



At your service: Building symbolic value

Inspire customers to invest more than their money.

When a business shows customers they matter with thoughtful gestures and customer-driven innovations, they feel more invested in the brand.

These practices build symbolic value and exemplify the highest level of Twitter care. It's one thing to solve a problem; it's another to make your customers feel like a valued part of your brand.

Best practices discussed in this chapter:



**Go the
extra mile.**



**Incorporate
feedback.**



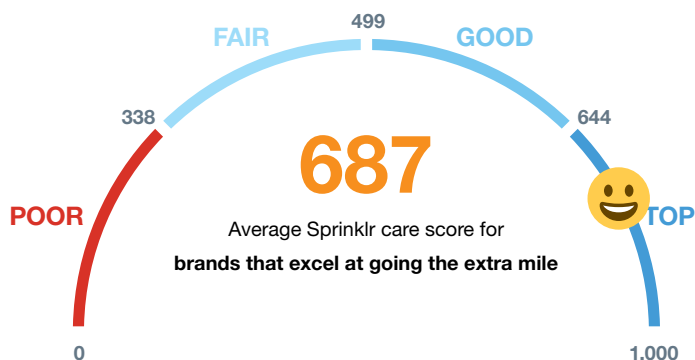


Proactive care

Go the extra mile

When a brand comes to the rescue or shows unexpected kindness, it helps people feel that they're being seen and heard. It's even more true when a brand reaches out first because it's paying close attention to what customers are saying about its products or services.

That's the kind of platinum care brands can deliver when they use social suites to listen and respond at scale. And it's the kind of care that helps brands score more highly on the fundamentals of care too.





Tweet to scale

Go the extra mile

Brands deliver extraordinary, proactive service when they power their Twitter care with enterprise-class social suites: Forrester's term for all-in-one platforms that replace point solutions with an integrated approach to social media listening, engagement, adtech, and publishing.

With modern care technology, brands can listen and respond at scale, so they know when to jump in to help and engage with a wider range of customer needs. Brands that use social suites for virtually all of their messages (95%+ of their outbound Tweets) score much higher than brands that use other kinds of tools to manage Twitter care.





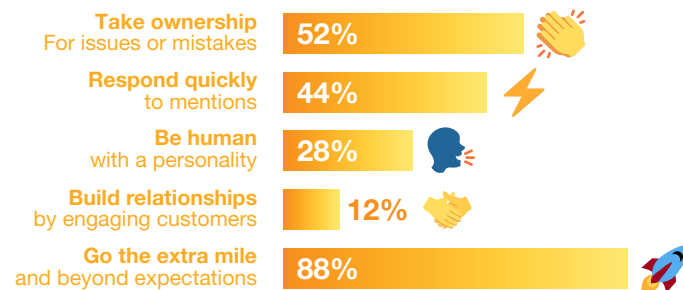
Industry spotlight: Tech

Go the extra mile

Tech brands stand out when it comes to going the extra mile for customers. Among the top-performing tech handles, almost 9 in 10 are in the top tier for this best practice.

Of the 80 tech brands we analyzed, more than 30% were among the top-performing care handles in our overall dataset. Nearly half use a dedicated handle for care on Twitter.

Where top tech handles excel



Portion of top tech 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.

Tech

In an average month, a top tech handle receives¹

6,148 mentions

and sends

2,210 Tweets

Across industries

In an average month, a top handle across industries receives²

8,942 mentions

and sends

3,456 Tweets

¹Tech brands include companies like: @AskPlayStation, @EAHelp, @Expedia, @HPSupport, and @PhilipsCare.

²Across industries: Those who scored in the top 25% for customer care performance within logistics, telecom, finserve, tech, retail, food and beverage, and airlines.



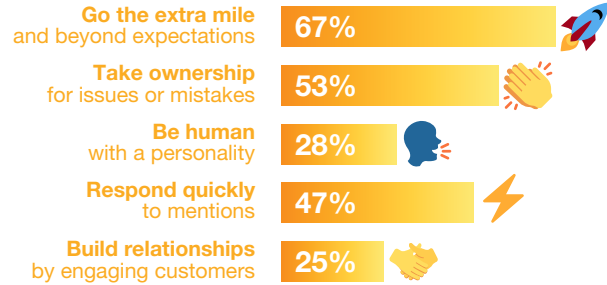
Industry spotlight: Financial services

Go the extra mile

One out of three financial services brands go the extra mile on Twitter. The top brands in this industry have care scores that are 29% higher than the average for all Twitter care handles.

This is nearly 60% higher than the financial services brands that don't invest in this best practice.

Where top financial services handles excel



Portion of top finserve 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.

Financial services

In an average month, a top finserve handle receives¹

4,192 mentions

and sends

2,069 Tweets

Across industries

In an average month, a top handle across industries receives²

8,942 mentions

and sends

3,456 Tweets

¹Financial services brands include companies like: @americanexpress, @AskPayPal, @AskCapitalOne, @Discover, and @Ask_WellsFargo.

²Across industries: Those who scored in the top 25% for customer-care performance within logistics, telecom, financial services, tech, retail, food and beverage, and airlines.



Fuel for the future

Incorporate feedback

1 in 3 people surveyed say that it's important for brands to take their feedback to drive future innovations.¹

When brands integrate customer feedback into product development and R&D, it not only fuels innovation but it also provides value by creating products and services customers want. While less than 1% of brand replies promise to refer feedback to an R&D team, some industries are more likely to let customers know how their feedback counts.

Airlines, retail, cosmetics, and personal care are most likely to tell customers their suggestions will be shared internally. Brands that embrace this best practice tend to be the brands that are also good at the fundamentals of Twitter care.

¹Twitter Insiders. Q22. What are the most important things a brand needs to do when providing support to customers on Twitter? Please select up to 5. "Learns from my feedback to fuel growth and innovation for the brand."





The best of both

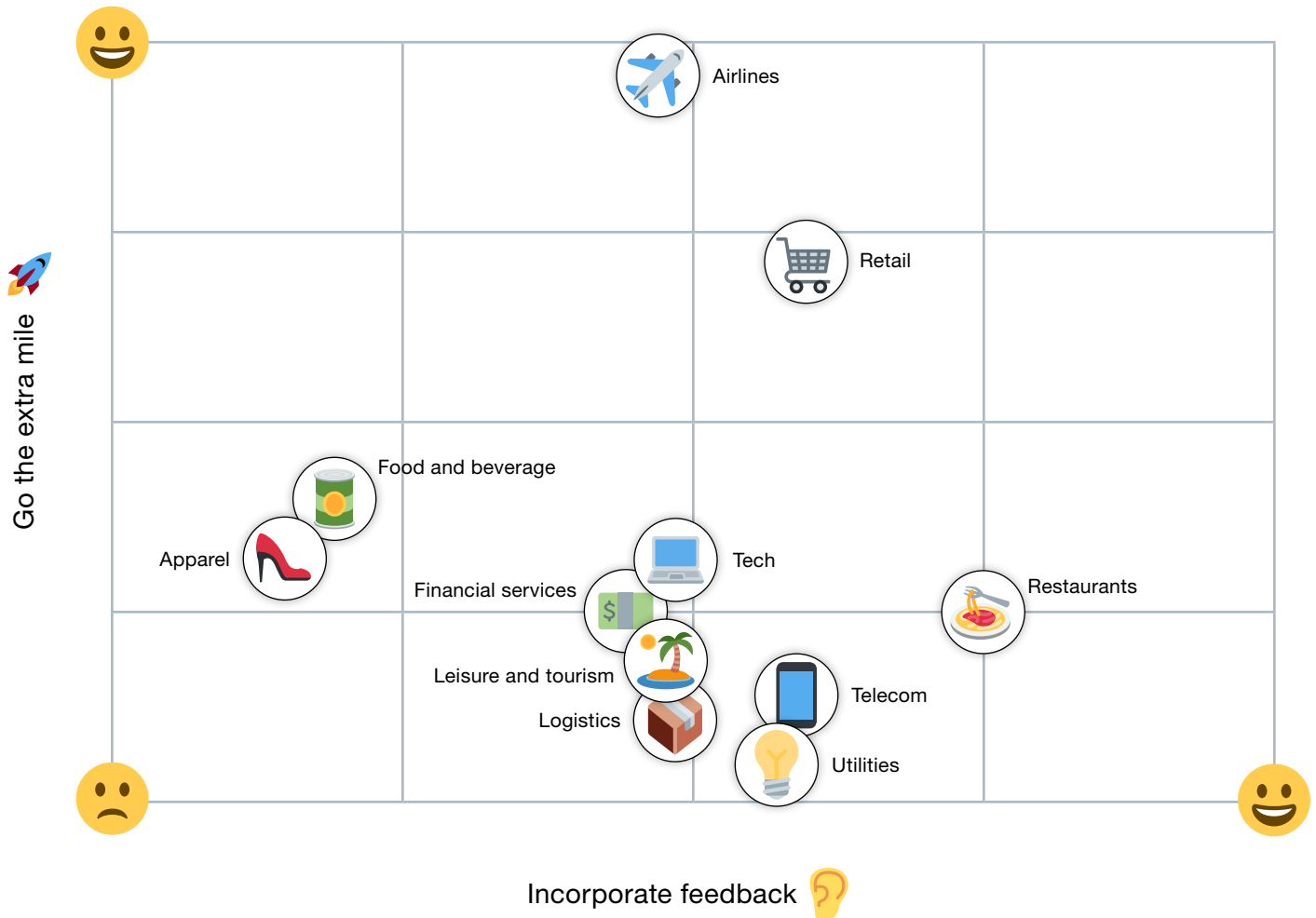
Incorporate feedback and go the extra mile

Brands should tune in before consumers Tweet to request help, and offer them extraordinary care in thoughtful ways. Those are the kinds of care experiences that create deep symbolic value.

Industry insights:

- Restaurants, retail, telecom, and utilities are the most likely to go the extra mile
- Airlines are in a league of their own when it comes to letting customers know their feedback matters
- Retail also excels in both of those areas

How industries build symbolic value

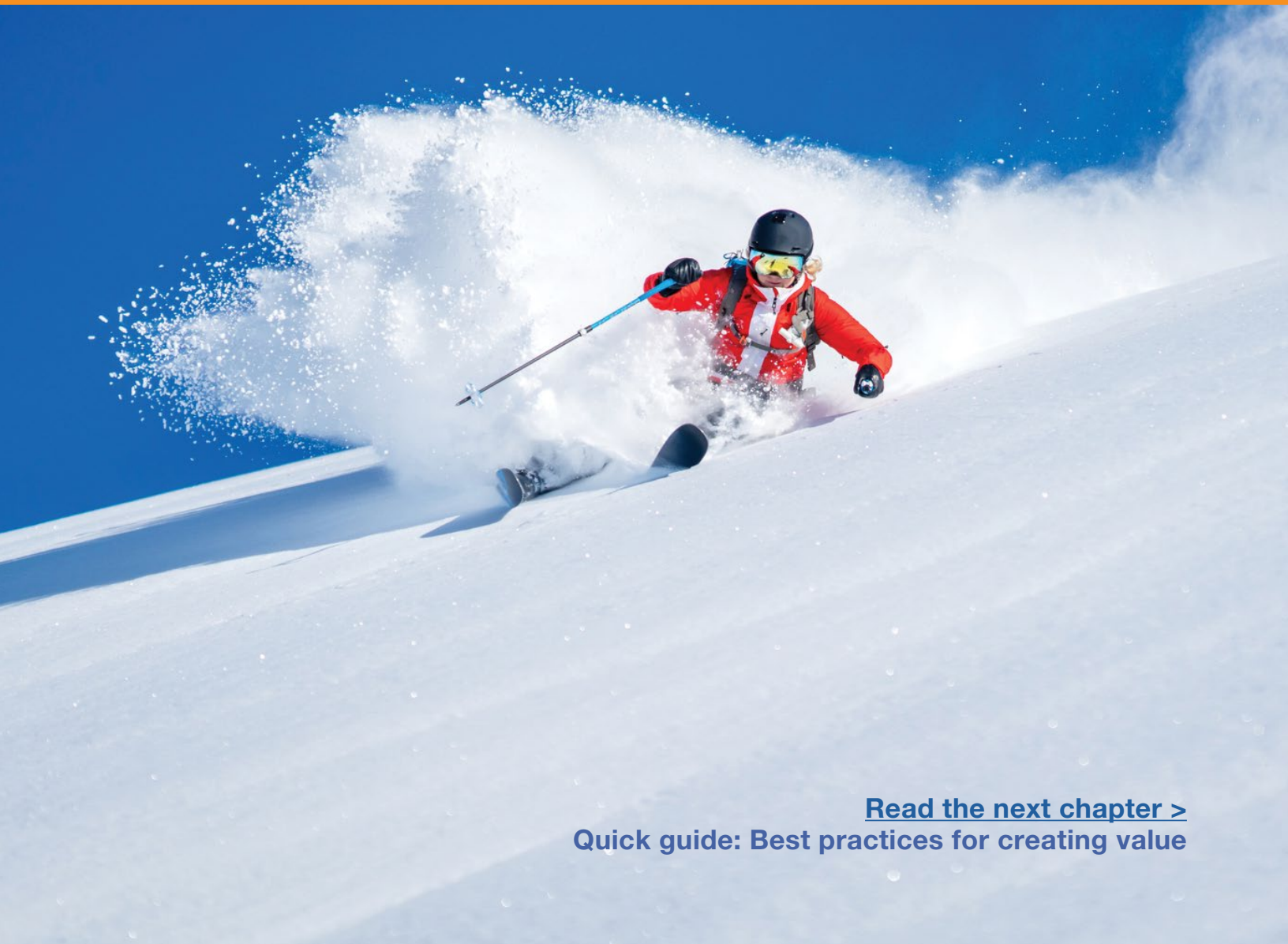




Brand tips

1. Look for opportunities to wow customers with an unusual touch, like celebrating a memorable occasion or sending a small gift in response to a relevant Tweet.
2. Launching something new? Ask your Twitter fans for their take — or try a poll.

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



[Read the next chapter >](#)
Quick guide: Best practices for creating value