

sproutsocial



PRODUCT GUIDE

# Caring for Your Customers

Executing & Analyzing a Social Customer Care  
Strategy with Sprout Social

# What Is Social Customer Care?

Customer service. Customer support. Customer care.

These terms are used a lot in the social media world. Oftentimes the terms are used interchangeably, and it can be confusing to know which engagement type is right for, and will ultimately boost, your business.

Simply put, social customer care is about building relationships with your customers—potential and existing—and engaging your audience, whether your company is B2B or B2C.

Social customer care entails the entire relationship between your brand and your customers. From being a reachable source to providing ongoing support and creating delightful customer experiences, you can build customer loyalty and increase sales through the right social strategy.

With Sprout Social, you can manage and analyze your social customer care efforts. Sprout makes it easy to engage with incoming messages, find and join conversations and track profile, network and individual performance around customer care.

# 3 Types of Customer Care

It's important to understand the three core segments of social customer care. Whether your company is big or small, you can easily add and maintain customer care initiatives. Use Sprout to manage, execute and analyze your initiatives.

- Pre-emptive
- Proactive
- Reactive



## Pre-Emptive

Pre-emptive communication anticipates incoming messages around a planned event or potential disruption of service to keep your customers in the loop. To do that, you'll want to publish content that is clear, helpful and informative.

### EXAMPLE

If you know you're going to have a service outage for regularly scheduled maintenance, inform your community of scheduled downtime in advance. This will pre-empt any inconvenienced customers while saving your social team a lot of time in dealing with the potential response.



@MySproutCoffee Thank you for the heads up! I'll be sure to place my order today.

khkristin sent 8 minutes ago



Our online store will be unavailable Friday from 8am-12pm for scheduled maintenance. We're sorry for the inconvenience!

MySproutCoffee sent 20 minutes ago

## Proactive

Proactive communication sparks a conversation with your customers. To do that, you'll want to publish content that is engaging and elicits some sort of action or reaction from your audience.

### EXAMPLE

Does your social team get a lot of the same questions about your product? Then you should proactively share resources, such as best practices and tips, to keep your community informed while opening up your social team to tackle more pressing matters.



@MySproutCoffee awesome article! I've always wondered about that process.

themiddle sent 10 minutes ago



Ever wonder how we roast our coffee beans? Here is a step-by-step guide: <http://bit.ly/28JXSe8>

MySproutCoffee sent 23 minutes ago

## Reactive

Reactive communication engages with incoming messages. Respond with content that is helpful and direct to meet your audience's needs.

### EXAMPLE

Does your brand receive incoming messages from new or potential customers? Reactively engaging with your audience will cement those relationships, and help you find new opportunities in the market.



**@amywrecruiter** Yes! We have plans to open a new store in Wicker Park in Spring of 2017.

**MySproutCoffee** sent 5 minutes ago



**@MySproutCoffee** Any plans to open stores near Wicker Park? I need a Sprout Coffee closer to my house!

**amywrecruiter** sent 12 minutes ago

# Executing Social Customer Care

Sprout makes it easy for brands to manage the entire customer care spectrum, from publishing to engaging to reporting.

The Publishing toolset encompasses creation and management of pre-emptive and proactive communications. The Compose window enables you to draft, queue, schedule and submit messages for approval while the calendar provides a visual of outgoing content.

The Smart Inbox is the central hub of engagement and the place to manage reactive communications. With a unified stream of incoming messages across profiles and networks all in one place, users can engage with their audience, monitor keyword searches, task messages to other users and mark messages complete to clear out of the inbox.

Sprout's suite of reports enables you to measure communication efforts across the customer care spectrum. A range of network, profile and message-level data helps you understand customer care success and its impact on your social presence. Advanced keyword, productivity and trend analysis helps you identify valuable opportunities and areas for improvement.

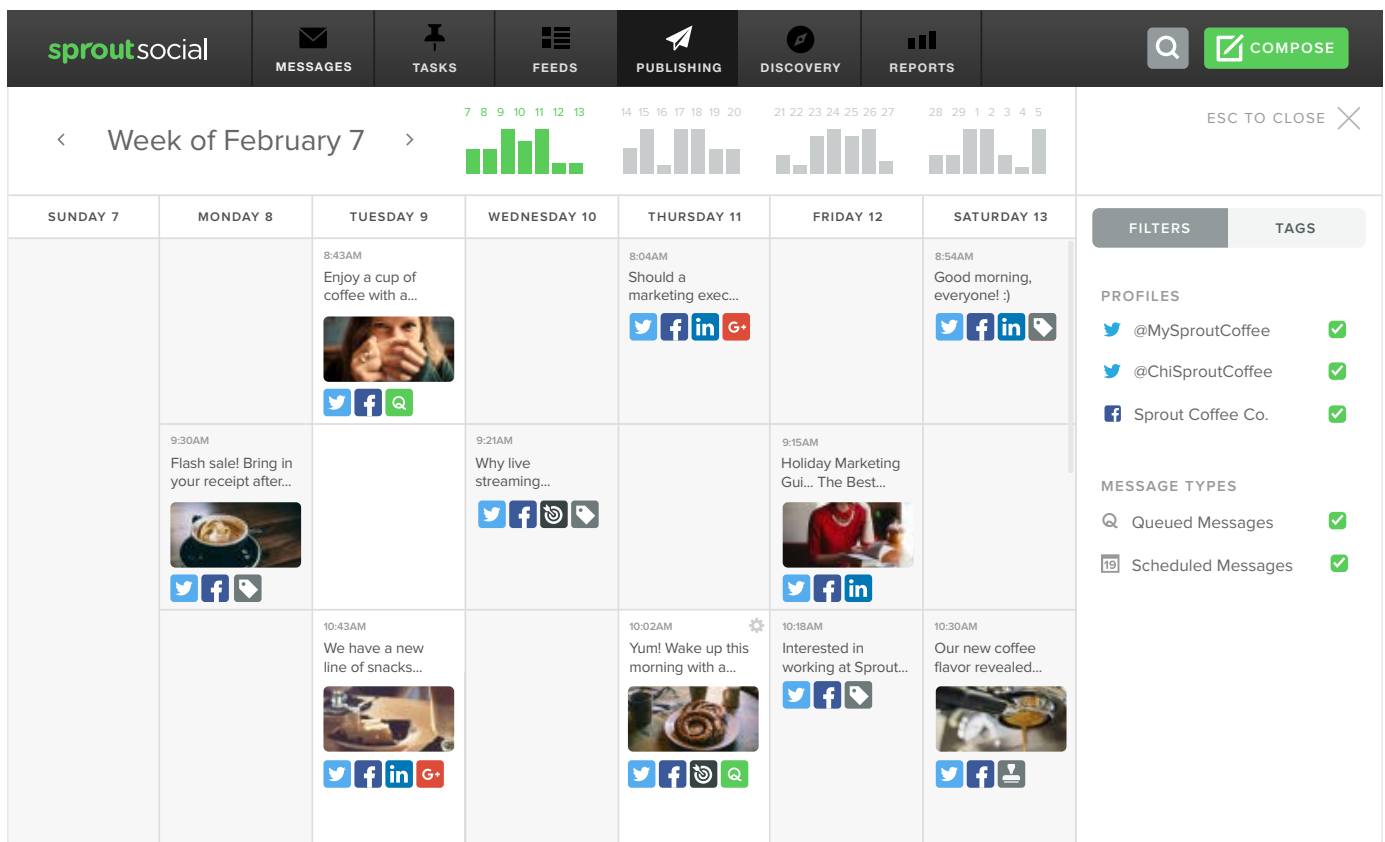


# Managing Pre-Emptive Customer Care Efforts

Getting important messages in front of your audience at the right time is key for pre-emptive customer care. Use Sprout's Publishing toolset to create and manage pre-emptive communications.

## PUBLISHING TOOLS

- Message Tags to categorize published messages
- Scheduler to optimize publishing times
- Message Approval to review drafted messages
- Mobile app to communicate while on the go
- Publishing Calendar to visually monitor scheduled messages



The screenshot displays the Sprout Social Publishing Calendar. At the top, there's a navigation bar with tabs for Messages, Tasks, Feeds, Publishing (active), Discovery, and Reports. A search bar and a 'COMPOSE' button are also present. Below the navigation, a calendar view shows the week of February 7. The calendar grid contains several scheduled messages:

- Tuesday 9, 8:43AM:** "Enjoy a cup of coffee with a..." with an image of a person drinking coffee.
- Monday 8, 9:30AM:** "Flash sale! Bring in your receipt after..." with an image of a coffee cup.
- Tuesday 9, 10:43AM:** "We have a new line of snacks..." with an image of a coffee cup.
- Wednesday 10, 9:21AM:** "Why live streaming..." with social media icons.
- Thursday 11, 8:04AM:** "Should a marketing exec..." with social media icons.
- Thursday 11, 10:02AM:** "Yum! Wake up this morning with a..." with an image of a coffee cup.
- Friday 12, 9:15AM:** "Holiday Marketing Gui... The Best..." with an image of a person.
- Friday 12, 10:18AM:** "Interested in working at Sprout..." with social media icons.
- Saturday 13, 8:54AM:** "Good morning, everyone! :)" with social media icons.
- Saturday 13, 10:30AM:** "Our new coffee flavor revealed..." with an image of a coffee cup.

On the right side, there are sections for 'FILTERS' and 'TAGS'. Under 'PROFILES', there are three entries: @MySproutCoffee, @ChiSproutCoffee, and Sprout Coffee Co., each with a green checkmark. Under 'MESSAGE TYPES', there are two entries: Queued Messages and Scheduled Messages, both with green checkmarks.



# Analyzing Pre-Emptive Customer Care Efforts

Understand when and how your team is communicating important messages to your audience. Use Sprout’s suite of reports to analyze pre-emptive customer care communications.

## REPORTS

- Tag Report to analyze performance of grouped messages
- Team Report to track user’s publishing efforts
- Sent Messages Report to understand reach and engagement

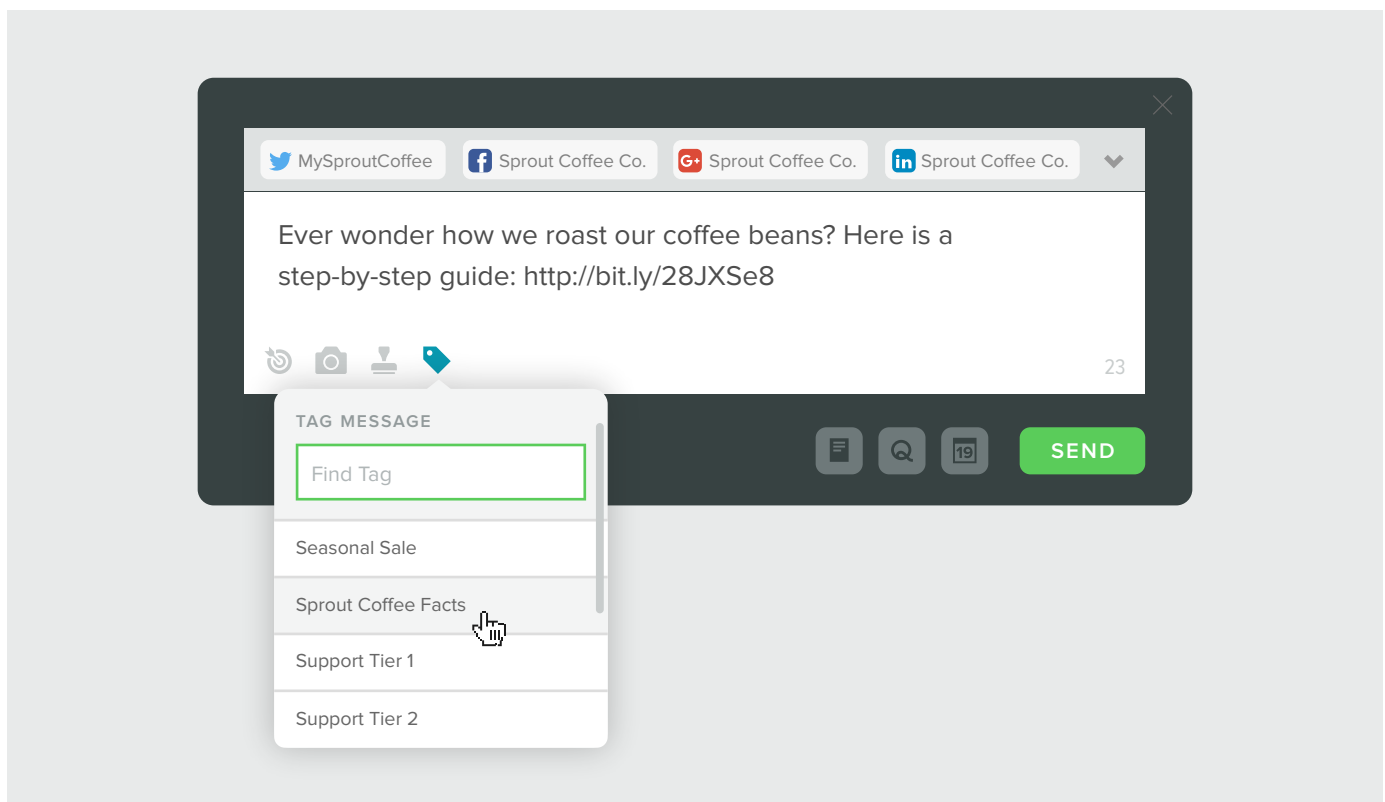
Team Member	Total Posts	Daily Avg.	Total Replies	% of Total Posts	% of Total Replies
Darryl V.	31	1.9	30	84.4%	14.6%
Keenan S.	28	0.9	21	45.5%	10.2%
Tiffany B.	5	0.2	35	0.2%	17.1%
Kristin J.	1	0.1	23	0.1%	11.2%
Rachael S.	1	0.1	27	0.1%	13.2%
Greg C.	-	-	69	0.0%	33.7%
Justyn H.	-	-	45	0.0%	24.0%

# Managing Proactive Customer Care Efforts

Providing informative and engaging content to your audience will strengthen your relationships and position your brand as a leader. Use Sprout's Publishing toolset to create and manage proactive communications.

## PUBLISHING TOOLS

- Message Tags to categorize published messages
- Scheduler, Queue & ViralPost to optimize publishing times
- Message Approval to review drafted messages
- Bitly to track published messages
- Organic post targeting to reach relevant audiences



# Analyzing Proactive Customer Care Efforts

Track content performance and volume to ensure you are talking with your audience—not at them. Use Sprout’s suite of reports to analyze proactive customer care communications.

## REPORTS

- Sent Messages Report to understand reach and engagement
- Tag Report to analyze performance of grouped messages
- Team Report to track user’s publishing efforts
- Twitter Listening to analyze keyword usage to target conversations

The screenshot displays the Sprout Social dashboard. The top navigation bar includes icons for Messages, Tasks, Feeds, Publishing, Discovery, and Reports. The left sidebar lists various report types, with 'Sent Messages' selected. The main area shows a table of sent messages with columns for Date Sent, Clicks, Responses, and Reach. An 'Export' dropdown menu is open, showing options for 'Export PDF' and 'Export CSV', along with checkboxes for including DMs and specific social media profiles.

Date Sent	Clicks	Responses	Reach
<b>MySproutCoffee</b> Bring a buddy and get 10% off both your coffees every #TGIFriday (Tweet) by Darryl V. Mar 29 at 10:29 am	5k	250	1m
<b>MySproutCoffee</b> @JohnMayer will be playing out our SF coffee house <a href="https://bit.ly/aFSD83/">bit.ly/aFSD83/</a> (Mention) by Darryl V. Mar 28 at 6:29 pm	3k	100	899k
<b>MySproutCoffee</b> Check out our daily coupon deals <a href="https://bit.ly/aFSD83/">bit.ly/aFSD83/</a> (Tweet) by Darryl V. Mar 26 at 5:45 pm Clicks: 3k Favorites: 4k Responses: 50 Retweets: 175 Replies: 34 Reach: 880k	3k	50	880k

**Export** dropdown menu options:

- Export PDF
- Export CSV
- Include DMs
- @MySproutCoffee
- @MySproutCoffeeNYC
- Facebook
- Instagram
- Google+

**TOTALS FOR THIS WEEK**

Clicks	113,000
Retweets	345,000
Impressions	3,400,000

# Managing Reactive Customer Care Efforts

Participating in conversations will reaffirm your customer relationships and finding new conversations will grow new relationships. Use Sprout's Engagement toolset to manage reactive communications.

## ♥ ENGAGEMENT TOOLS

- Message Tags to organize incoming messages
- Tasks to assign incoming messages
- Brand Keywords to monitor conversations
- Filters to focus on specific messages
- Mobile app to engage while on the go
- Suggested Replies to quickly personalize and send previously used responses

The screenshot displays the Sprout Social interface. At the top, there is a navigation bar with icons for Messages, Tasks, Feeds, Publishing, Discovery, and Reports, along with a search icon and a 'COMPOSE' button. Below the navigation bar, the main area is divided into a message list on the left and a 'Smart Inbox' summary panel on the right.

The message list contains five entries:

- Message 1:** A customer asks, "Any plans to open stores in London? I drink Sprout Coffee Co while in the States and love it!". Sent 8 minutes ago. Status: Read.
- Message 2:** A customer reports, "I'm having problems redeeming my gift card on your online store @MySproutCoffee. Help!". Sent 50 minutes ago.
- Message 3:** A customer shares, "Interesting article on the CEO of @MySproutCoffee and how he built the largest coffee brand bit.ly/1wv2v0P". Commented on post 52 minutes ago.
- Message 4:** A customer asks, "Where can I find a list of your locations? I went to your website, but couldn't find anything @MySproutCoffee.". Sent 1 hour ago.
- Message 5:** A customer asks, "Do you offer discounts for non-profit catering events? If so, please let me know :)". Commented on post 1 hour ago.

The 'Smart Inbox' panel on the right shows a bar chart, a count of 103 items remaining from the past 90 days, and a 'Filters' section with the following items checked:

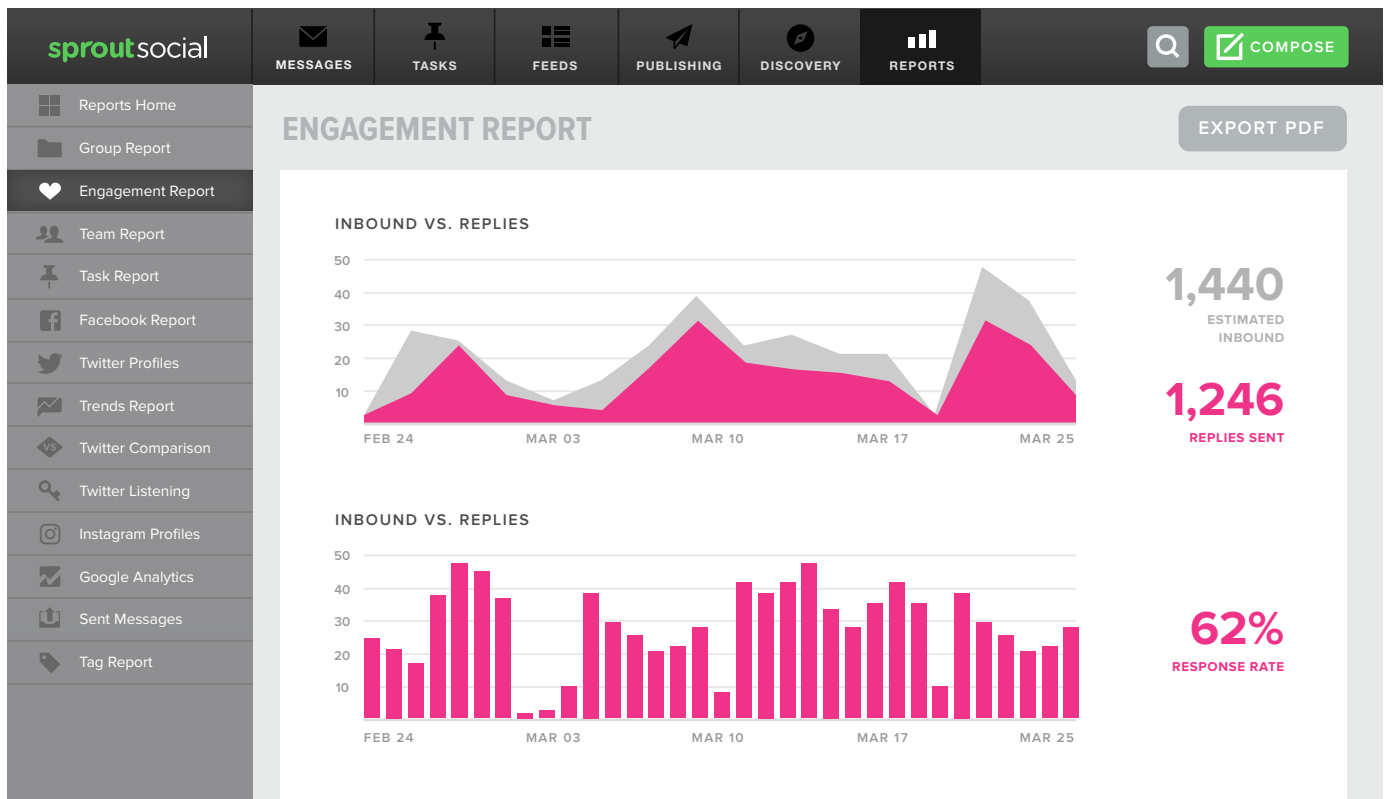
- PROFILES: @MySproutCoffee, Sprout Coffee, Co., Sprout Coffee, Co., MySproutCoffee
- MESSAGE TYPES: Mentions

# Analyzing Reactive Customer Care Efforts

Benchmark replies and responses to ensure timely engagement with your audience. Use Sprout's suite of reports to analyze reactive customer care communications.

## REPORTS

- Engagement Report to analyze incoming messages and responses
- Team Report to track user's response efforts
- Task Report to analyze your team's use of Tasks and completion
- Tag Report to monitor trends of grouped messages
- Trends Report to understand what people are saying about your brand
- Twitter Profiles, Facebook Pages and Instagram Profiles to track the impact of engagement on your social networks



# Sprout Brings Customer Care Full Circle

In the world of social, your customers are talking about you, reaching out to you directly and passively listening to what you are saying—so, it's important that you listen, respond and communicate effectively in order to create exceptional customer experiences.

With Sprout's social customer care toolset you can communicate with your audience, monitor and engage in conversations, and analyze your efforts from one platform. Whether you focus on pre-emptive, proactive, reactive—or all three—in your social care strategy, Sprout's publishing, engagement and reporting tools will help you build, strengthen and effectively measure your customer relationships.





# Social Media Engagement, Advocacy & Analytics Solutions

Sprout Social offers solutions for leading agencies and brands, including Hyatt, GrubHub, Microsoft, Uber and Zendesk. Available via web browser, iOS and Android apps, Sprout's engagement platform enables brands to more effectively communicate on social channels, collaborate across teams and provide an exceptional customer experience.

Bambu by Sprout Social, a platform for advocacy, empowers employees to share curated content across their social networks to further amplify a brand's reach and engagement.

Headquartered in Chicago, Sprout is a Twitter Official Partner, Facebook Marketing Partner, Instagram Partner Program Member and LinkedIn Company Page Partner.

Implement your customer care initiatives with **Sprout Social**.