



# Easy Tweets: Creating functional value

Customers' goals are met with ease

No one wants to spend the day on hold or experiencing dropped calls with live service agents. Twitter care offers a better path for customers to get the help they need.

Best practices discussed in this chapter:



Make it easy.



Respond quickly.



Offer dedicated care.





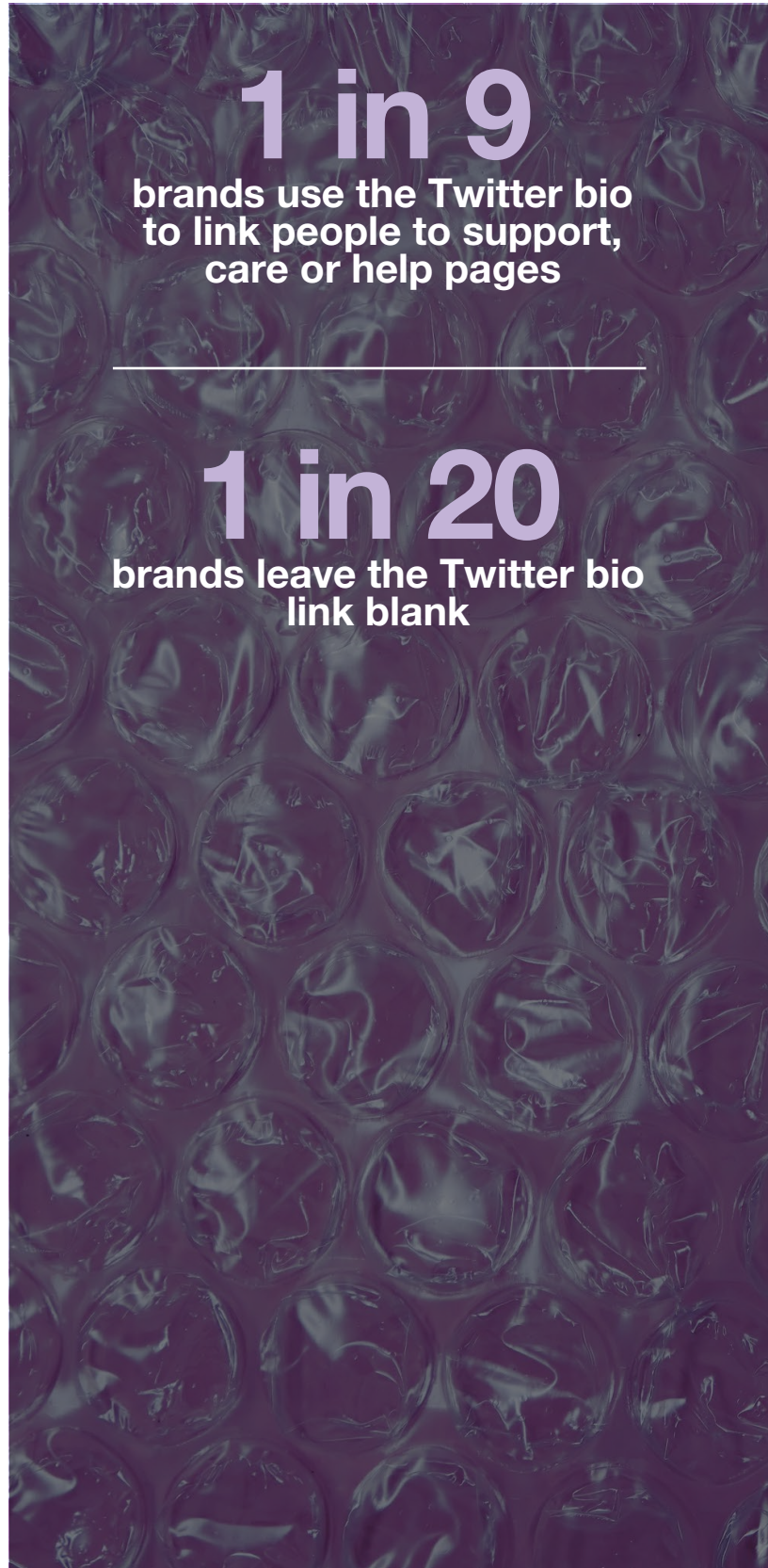
# Clear the way

## Make it easy

Creating functional value is all about being responsive, consistent, and reliable. Brands build trust and loyalty when people know they can count on you to resolve their issues quickly and consistently.

Responding quickly and providing dedicated care are two great ways you can help customers, but sometimes customers just need you to make it easy for them to help themselves.

One way to do that? Tell them how to get in touch. Top care handles use their Twitter bios to take customers directly to the support resources that can help them solve problems.



1 in 9

brands use the Twitter bio to link people to support, care or help pages

1 in 20

brands leave the Twitter bio link blank





# Speedy Tweets ⚡

## Respond quickly

It pays to help customers solve problems quickly and easily, because when people have a bad experience, half will complain publicly on social media.<sup>1</sup> If they don't receive an answer at all, 81% of people surveyed won't recommend that company to their friends.<sup>2</sup>

Responding swiftly is an important part of Twitter care, and brands that respond quickly score much higher on overall care.

Sprinklr assessed a brand's ability to respond quickly by looking at these areas of responsiveness:

- How quickly an account replies
- A consistent response time and rate
- Whether it signals its availability by explicitly communicating its Twitter care hours



<sup>1</sup>Twitter Insiders. Q21. To what extent do you agree or disagree with the following statements? Base: Twitter users (n=1,149).

<sup>2</sup><https://business.twitter.com/en/blog/see-how-to-reply-to-customers-on-twitter.html>.





# Consistency is key ⚡

## Respond quickly

Month after month, the top-scoring care handles on Twitter get back to customers quickly and consistently. The steady purple line for top care accounts reflects how top care teams consistently deliver same-day responses to their customers. These brands are ready for anything, because they know how to scale up when they need to.

With most brands, it's a different story from one month to the next. By March 2020, average response times were not much more than one day; but in the busy holiday season of 2019, customers could wait more than two days for an answer. It's that lack of predictability, as much as the slower speed of response, that disappoints customers.

### Top brands respond quickly and consistently



How average response times vary from month to month for top brands vs. most brands.

## Ready for anything

From March to June 2020 during the global pandemic, brands saw a 15% increase in the volume of customer inquiries and mentions, compared with the volume they received December 2019–February 2020.



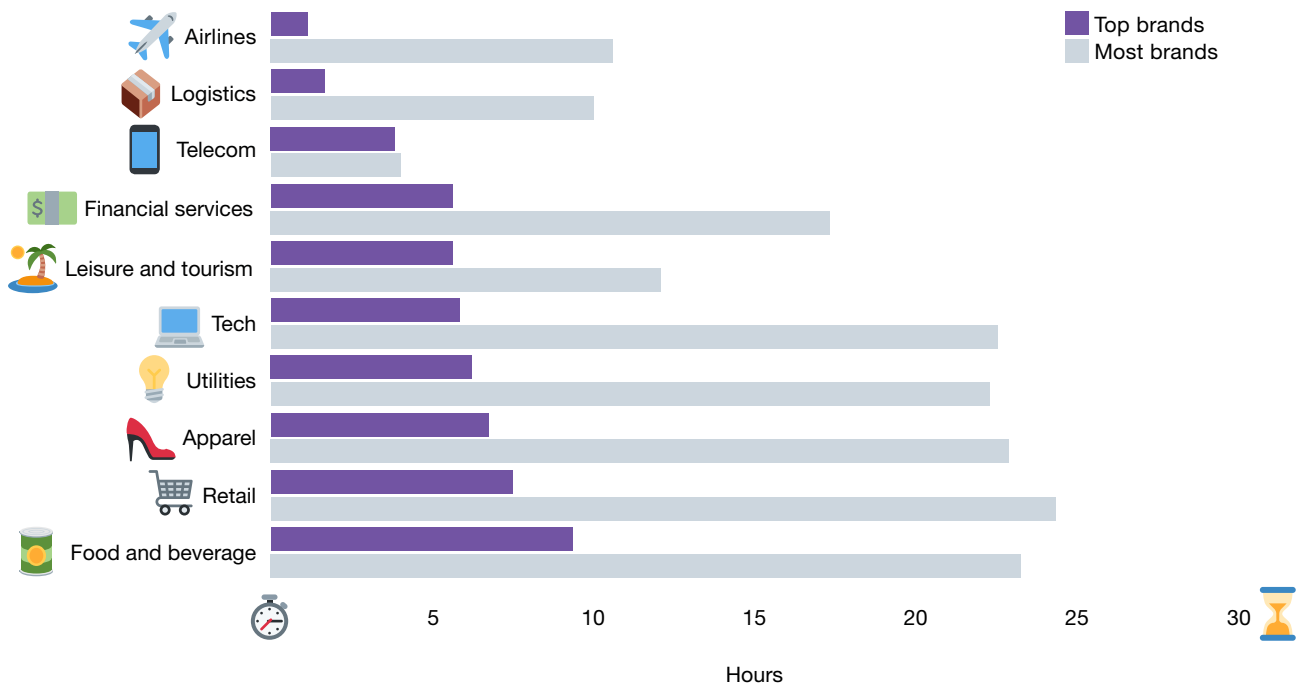
# #TMB (Tweet me back) ⚡

Some customer Tweets are more urgent than others. So it's no surprise that the brands that set the pace for Twitter care are in industries where time is of the essence.

Airlines, logistics, and telecom companies are fastest: The top-performing care brands in these industries respond to half of incoming Tweets in four hours or less. Even lower-scoring brands in these industries often do a solid job of responding quickly.

In other industries, response times are less important. The top care handles in retail and apparel take more than 6 or 7 hours to respond to many of their incoming Tweets, which is more than three times faster than most brands in these industries.

**Average response time by industry**





# Handling care

## Dedicated care

A dedicated care handle creates functional value. 58% of people surveyed on Twitter prefer brands to have a separate account<sup>1</sup> and 64% of people surveyed feel like they are doing more for customers when they do.<sup>2</sup>

By directing customer concerns to a care handle, brands free up their main handles for other kinds of positive interactions—resulting in higher engagement rates on brand posts from main handles.

Brands that embrace this practice tend to excel at overall care and tend to respond faster. Nearly half of the top-scoring accounts in Twitter care are dedicated care handles. Roughly half of restaurant, telecom, and tech brands use separate accounts for care. Utility, food and beverage, airlines, and apparel brands rarely use them.

Though dedicated Twitter care handles may not be right for every brand. Brands need to take into account industry standards, capacity of care teams, and current brand-customer relations.



<sup>1</sup>Twitter Insiders. Q21. To what extent do you agree or disagree with the following statements? I prefer a brand to have a separate account for customer service over one account that does everything (e.g., there is @Hulu and @Hulu\_Support) [UK: (e.g., @ASOS and @ASOS\_HereToHelp). Base: Twitter users (n=1,149).

<sup>2</sup>Twitter Insiders. Q21. To what extent do you agree or disagree with the following statements? Base: Twitter users (n=1,149).

Brands that use dedicated care handles are

# 4X

more likely to excel at Twitter care





# Ready for the weekend

## Dedicated care

People don't wait for a weekday to talk to brands. Saturday and Sunday generate a huge volume with an average of 1,008 incoming Tweets per handle on each weekday, and an average of 880 incoming Tweets per handle on each weekend day.

Top care teams post service hours in their Twitter bio. Knowing when you can expect a response goes a long way. Brands that include hours in their Twitter bios have Sprinklr care scores that are nearly 50% higher than brands that don't.

Among the brands that list their hours in their Twitter bios, one in six promises 24/7 care. Constant care avoids gaps in service and can go well beyond problem-solving.



Santander México puts its care hours right in its Twitter bio.

### Weekdays

Average  
**1,008**

Tweets/weekday per handle

### Weekends

Average  
**880**

Tweets/weekend day per handle





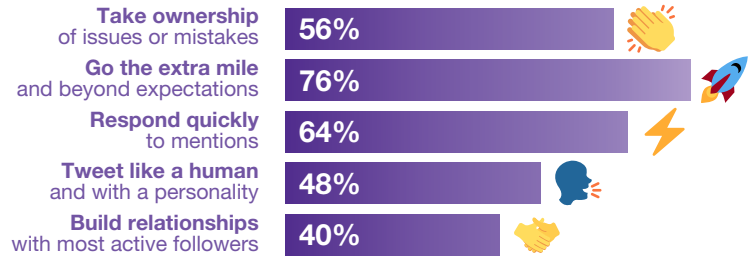
# Industry spotlight: Telecom

## Make it easy for customers

Half of all telecom brands excel at going the extra mile for customers, and one in three excels at taking ownership of customer issues. Two out of three telecom handles on Twitter have great Sprinklr care scores.

**80% of the top-performing telecom handles are dedicated care handles.**

## Where top telecom handles excel



Portion of top telecom 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.

### Telecom

In an average month, a top telecom handle receives<sup>1</sup>

**9,228** mentions

and sends

**4,713** Tweets

### Across industries

In an average month, a top handle across industries receives<sup>2</sup>

**8,942** mentions

and sends

**3,456** Tweets

<sup>1</sup>Telecom brands include companies like: @VerizonSupport, @TMobileHelp, @AskFrontier, @comcastcares, and @sprintcare.

<sup>2</sup>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.





# The best of both ⚡️ 🧑💻

## Quick responses and dedicated care

Major brands receive thousands of @mentions at once and the volume can fluctuate for many reasons due to seasonal business, PR crises, or product malfunctions/recalls.

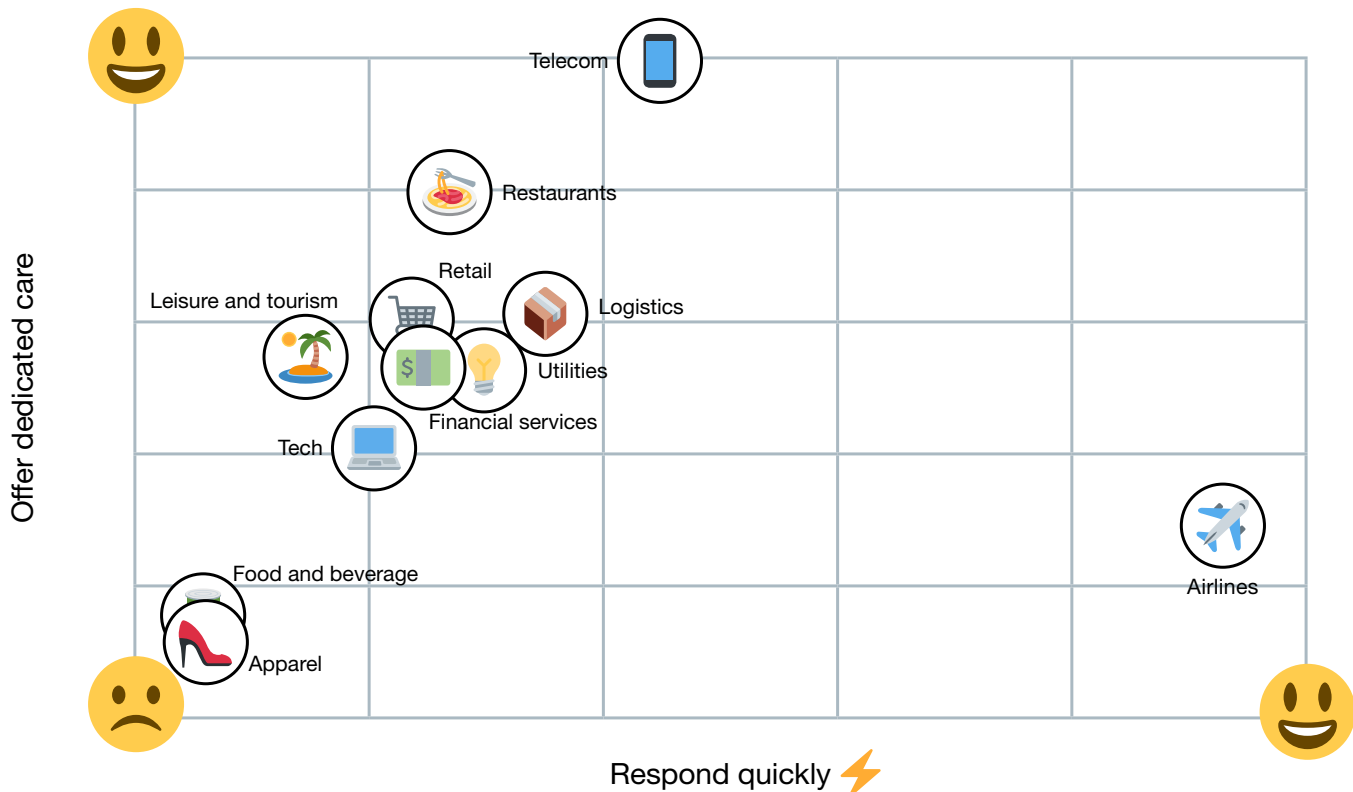
It's not easy to deliver functional value, so relatively few industries have a large amount of handles that excel at more than one best practice.

### Industry insights:

- Airlines are most likely to deliver a swift response
- Nearly half of restaurant and tech brands use a dedicated care handle
- Many telecom brands respond swiftly and provide dedicated care

The chart below shows the portion of handles in each industry that provide dedicated care or excel at responding swiftly.

How industries provide functional value





# Brand tips

1. Set guidelines for handling personal data and sensitive issues ahead of time.
2. Staff and manage care teams to deliver consistent response rates from month to month, even as the volume of incoming Tweets changes.
3. Use your Twitter bio to point customers in the right direction by noting care hours and linking to useful help pages or FAQs.
4. When a customer issue can't be resolved in a Tweet, clarify the escalation paths—move them to DM or provide a phone number.

Want to learn more? Read on at [business.twitter.com](https://business.twitter.com)



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