



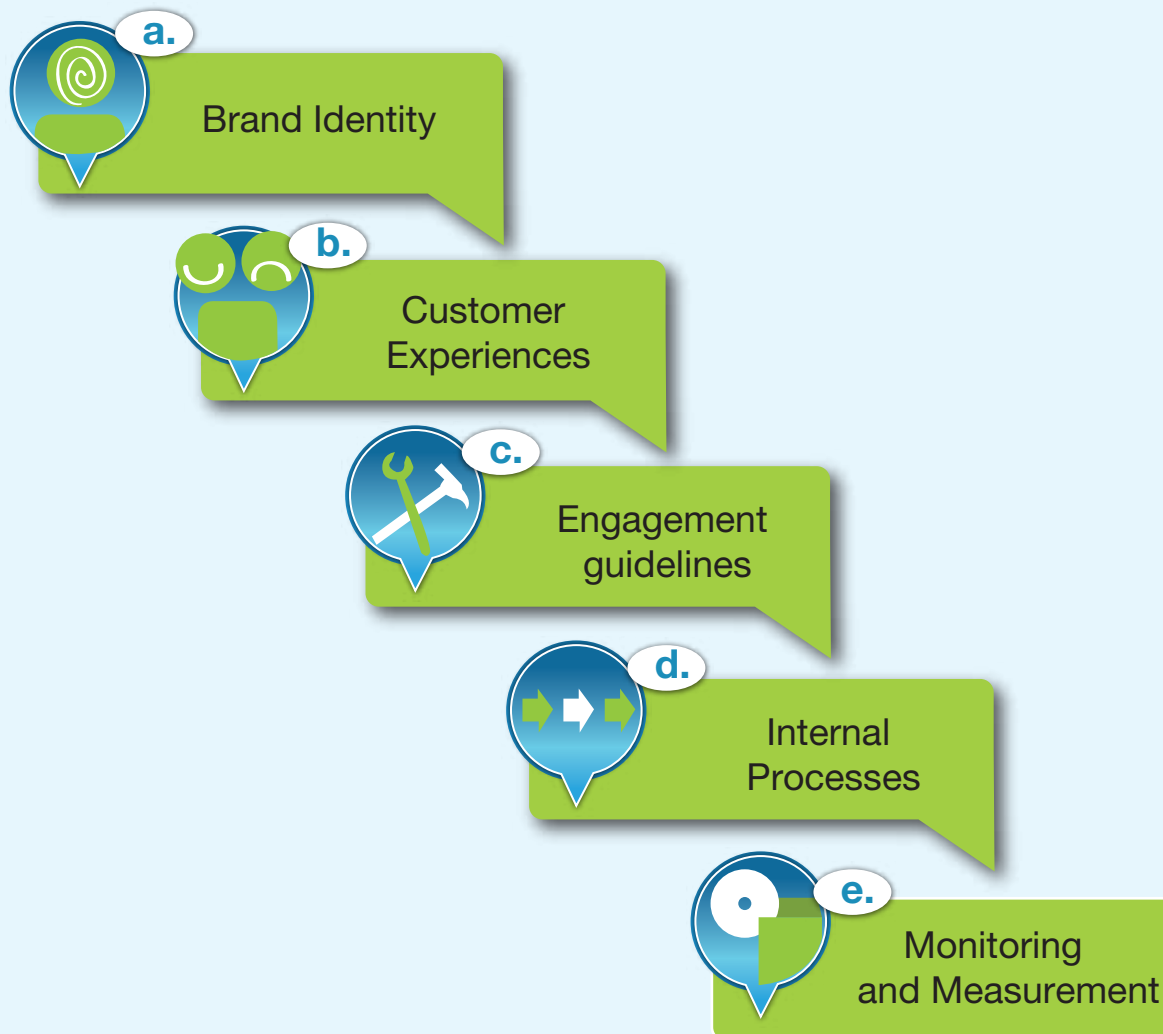
Taking care of your Social Customer

**Tactical Approach
2012**

Visualize and Design Your Social Media Approach

- 1) Create a channel of communication through social networks to answer to your customer's inquiries, comments and/or recommendations in real-time
- 2) Establish an ongoing relationship, and provide continuous updates to customers using our social customer service
- 3) Monitor social networks to reach out to prospects and customers who have questions pertaining to your products/ services and industries
- 4) Daily and monthly reports on customer service interactions, the types of inquiries received, and customers profiles

The A to E of Your Social Tactical Approach





Brand Identity Your brand's personality



Tactical Guideline

Incorporate and customize all social customer service initiatives to your brand's identity (voice, aesthetics, logo...), guidelines, and goals.



NS delivers

Social media touch points that enhance your customer service throughout multiple networks such as Facebook, Twitter, YouTube, and LinkedIn.



Customer Experiences Your audience's interaction with your brand, products, and services through social media



Tactical Guideline

Set up social media channels for customer service and clearly inform your customers how to use them.



NS delivers

Facebook live chat application to be used for questions and inquiries, along with the Facebook wall.

A Twitter account to be used solely for customer service with agents ready to follow up with a call or e-mail.

A Google+ account that will use the "Hangout" feature when more interaction is necessary.

Explanations and guide to your customers explaining your customer service operation.



Tactical Guideline

Communicate and advertise to customers that your company provides customer service on social networks.

Providing Real Time responses.



NS delivers

Facebook ads, search engine optimization for your customer service social networks, posting and tweets to keep page relevant in social networks' newsfeeds.

A team of social agents and tool that will facilitate 24 X 7, or during previously determined business hours, resources to attend to your clients' needs and fit your budget.



Engagement Guidelines Defines the do's and don't's to those involved internally



Tactical Guideline

Community Manager tactics.

Employees, Management Team, Vendors.



NS delivers

Best practices to listen, connect and engage with audiences, promoting user generated content and genuine dialogues.

Guidelines for Staff Social Media interaction aligned to the guidelines of your organization and specific industry



Internal Processes

Defines work flow interaction, problem solving, crisis management, troubleshoot, and general postings



Tactical Guideline

Setting up a crisis management process.



NS delivers

A guide and an efficient process within the social media team to deal with negative comments or any crisis the best way possible.

General posting.

Best practice to the implementation of each activity with the goal to serve your audiences.



Monitoring and Measurement

Monitoring and reporting platforms



Tactical Guideline

Determine what metrics from those customers, who use your customer service networks, can be most useful to your company.



NS delivers

Social media metrics may include: Growth rate of number of followers and fans, market demographics, and engagement information such as, Facebook's "Impressions", customer demographics, traffic information regarding the requests on the web site, customer queries, and keyword monitoring to detect any questions related to your products/services or your industry.



Tactical Guideline

Daily and monthly reporting of your activities.

Setting up accounts on social media monitoring platforms and creating reports.



NS delivers

A report on daily activities that includes the type of customer inquiries, issues, and a monthly report on overall activity, and customer profile.

An array of options of social media monitoring platforms that will suit your budget and needs, and a report based on the metrics you want.

If you have any questions on how your company can benefit from Social Customer Service, please contact us on our Customer Service Twitter @Nettingteam or on our live chat in our website www.nettingsolutions.com !