ✅ |
| Restaurants | | ✅ | |
| Retail | ✅ | ✅ | |
| Utilities | ✅ | | |

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**The Original MakeUp Eraser**
@makeuperaser

## Stop 👏 Using 👏 makeup 👏 wipes

23 July 2020

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# Industry spotlight:
# Food and beverage

## Respond quickly

While only one in six food and beverage handles shine in Twitter care, most of the top-performing care brands in this industry excel on at least one aspect of delivering experiential value.

One third of all food and beverage brands place in the top tier for humanizing care and/or building relationships.

**Where top food and beverage handles excel**

| | |
|---|---|
| **Build relationships** by engaging customers | 43% |
| **Respond quickly** to mentions | 29% |
| **Go the extra mile** and beyond expectations | 36% |
| **Tweet like a human** and with a personality | 43% |
| **Take ownership** over customer issues or mistakes | 21% |

Portion of top food and beverage handles that are in the top tier of brands for each best practice

# Built for scale

The best brands respond to customers fast and consistently, no matter how many Tweets they receive.

## Food and beverage

In an average month, a top F&B handle receives[1]

**7,094** mentions

and sends

**941** Tweets

## Across industries

In an average month, a top handle across industries receives[2]

**8,942** mentions

and sends

**3,456** Tweets

[1]Food and beverage brands include companies like: @stouffers, @pepsi, @oscarmayer, @Purina, and @Tropicana.
[2]Across industries: Those who scored in the top 25% for customer care performance within logistics, telecom, financial services, tech, retail, food and beverage, and airlines.

# Tweet the love 🤝

## Build relationships

Brands that engage with customers will attract followers and build relationships that can survive the occasional mishap. When your customers are already paying attention to you on Twitter, they'll be more likely to turn to you for help so that you can address questions and solve problems before they turn into complaints.

Research shows that the longer a person stays with a brand, the more valuable they become as a customer. In fact, an annual increase in just 1% in customer retention can equate to a 20% increase in revenue annually.[1]

Brands that excel at building relationships score much higher on the fundamentals of Twitter care.

**639**

Average Sprinklr care score for
**brands that excel at building relationships**

FAIR 499 GOOD
338 644
POOR TOP
0 1,000

[1]https://business.twitter.com/en/blog/what-is-relationship-marketing.html.

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**Budweiser** ✓
@budweiserusa

**The great grill debate: Gas or charcoal?**

16 July 2020

**Joe**
@jtoomire

**Replying to @Budweiser**

**Nothing goes better than charcoal burning in a chimney than an ice cold Budweiser. NOTHING!!! I've done this atleast 100 times! I know!**

16 July 2020

# The best of both 🗣️ 🤝

## Build relationships and be human

Care interactions can resolve concerns, but can also be an enjoyable experience for the customer. This builds experiential value.

One way to create that kind of value is by humanizing care. When brands make care a great experience for customers, it helps foster an ongoing relationship that builds trust and loyalty.

It's no coincidence that the industries that excel at humanizing care interactions are also the ones that develop ongoing customer relationships that outlast the latest care interaction. These are two practices that work together.

**Industry insights:**
- Airlines are in a league of their own when it comes to humanizing care and building relationships; many restaurants and retailers are strong on both fronts
- Telecom handles outperform most other industries when it comes to humanizing care
- Leisure and tourism brands and utility companies more often excel at building ongoing relationships

**How industries create experiential value**
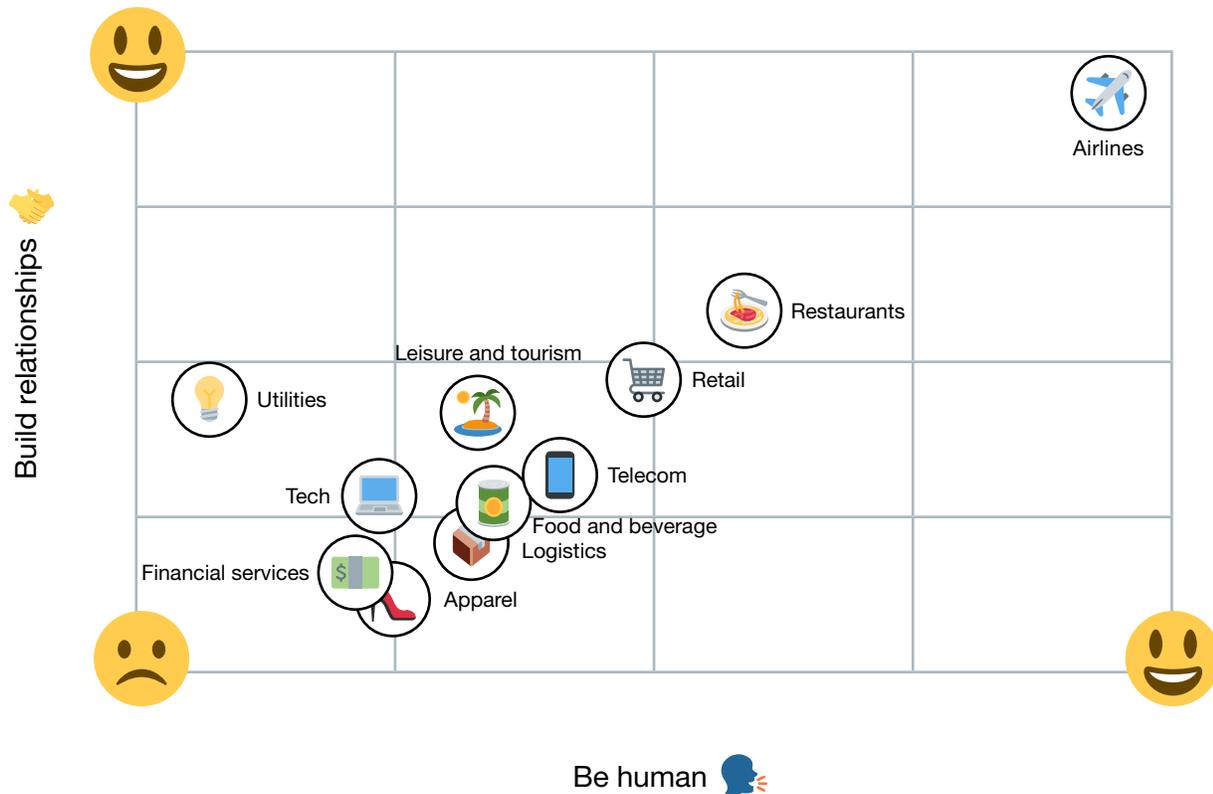
# Brand tips

1. Use customer names in Tweets or use GIFs to inject humor into customer interactions.

2. Train care teams on brand voice guidelines so they can deliver thoughtful and consistent experiences.

3. Prepare responses in advance for potential negative feedback. Brands should read all mentions and respond with empathy.

**Want to learn more? Read on at**
**business.twitter.com**