

4 STEPS TO IMPROVING ROI IN YOUR SOCIAL CUSTOMER SERVICE DEPARTMENT

Those in the social customer service industry are often challenged to identify and measure the ROI of their care.



- Companies are often unsure what ROI really means
- Organizations lack a framework to calculate ROI of social customer service
- Brands are uncertain about the impact of social media metrics against traditional metrics

ROI = (GAIN-COSTS)/COSTS

ROI is the variance between your gains from your investment and your costs associated to the investment. i.e. (Gains-Costs)/Costs = ROI. How can you use this to improve the ROI of your social customer service department?

1 Look for savings by using technology

hhgregg was using an external agency to manage the brand's social channels and customer conversations. As feedback volumes grew, hhgregg needed a central hub where they could access all their customer conversation history without having to scroll through individual email threads from the agency. **Using Clarabridge CX Social, hhgregg improved customer response times by 250%.**

2 Look for improved loyalty and repeat customers

An international airline uses Clarabridge CX Social for monitoring all its social channels, engaging with its online communities, doing in-depth reporting, and tracking KPI metrics and agent performance. By engaging and listening to customer on social media, this airline was able to retain more customers and increase the amount and frequency of purchases over a longer period. **By doing this, the airline saved \$18.99 for every dollar that it invested in social customer care.**

3 Look for savings in call reduction into contact center

T-Mobile Netherlands needed to form a social media team that was scalable and efficient. Their existing customer service team operated in silos and agents were scattered across geographies and departments resulting in long response times. To help efficiently handle their increasing volumes of social data, the team turned to Clarabridge CX Social. Through a single social care campaign, they **saved approximately \$15,000 on calls into the call center.**

4 Look for improved product quality and corresponding reduction in claims

Estée Lauder worked with Clarabridge to develop an efficient process for feedback data analysis, managing product quality data for 11 brands at a time. This solution enabled Estée Lauder to compare brands, products and regional feedback within a category and make product changes accordingly.

If you would like to find out how to calculate your ROI of your social customer care efforts, you can view it [here](#).