

## *Using social media insights to drive service, innovation and customer experience*

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**An international consumer packaged goods manufacturer created a social media strategy and customer service process to learn more about its customers and provide a better customer experience.**

### **Challenge**

A leading manufacturer and distributor of consumer packaged goods was looking to improve on its customer relationships and brand awareness. The company did not have the capabilities to manage the growing online community. They were still tracking customer service issues manually in excel.

### **Solution**

Phase one was quick, a list of requirements was generated and a social media management platform was chosen. A customer response workflow was created to manage day to day interactions with customers. Management and creative teams all paid attention to see what customers were saying. Through this real time social feedback loop it was identified that the customer experience was lacking with respect to customer service and returns.

Phase Two commenced with redesigning the customer service workflow and implementing a solution that would give the customers real time feedback on their submissions. The solution was integrated directly into the customer facing website, giving customer's login access to their account to see the status of their request. Status notifications were instant as were the responses from customers.

### **Outcome**

A social management platform helped the company become more responsive and more competitive. The company could talk, listen, and market to its customers more effectively and efficiently. Social engagement grew 100% every month for the first year. Due to the wealth of data and customer feedback the company was able to improve on its products. A new customer service tracking system had a substantial impact on the overall customer experience leading to an industry best customer service team.

For more information, please visit [www.allanlevine.com](http://www.allanlevine.com) or contact;

Allan Levine, MBA  
(416) 725-3583  
[info@allanlevine.com](mailto:info@allanlevine.com)