



## Embrace Social Media with Wilke/Thornton's Social Media Analysis and Response Tool

### *Social Media Is Mainstream*

Social media has arrived! Eighty percent of Americans now participate in social media. Over 400 million use Facebook for social sharing—half log in daily! Over 75 million use Twitter. Over 250 million Americans are reading Web blogs. And the numbers are growing each month!

Web and wireless networks provide instant access to social channels and outlets where consumers rave and vent about your products and services. Twittering, blogging, and social networking consumers broadcast their comments instantly across these networks, creating buzz and impact.

In 2009 Forrester Research predicted that “In approximately two years, social networks will be more powerful than corporate Websites and CRM systems.” The Web is evolving quickly from static islands of information into dynamic, interactive, interconnected social communities. The prevalence of “Share with Facebook” and “Share with Twitter” buttons on branded Websites and replicated Websites on Facebook Fan pages attest to this rapid change.

### *Monitoring SM Is Critical*

Social media has made it easy for consumers to affect the purchasing decisions and brand loyalty of others because their expressed opinions are so quickly extended and amplified across the social Web.

Consumer Affairs' important role in social media is to identify and handle actionable contacts to protect your brand and to build greater satisfaction by delivering customer care through social media—engaging the influential consumers who do not contact you directly.

Social media comments about products and services transmit from an individual to millions of consumers incredibly fast. So it is critical to monitor and be ready to respond to commentary quickly to protect your company and its brands.

Monitoring and responding to social media commentary enables you to better understand consumers, capture insights that will increase satisfaction, and to mitigate negative situations.

### *Surprise and Delight Using SM*

Social media is yet another new channel to review consumer opinions, identify actionable items, dialog with those consumers, and capture insights.

Consumer Affairs should continue doing what it does for consumers who contact the company directly, but now also for those who communicate through social media. Social media is the newest opportunity to proactively surprise and delight consumers by using social media to resolve issues and address questions. Since social media consumers do not expect direct engagement, Consumer Affairs can use the social media channel to exceed their expectations and increase satisfaction and loyalty.

### *Wilke/Thornton's SM Service Tool*

Wilke/Thornton's *Social Media Analysis and Response Tool (SMART)* helps customer care representatives simplify the job of providing the best possible service.

*SMART* currently enables Consumer Affairs centers to monitor these popular social media outlets:

<b>Blogs</b>	<b>Twitter</b>	<b>Facebook</b>
<b>YouTube</b>	<b>Amazon</b>	<b>Website Comments</b>

*SMART* is an online subscription service which can be used standalone. It does not require a separate contact handling system (CRM) to operate, yet it can easily interface to your current contact handling system.

Since *SMART* is an online service, Wilke/Thornton can easily update features and add new functionality, as frequently as is needed. Primary functions include

- Import
- Filter
- Review
- Tag
- Respond
- Report
- Export

# Wilke/Thornton's Social Media Analysis and Response Tool

With SMART customer care representatives can Reply immediately to actionable consumer comments during Mention Review.

## *Respond Using Preferred Channels*

In Consumer Affairs' early days, customers made inquiries primarily by letter. Later they picked up the phone for direct ease and immediacy—still the dominant channel supported by toll-free lines.

Now social media gives consumers anywhere-anytime communication freedom and convenience. It is a channel like letters, phone calls, email, and chat.

Using SMART, customer care representatives can focus on one-on-one engagements with consumers, responding to commentaries most appropriately via each consumer's preferred social media channel.

You can gain detailed insights about individual consumers, not just for an overall measure of current "buzz" about your brands, products, and services.

## *Smooth Integration*

In-depth coding of mentions is consistent with the processing of regular consumer contacts. Customer care representatives can engage using current contact handling rules, pre-approved responses, and knowledge base. And SMART's integration enables you to report social media activity along with all your other channels.

## *Designed for Consumer Affairs*

The 'A' and 'R' in SMART support established Consumer Affairs operating functions:

- Analysis - gain detailed insights
- Response - engage, resolve, delight

SMART enables Consumer Affairs managers to mainstream social media monitoring and response into their established consumer relationship management practices. Try it soon!

Learn more about SMART. Call 614-792-6900 x 176.  
Visit [www.wilke-thornton.com](http://www.wilke-thornton.com).

