

SOCIAL TRENDS 2022



TREND 5 The Customer Care Trend

Outshine Your Competitors With Better Social Customer Care

Customer service tends to be speedy and effective when delivered by social and digital channels—and consumers know it. So when they found themselves needing more support due to increased spending during the pandemic, that's precisely where they turned.

With the rise in consumer demand and the resulting influx of inquiries, more than half of the marketers we surveyed (59%) say that social customer care is increasing in value for their organization. It's why many have poured themselves into improving their social customer service.

Social marketers can be a major asset during this process given their deep knowledge about their customers, the channels they use to seek help, and what they need help with.

In our [Social Trends 2022 report](#), we outlined why it's so critical for businesses to prioritize social customer care, starting with bringing all messaging channels to one place, and simplifying info sharing between customer service and marketing teams. Below, you'll find great ways to do both.

Use tools that help promote team integration

If you're serious about changing the way your organization provides customer service on social, integrating your customer care and social marketing teams should be at the top of your list. As part of that integration, it's a good idea to give both teams access to the same customer information on your social channels. That way, everyone has full visibility into the conversations and inquiries that come in, and the right people can get involved where it makes sense.

Here are two of the best tools you can use to get unified views of all your social conversations, and manage inquiries while encouraging teamwork and establishing an effective workflow.

Never miss a message by getting a unified view across all your social channels with Hootsuite Inbox.

With Hootsuite Inbox, all your private and public social messages are stored in the same place so you have a complete view of every mention and DM that arrives from your various social channels. From your Inbox, you can engage with your audience, assign conversations, and keep your team up to speed with details about certain interactions.

- **Assigning messages:** You can assign a message to yourself, an entire team, or an individual team member and include suggestions on how to handle the message, notes about the interaction, or any other context you'd like to provide. Once a message is assigned, it moves from the **Unassigned** queue to the **Assigned** or **Assigned to Me** queue. Don't forget to select **Resolve** to move the conversation into the **Done** folder and let your teammates know that the inquiry has been handled. Collaboration made easy!
- **Automating assignments:** Inbox uses keyword-based rules to automatically route messages. Based on the rules you create, messages are automatically assigned to the correct teams or individuals. Say, for example, you're a restaurant chain. You could monitor incoming messages for the keywords "food poisoning" or "sick" and set rules that would automatically route them to the crisis management team.

Resolve issues faster while giving customers the 1:1 attention they expect with Sparkcentral by Hootsuite.

Sparkcentral is a customer care platform that allows you to view and manage all your customer conversations across social networks, SMS, live chat, WhatsApp, and more from a single dashboard. With features that help you improve response times, performance, productivity, and data sharing, your customers can get the stellar service they expect and deserve.

- **Tags:** Provide your teammates with valuable details about messages using tags. Categorize inbound and outbound messages with multiple tags, including positive or negative sentiment, so they can be handled by the appropriate team member in the appropriate manner. You can also generate a Tags report that tells you which tags are used most often.

- **Topics:** Applying topics to conversations is another helpful way to categorize messages and route them to other team members.
- **Conversation prioritization:** Some messages and mentions require attention faster than others. With this feature, you can triage your conversations and place more urgent ones higher in the queue so they're dealt with in a timely fashion. Conversations can be flagged as high priority based on topic, customer segment, or conversation type. Remember to use your business strategy to help inform which conversations have the greatest importance.
- **Auto responders:** Some inquiries, like store hours, can get repetitive. Instead of replying to these messages individually, why not be more efficient and create responses that get sent automatically?

With Sparkcentral, you can easily create and edit auto responders and then choose how those responses get activated—either automatically, where a virtual agent resolves the message without human assistance, or by delegation, where a team member must first assign a virtual agent to a message. You can also translate your auto responders into multiple languages—a great feature that makes inclusivity effortless.

- **Automations:** Make the best use of your team's time by automating some of the above processes. It's up to you to choose the criteria that Sparkcentral uses to tag, assign a topic to, or resolve messages. Once a conversation is triggered, the proper action will take place immediately and automatically so a team member doesn't have to step in.

Unlock game-changing social tools with Hootsuite. Request a demo and make them wonder how you did it.