From AM to DM:
Twitter customer care in a 24/7 world

Insights by Sprinklr

Twitter is what's happening and where people go to talk to brands at all hours of the day for customer care needs. Whether it's Tweeting about a great shopping experience or asking for help with a lost order, people turn to Twitter first. That's why two out of three Twitter users choose the platform over other social networks to connect with brands.

Customer experience (CX) is a way for brands to stand out. Brands who plan for it have the power to create positive experiences on Twitter.

"CX is customers' perceptions of their interactions with a brand… Customers alone get to judge the quality of their experiences."

— Forrester, CX Essentials, July 21, 2020

2 out of 3

people surveyed, chose Twitter as their preferred customer care destination over other social networks.[1]

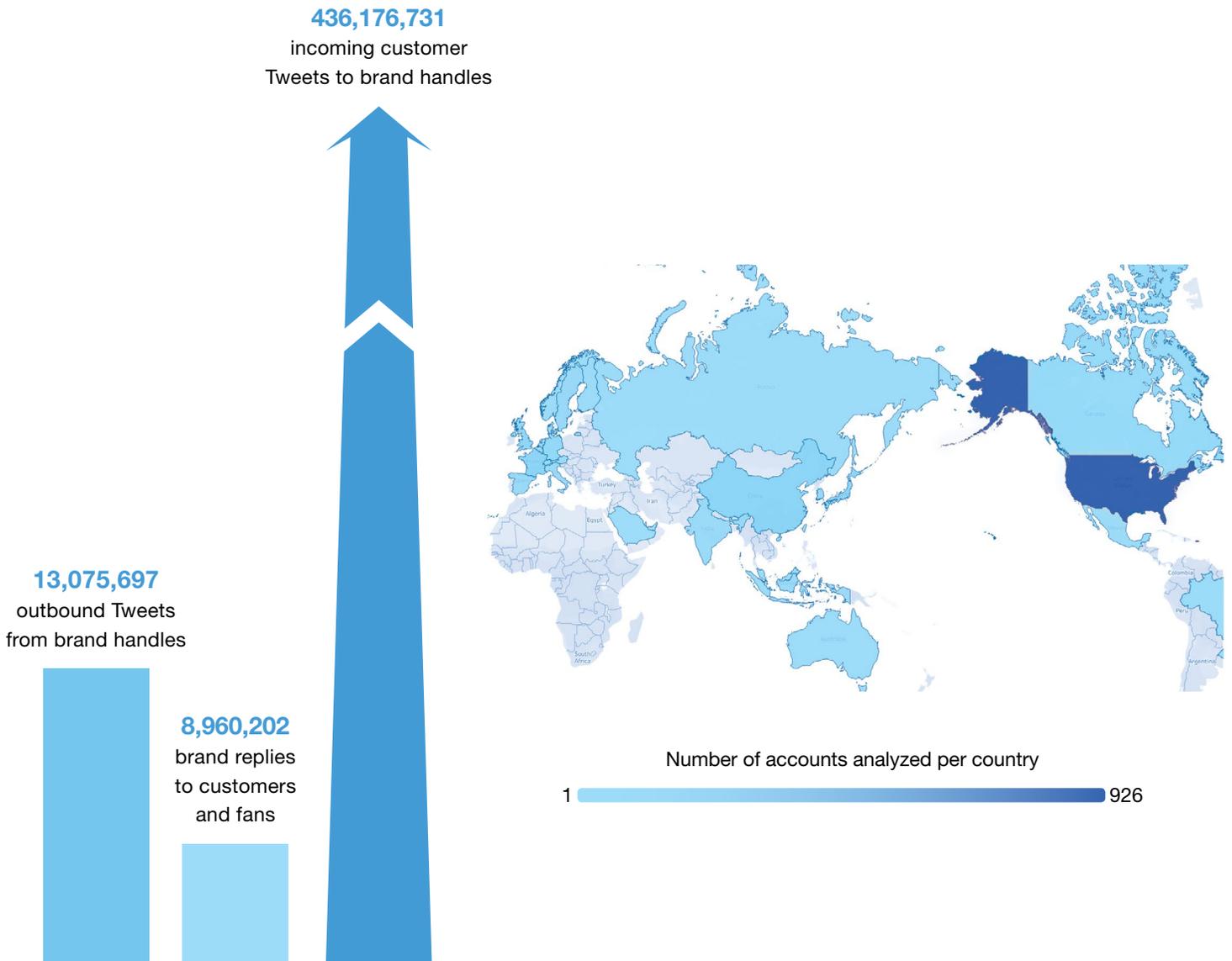[1]Twitter Insiders, Aug 24-Sept 1, 2020, US and UK Twitter users = 1,149

A world of care

What makes for a great Twitter care experience? There's no shortage of advice on how brands can foster positive interactions—but little data on what actually works.

We looked at nearly half a billion Tweets to find the best practices by industry for moving the needle on care.

The insights in this report are powered by Twitter Official Partner **Sprinklr**, which used its platform to examine a full year of Twitter care conversations across more than 1,000 brands in 30 different countries.

436,176,731
incoming customer
Tweets to brand handles

13,075,697
outbound Tweets
from brand handles

8,960,202
brand replies
to customers
and fans

Number of accounts analyzed per country

1 — 926

*Sprinklr data, global, July 2019–June 2020.

Deep in the Tweets

To assess whether a best practice helps a brand deliver great Twitter care, there must be a way to quantify excellence based on leading indicators.

The Sprinklr care score
To better understand how brands are performing care on Twitter, Sprinklr created a scoring system. The Sprinklr care score is a balanced measure made up of seven weighted indicators:

1. **Response rate**
2. **Time to first response**
3. **Volume of brand replies to Tweets from customers**
4. **Volume of outbound Tweets sent from a brand**
5. **Number of handles a brand follows**
6. **Number of Tweets a brand likes**
7. **Engagement rate**

All 1,228 handles we evaluated for this report received a Sprinklr care score based on these indicators.
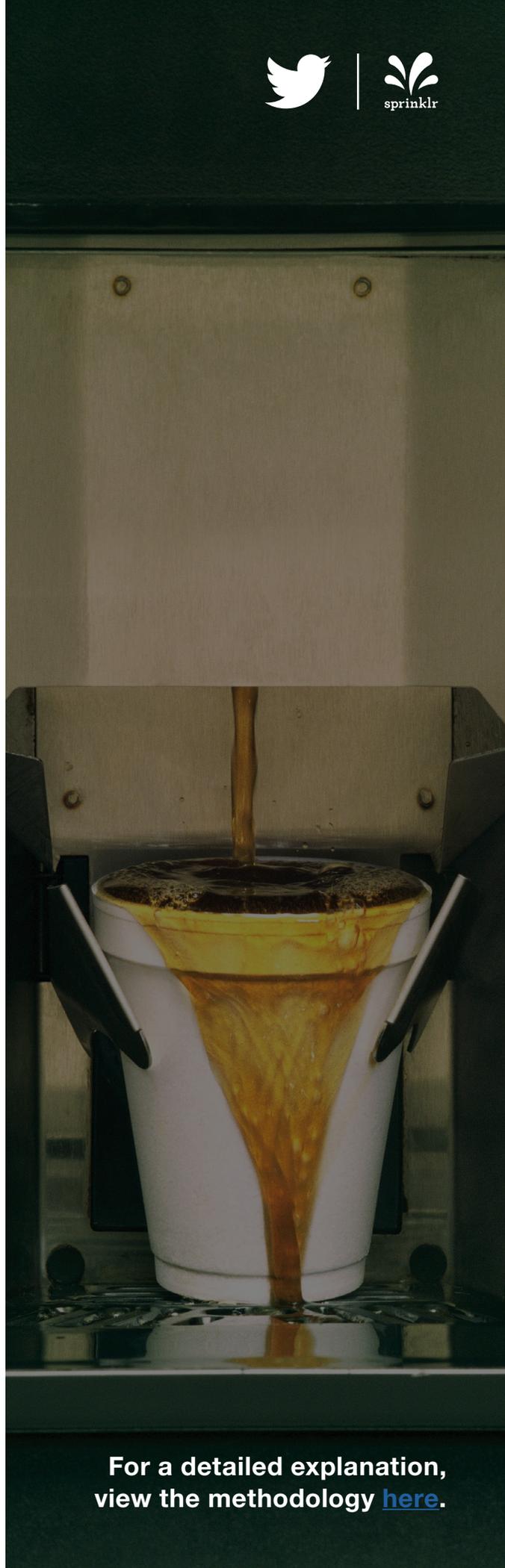
For a detailed explanation, view the methodology here.

The best in care

The top 25% highest scoring handles

To learn from the best of the best, we selected the top handles who excel at Twitter care fundamentals. These top performers are handles that received a Sprinklr care score in the top 25% of the 1,228 total handles analyzed.

FAIR · 499 · GOOD

338 · 644

POOR

759

Average Sprinklr care score for
brands that excel in the fundemental Twitter care

😃 TOP

0 · 1,000

What is a Twitter care handle?

A brand's primary (or largest) customer-facing handle or a dedicated handle just for support.

A view from the top

Top brands outperform the rest in care

Compared to most handles, the top brands in care on Twitter...

8x — Reply to 8x more Tweets

10x — Receive 10x more mentions

3x — Respond 3x faster

6x — Have 6x more followers

Value in every Tweet

We examined best practices within the Forrester framework from
Value For Customers: The Four Dimensions That Matter.[1]

Economic
Customers save or make money

👍 Discounts 👎 Expensive
👍 Profits 👎 Money wasted

Functional
Customers goals are met with ease

👍 Reliable 👎 Time wasted
👍 Ease 👎 Dysfunctional
👍 Useful 👎 Friction

Four dimensions of value

Experiential
Customers have pleasant interactions

👍 Enjoyable 👎 Discomfort
👍 Positive 👎 Negative
interactions interactions

Symbolic
Customers feel a sense of belonging

👍 Status 👎 Disconnected
👍 Camaraderie 👎 Invisible
👍 Insider 👎 Unimportant

Companies that understand the value their customers seek can improve in delivering it, increasing business value in the process. Organizations either don't think of value for customers or misunderstand it.[2]

Forrester defines value as, "A customer's perception of what they get versus give up." There are four dimensions that make up the overall value a customer perceives. This includes functional, experiential, symbolic, and economic value.

[1]From Value For Customers: The Four Dimensions That Matter
by Maxie Schmidt-Subramanian and Shar VanBoskirk, Forrester, 2019.
[2]From Customer Experience Professionals Video: How To Find Your Value-For-Customer Sweet Spot, Forrester, 2020.

Best practices

Each chapter of this report details the best practices for driving one dimension of value.

We'll explain each best practice, cover its benefits, and highlight any industry-specific insights. (Some best practices are more important to certain industries.)

Economic value

Take ownership of mistakes

Help customers save

Functional value

Respond quickly to mentions and DMs

Use a separate handle for care

Make it easy for customers

Experiential value

Tweet like a human and with a personality

Build relationships with customers

Symbolic value

Go the extra mile and beyond expectations

Incorporate customer feedback

We're excited to share what we've uncovered in the world of customer care on Twitter.

Show me the money:
Producing economic value

Customers save money

When a customer needs a discount or sale to commit to a purchase, Twitter is often their first stop. It's a loss of economic value when a purchase goes awry, unless customer care can fix it.

Best practices discussed in this chapter:

👏

Take ownership.
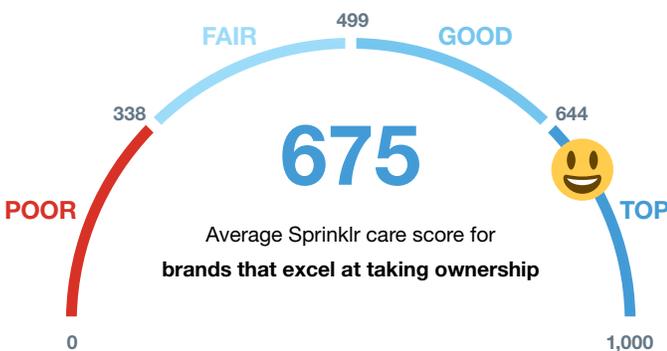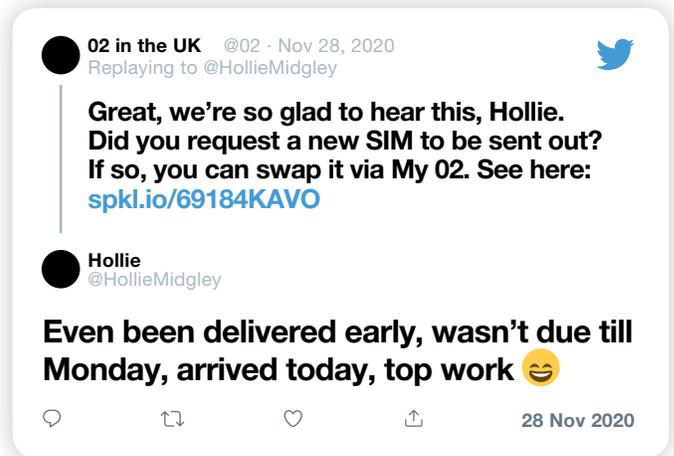
💸

Save money.

Own it to win 👏

Solve problems, build trust

Brands deliver economic value to customers when they own problems and respond to savings-driving inquiries. 64% of people surveyed feel it is important for a brand to take ownership of the issue.[1] It's also helpful if they can respond publicly to customers. 73% of people surveyed on Twitter find it helpful to see how brands answer questions or solve issues.[2]

When sensitive or personal information is involved, brands move the conversation to DM. 52% of people surveyed are more likely to DM rather than Tweet publicly.[3]

Businesses create a massive opportunity for themselves when they acknowledge customer service-related Tweets. When a person Tweets at a business and receives a response, they are willing to spend up to 20% more on an average- priced item from that business in the future.[4]

Brands that take ownership have a much higher Sprinklr care score.

Hollie
@HollieMidgley

@O2 Stress free early upgrade from 02 this morning, Thank you very much, will I be getting a new Sim with the upgrade? Thanks 😄

27 Nov 2020

02 in the UK @02 · Nov 28, 2020
Replying to @HollieMidgley

Great, we're so glad to hear this, Hollie. Did you request a new SIM to be sent out? If so, you can swap it via My 02. See here: spkl.io/69184KAVO

Hollie
@HollieMidgley

Even been delivered early, wasn't due till Monday, arrived today, top work 😄

28 Nov 2020

FAIR 499 GOOD

338 644

POOR

675

Average Sprinklr care score for
brands that excel at taking ownership

TOP

0 1,000

[1]Twitter Insiders. Q22. What are the most important things a brand needs to do when providing support to customers on Twitter? Please select up to 5. Base: Twitter users (n=1,149).
[2]Twitter Insiders. Q19. How likely are you to publicly Tweet at a brand vs. privately direct message (DM) the brand? Please elaborate on why you selected that. Q19 Please elaborate on why you selected that in the text box below. Q21. To what extent do you agree or disagree with the following statements? Base: Twitter users (n=1,149) .
[3]Twitter Insiders. Research, Fielded Aug. 24–Sept. 1, 2020. How likely are you to publicly Tweet at a brand vs. privately direct message (DM) the brand? Please elaborate on why you selected that. Base: Twitter users (n=1,149) Users about their preferences, attitudes, and past experiences with customer care on social media sites.
[4]Applied Marketing Science for Twitter. Aggregated customer service study, Jan.–July 2016, values represent calculated price elasticity compared to people who didn't receive customer service on Twitter.
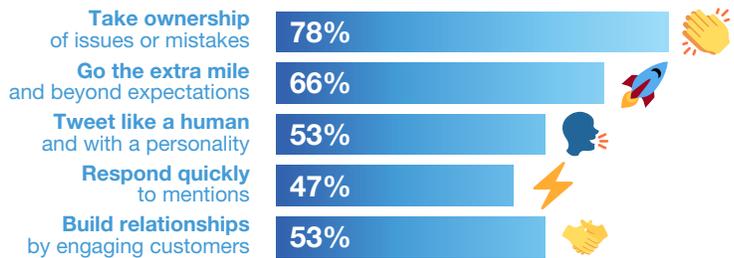
Industry spotlight:
Retail

Take ownership and build trust

Only one in five brands take ownership of customer problems, but nearly three in five retail brands excel in this best practice despite high volumes of Tweets. Top retail handles get 50% more incoming Tweets than top handles in other industries.

Where top retail handles excel

Take ownership of issues or mistakes	78%
Go the extra mile and beyond expectations	66%
Tweet like a human and with a personality	53%
Respond quickly to mentions	47%
Build relationships by engaging customers	53%

Portion of top retail handles that are in the top tier of brands for each best practice

Built for scale

The best brands respond to customers fast and consistently, no matter how many Tweets they receive.

Retail

In an average month, a top retail handle receives[1]

10,683 mentions

and sends

4,619 Tweets

Across industries

In an average month, a top handle across industries receives[2]

8,942 mentions

and sends

3,456 Tweets

[1]Retail brands include companies like: @amazonhelp, @Kohls, @SamsClub, @HomeGoods, and @Marshalls.
[2]Across industries: Those who scored in the top 25% for customer-care performance within logistics, telecom, financial services, tech, retail, food and beverage, and airlines.
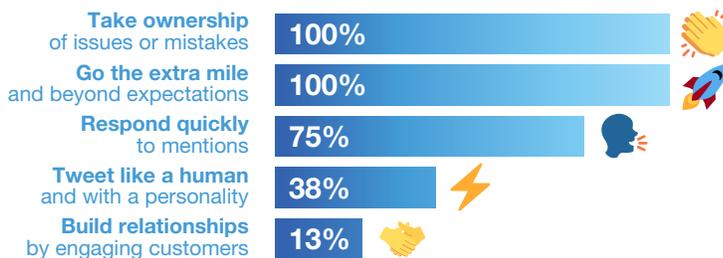
Industry spotlight:
Logistics

Respond quickly

This industry has the speediest handles with a median response time of less than 2.5 hours. Top brands respond in half the time it takes others in logistics.

We analyzed a small but eclectic range of handles to understand the Twitter care performance of logistics brands.

Where top logistics handles excel

Take ownership of issues or mistakes	100% 👏
Go the extra mile and beyond expectations	100% 🚀
Respond quickly to mentions	75% 🗣
Tweet like a human and with a personality	38% ⚡
Build relationships by engaging customers	13% 🤝

Portion of top logistics handles that are in the top tier of brands for each best practice

Built for scale

The best brands respond to customers fast and consistently, no matter how many Tweets they receive.

Logistics

In an average month, a top logistics handle receives[1]

7,487 mentions

and sends

6,257 Tweets

Across industries

In an average month, a top handle across industries receives[2]

8,942 mentions

and sends

3,456 Tweets

[1]Logistics brands include companies like: @DHLUSHelp, @Uber_Support, @FedExHelp, @UPSHelp, and @XPOLogistics.
[2]Across industries: Those who scored in the top 25% for customer-care performance within logistics, telecom, financial services, tech, retail, food and beverage, and airlines.

Show me the value

Help customers save money

What is another sign that brands are delivering economic value through social care on Twitter? When customers reach out in pursuit of deals or discounts. Brands that Tweet their best offers are brands that customers turn to when they're seeking value for their dollar.

Clear communication surrounding price changes is another way to ensure satisfaction so customers aren't hit with hidden fees, which leads to churn. A strong marketing relationship on Twitter ensures a smoother transition if people are already loyal to the brand and understand the changes ahead of time.

Xbox Support
@XboxSupport

To replace a controller, enter the controller's serial number in the link tweeted below

Serial numbers are inside the battery compartment, under the barcode.

Xbox Elite Wireless Controller Series 2 serial numbers are in the lower center on the back of the controller

12345678901234
12345678901234

8 Dec2020

Microsoft Support
@MicrosoftHelps

Reasons for wanting to return a digital Xbox item:
- Bought with the wrong account
- Bought using the wrong card
- Bought the wrong version

It happens. If it's been <14 days, you can request a refund

Here's how : msft.it/6012pMcz4

Microsoft
Sign in

No account? Create one!
Sign in with Windows Hello or a security key
Sign-in options

Next

1:00 1K views

How to make an Xbox digital product refund request

30 Nov 2020

The best of both 💸 👏

Deliver savings and take ownership

Brands create economic value when they take ownership of customer issues and engage with customers in pursuit of savings. How brands balance these aspects of economic value varies from industry to industry.

Industry Insights
• Retail, logistics, and utility brands show up to solve customer problems
• Telecom, leisure, and tourism brands attract inquiries from customers seeking savings
• Airlines and restaurant brands score high on both dimensions of economic value

How industries create economic value
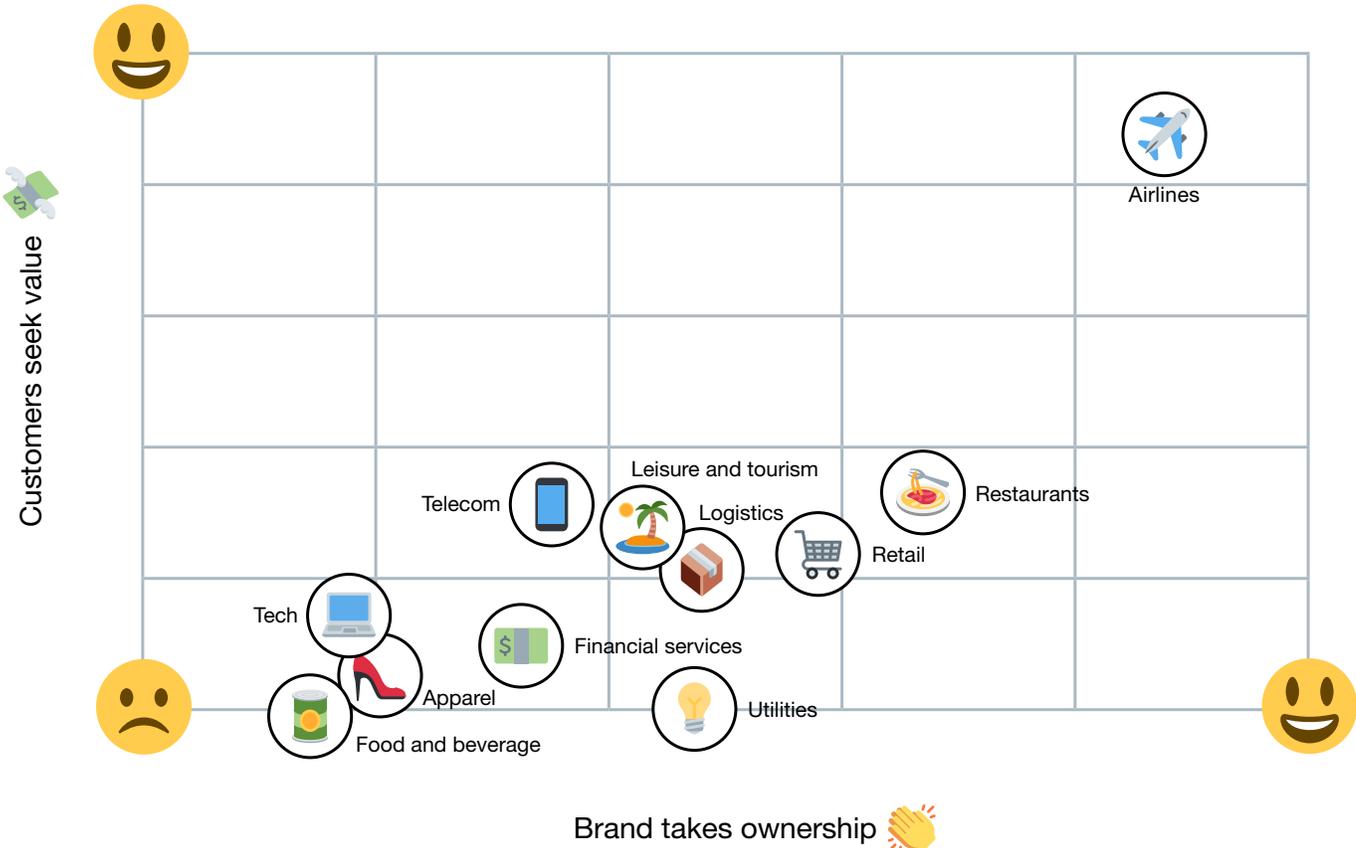
Brand tips

1. Resolve problems for customers without added charges by offering benefits like free shipping.

2. Make it easy to get replacements or refunds.

3. Offer discounts for added value.

4. Communicate changes in services or pricing early and clearly.

5. Educate buyers on how they can get more out of the product.

**Want to learn more? Read on at
business.twitter.com**
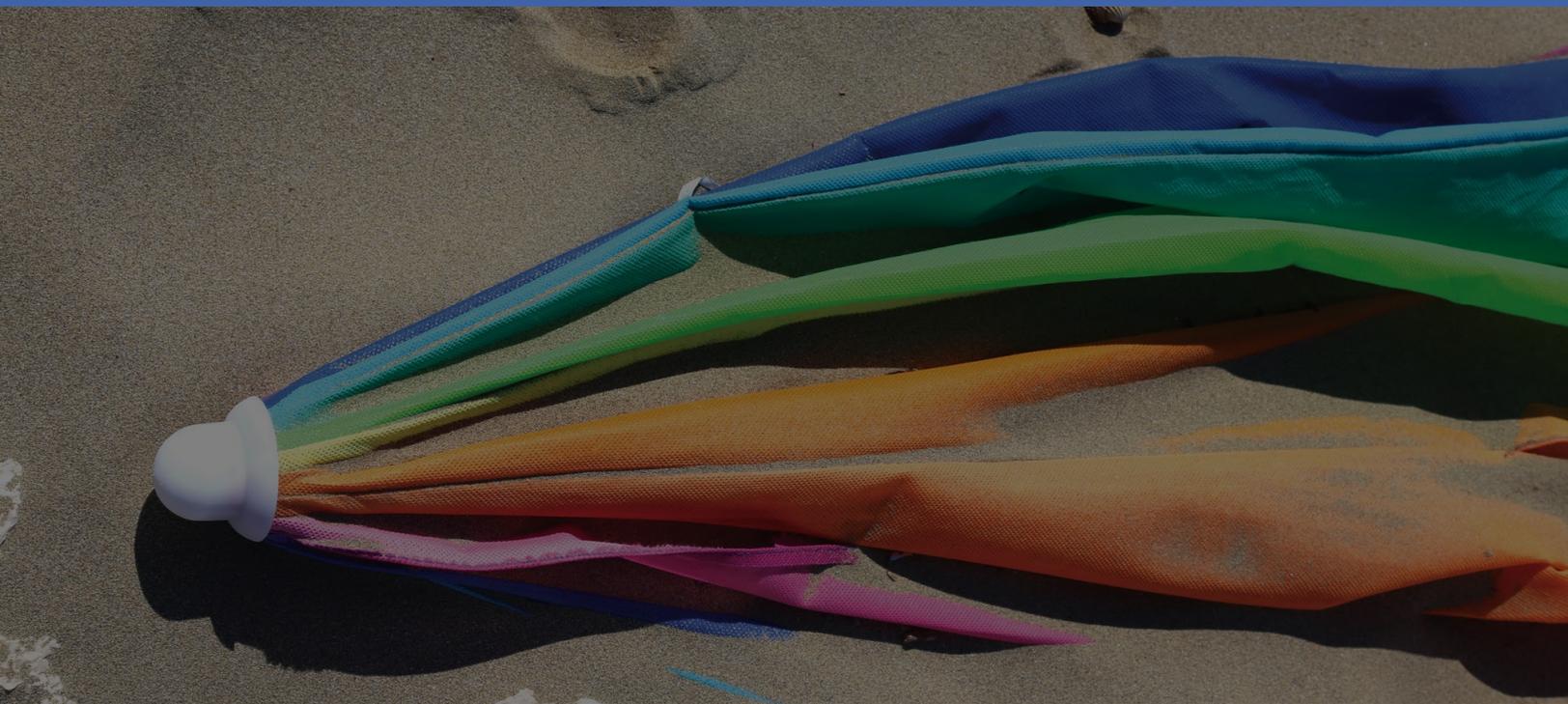
Easy Tweets:
Creating functional value

Customers' goals are met with ease

No one wants to spend the day on hold or experiencing dropped calls with live service agents. Twitter care offers a better path for customers to get the help they need.

Best practices discussed in this chapter:
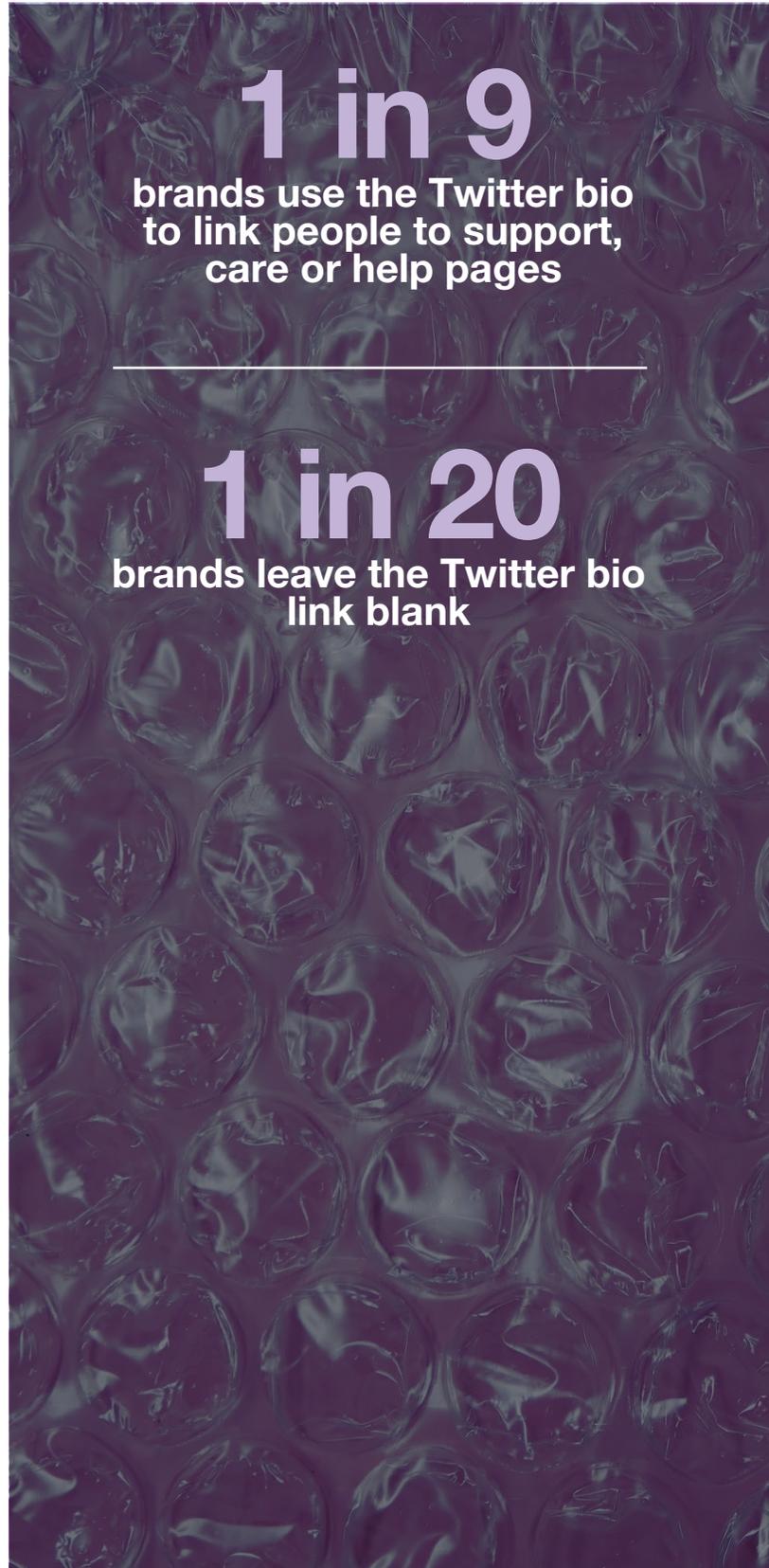
✅

Make it easy.

⚡

Respond quickly.

👨‍💻

Offer dedicated care.

Clear the **way** ✅

Make it easy

Creating functional value is all about being responsive, consistent, and reliable. Brands build trust and loyalty when people know they can count on you to resolve their issues quickly and consistently.

Responding quickly and providing dedicated care are two great ways you can help customers, but sometimes customers just need you to make it easy for them to help themselves.

One way to do that? Tell them how to get in touch. Top care handles use their Twitter bios to take customers directly to the support resources that can help them solve problems.

POOR **FAIR** 499 **GOOD** 😊 644
338
633
Average Sprinklr care score for
brands that excel at making things easy
TOP
0 1,000

1 in 9

brands use the Twitter bio to link people to support, care or help pages

1 in 20

brands leave the Twitter bio link blank

Speedy Tweets⚡

Respond quickly

It pays to help customers solve problems quickly and easily, because when people have a bad experience, half will complain publicly on social media.[1] If they don't receive an answer at all, 81% of people surveyed won't recommend that company to their friends.[2]

Responding swiftly is an important part of Twitter care, and brands that respond quickly score much higher on overall care.

Sprinklr assessed a brand's ability to respond quickly by looking at these areas of responsiveness:
- How quickly an account replies
- A consistent response time and rate
- Whether it signals its availability by explicitly communicating its Twitter care hours

FAIR   499   GOOD

338   644

POOR

698

😀 TOP

Average Sprinklr care score for
brands that excel at responding quickly

0   1,000

[1]Twitter Insiders. Q21. To what extent do you agree or disagree with the following statements? Base: Twitter users (n=1,149).
[2]https://business.twitter.com/en/blog/see-how-to-reply-to-customers-on-twitter.html.
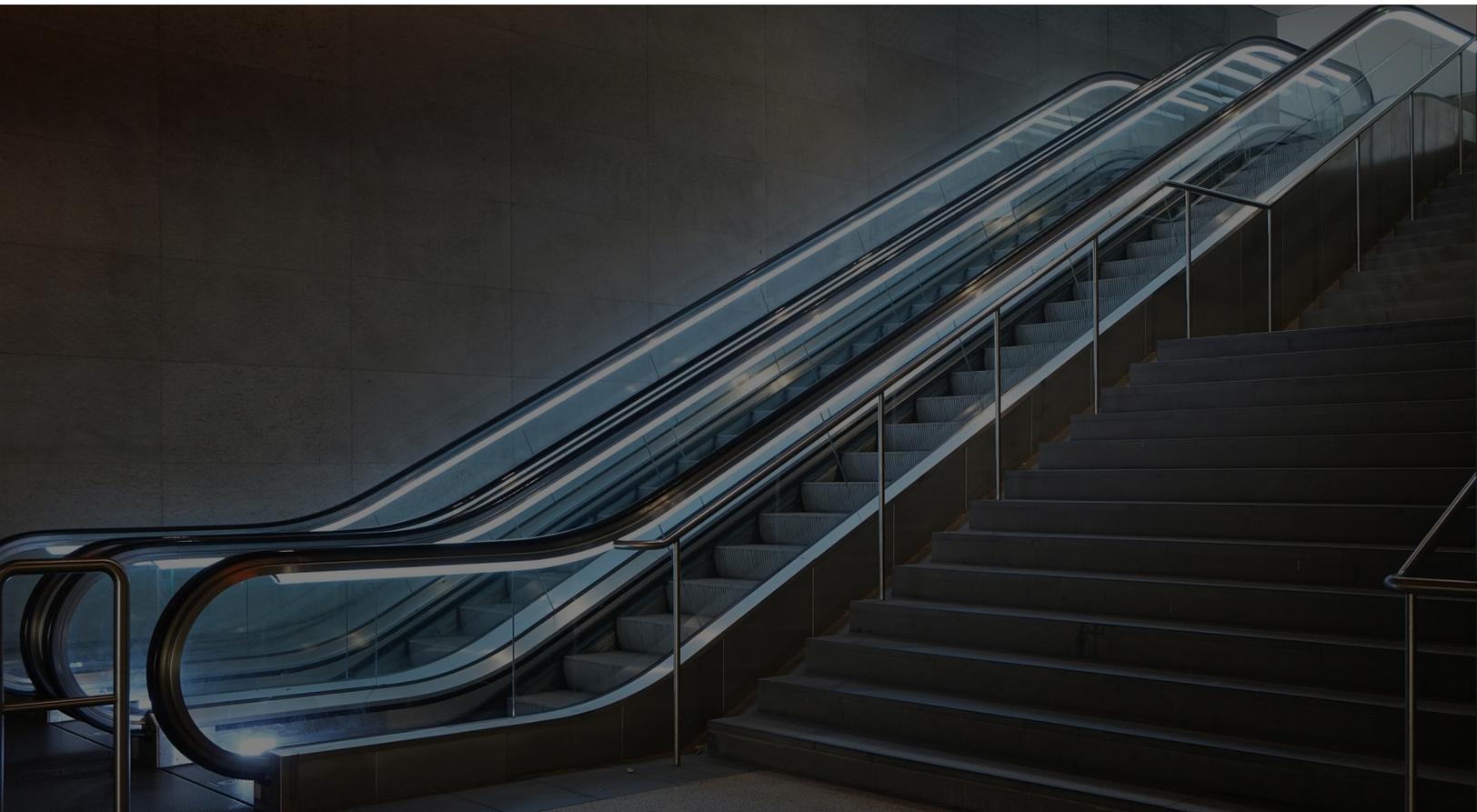
Consistency is key ⚡

Respond quickly

Month after month, the top-scoring care handles on Twitter get back to customers quickly and consistently. The steady purple line for top care accounts reflects how top care teams consistently deliver same-day responses to their customers. These brands are ready for anything, because they know how to scale up when they need to.

With most brands, it's a different story from one month to the next. By March 2020, average response times were not much more than one day; but in the busy holiday season of 2019, customers could wait more than two days for an answer. It's that lack of predictability, as much as the slower speed of response, that disappoints customers.

Top brands respond quickly and consistently

How average response times vary from month to month for top brands vs. most brands.

Ready for anything

From March to June 2020 during the global pandemic, brands saw a 15% increase in the volume of customer inquiries and mentions, compared with the volume they received December 2019–February 2020.
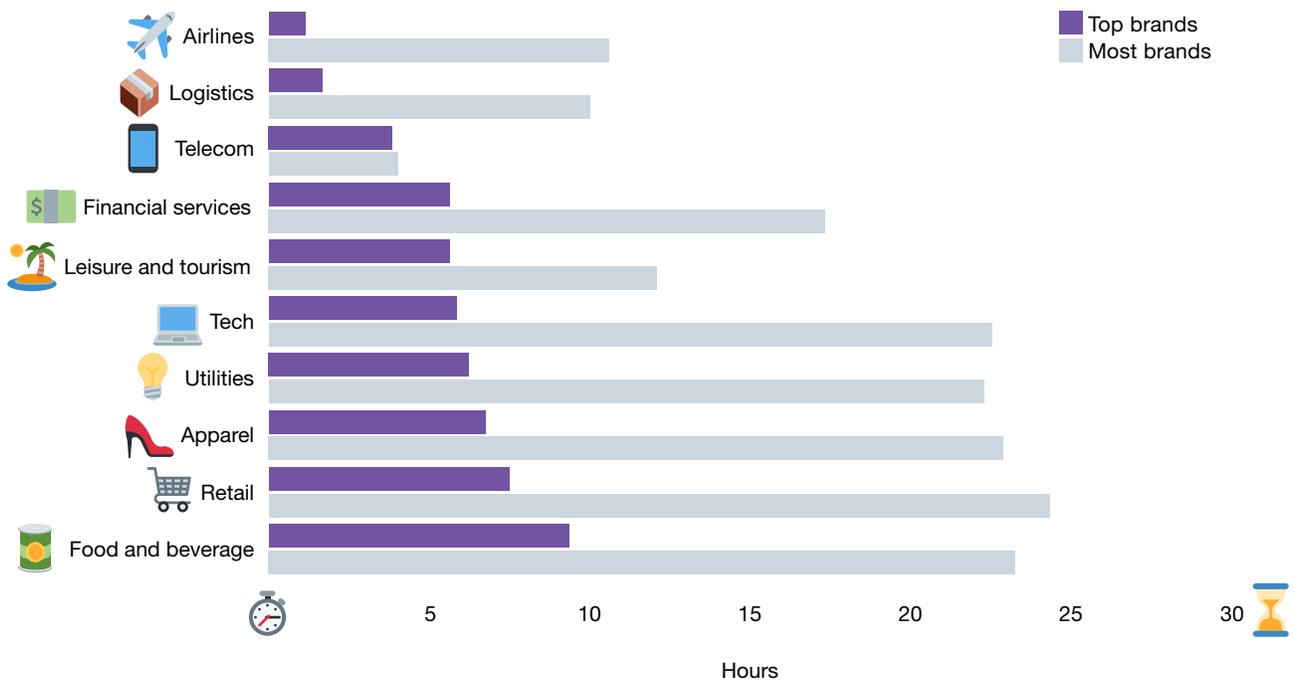
#TMB
(Tweet me back)⚡

Some customer Tweets are more urgent than others. So it's no surprise that the brands that set the pace for Twitter care are in industries where time is of the essence.

Airlines, logistics, and telecom companies are fastest: The top-performing care brands in these industries respond to half of incoming Tweets in four hours or less. Even lower-scoring brands in these industries often do a solid job of responding quickly.

In other industries, response times are less important. The top care handles in retail and apparel take more than 6 or 7 hours to respond to many of their incoming Tweets, which is more than three times faster than most brands in these industries.

Average response time by industry

Legend: Top brands (purple), Most brands (light gray)

Industries listed: Airlines, Logistics, Telecom, Financial services, Leisure and tourism, Tech, Utilities, Apparel, Retail, Food and beverage

X-axis: Hours (5, 10, 15, 20, 25, 30)

Handling care 👨‍💻

Dedicated care

A dedicated care handle creates functional value. 58% of people surveyed on Twitter prefer brands to have a separate account[1] and 64% of people surveyed feel like they are doing more for customers when they do.[2]

By directing customer concerns to a care handle, brands free up their main handles for other kinds of positive interactions—resulting in higher engagement rates on brand posts from main handles.

Brands that embrace this practice tend to excel at overall care and tend to respond faster. Nearly half of the top-scoring accounts in Twitter care are dedicated care handles. Roughly half of restaurant, telecom, and tech brands use separate accounts for care. Utility, food and beverage, airlines, and apparel brands rarely use them.

Though dedicated Twitter care handles may not be right for every brand. Brands need to take into account industry standards, capacity of care teams, and current brand-customer relations.

FAIR 499 GOOD

338 644

POOR **654** 😃 TOP

Average Sprinklr care score for
brands with a dedicated care handle

0 1,000

Brands that use dedicated care handles are

4X

more likely to excel at Twitter care

Ready for the weekend 👨‍💻

Dedicated care

People don't wait for a weekday to talk to brands. Saturday and Sunday generate a huge volume with an average of 1,008 incoming Tweets per handle on each weekday, and an average of 880 incoming Tweets per handle on each weekend day.

Top care teams post service hours in their Twitter bio. Knowing when you can expect a response goes a long way. Brands that include hours in their Twitter bios have Sprinklr care scores that are nearly 50% higher than brands that don't.

Among the brands that list their hours in their Twitter bios, one in six promises 24/7 care. Constant care avoids gaps in service and can go well beyond problem-solving.

Santander México puts its care hours right in its Twitter bio.

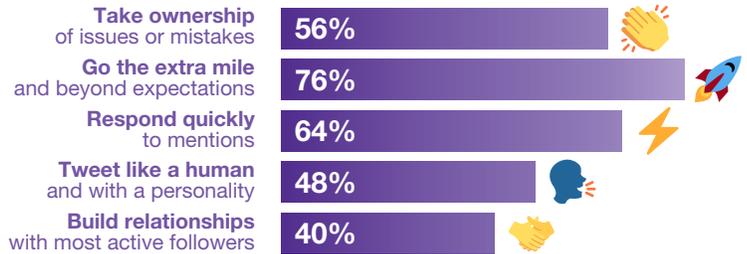| **Weekdays**	**Weekends**
Average	Average
1,008	**880**
Tweets/weekday per handle	Tweets/weekend day per handle

Industry spotlight:
Telecom

Make it easy for customers

Half of all telecom brands excel at going the extra mile for customers, and one in three excels at taking ownership of customer issues. Two out of three telecom handles on Twitter have great Sprinklr care scores.

80% of the top-performing telecom handles are dedicated care handles.

Where top telecom handles excel

Best practice	%
Take ownership of issues or mistakes	56% 👏
Go the extra mile and beyond expectations	76% 🚀
Respond quickly to mentions	64% ⚡
Tweet like a human and with a personality	48% 🗣️
Build relationships with most active followers	40% 🤝

Portion of top telecom handles that are in the top tier of brands for each best practice

Built for scale

The best brands respond to customers fast and consistently, no matter how many Tweets they receive.

Telecom

In an average month, a top telecom handle receives[1]

9,228 mentions

and sends

4,713 Tweets

Across industries

In an average month, a top handle across industries receives[2]

8,942 mentions

and sends

3,456 Tweets

[1]Telecom brands include companies like: @VerizonSupport, @TMobileHelp, @AskFrontier, @comcastcares, and @sprintcare.
[2]Across industries: Those who scored in the top 25% for customer care performance within logistics, telecom, financial services, tech, retail, food and beverage, and airlines.

The best of both ⚡🧑‍💻

Quick responses and dedicated care

Major brands receive thousands of @mentions at once and the volume can fluctuate for many reasons due to seasonal business, PR crises, or product malfunctions/recalls.
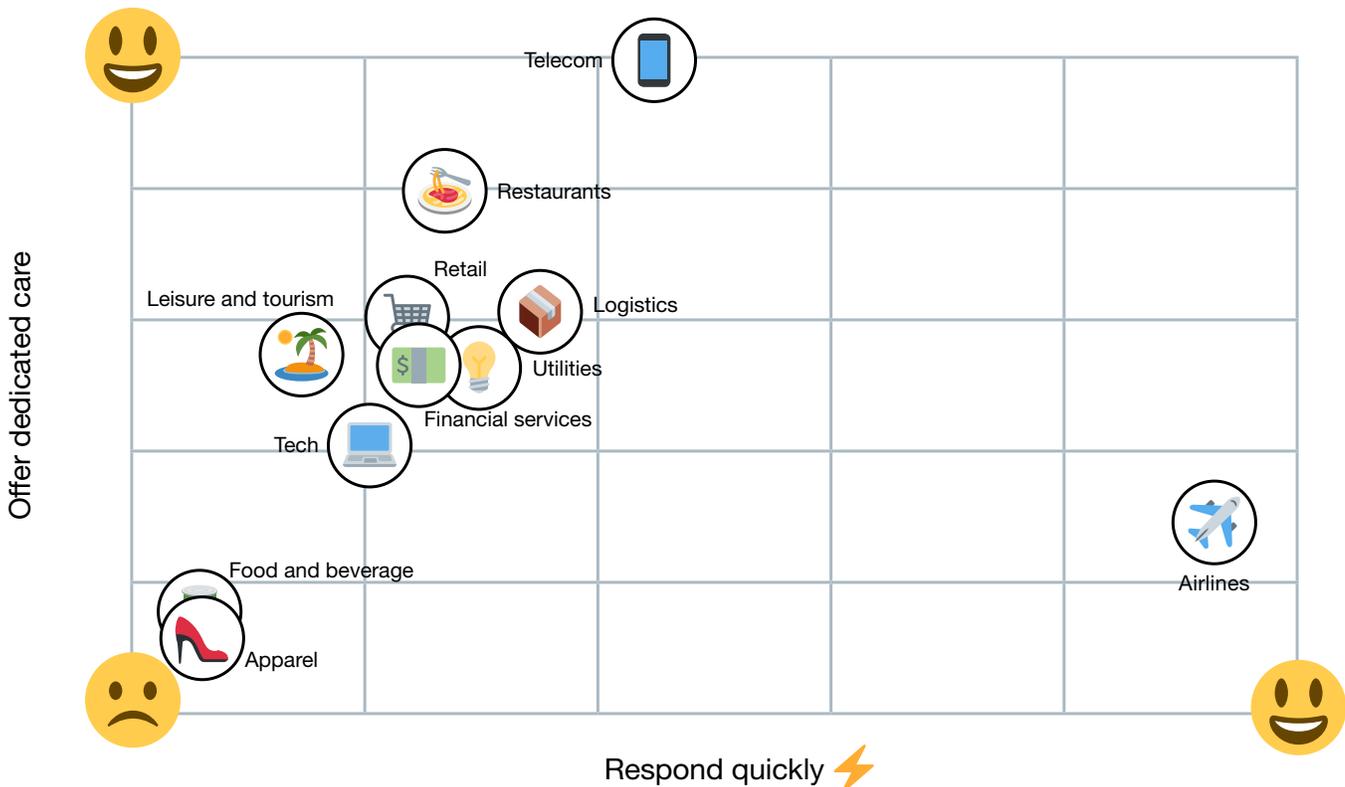
It's not easy to deliver functional value, so relatively few industries have a large amount of handles that excel at more than one best practice.

Industry insights:
- Airlines are most likely to deliver a swift response
- Nearly half of restaurant and tech brands use a dedicated care handle
- Many telecom brands respond swiftly and provide dedicated care

The chart below shows the portion of handles in each industry that provide dedicated care or excel at responding swiftly.

How industries provide functional value

Offer dedicated care

Respond quickly ⚡

Telecom
Restaurants
Retail
Leisure and tourism
Logistics
Utilities
Financial services
Tech
Food and beverage
Apparel
Airlines

Brand tips

1. Set guidelines for handling personal data and sensitive issues ahead of time.

2. Staff and manage care teams to deliver consistent response rates from month to month, even as the volume of incoming Tweets changes.

3. Use your Twitter bio to point customers in the right direction by noting care hours and linking to useful help pages or FAQs.

4. When a customer issue can't be resolved in a Tweet, clarify the escalation paths—move them to DM or provide a phone number.

Want to learn more? Read on at
business.twitter.com
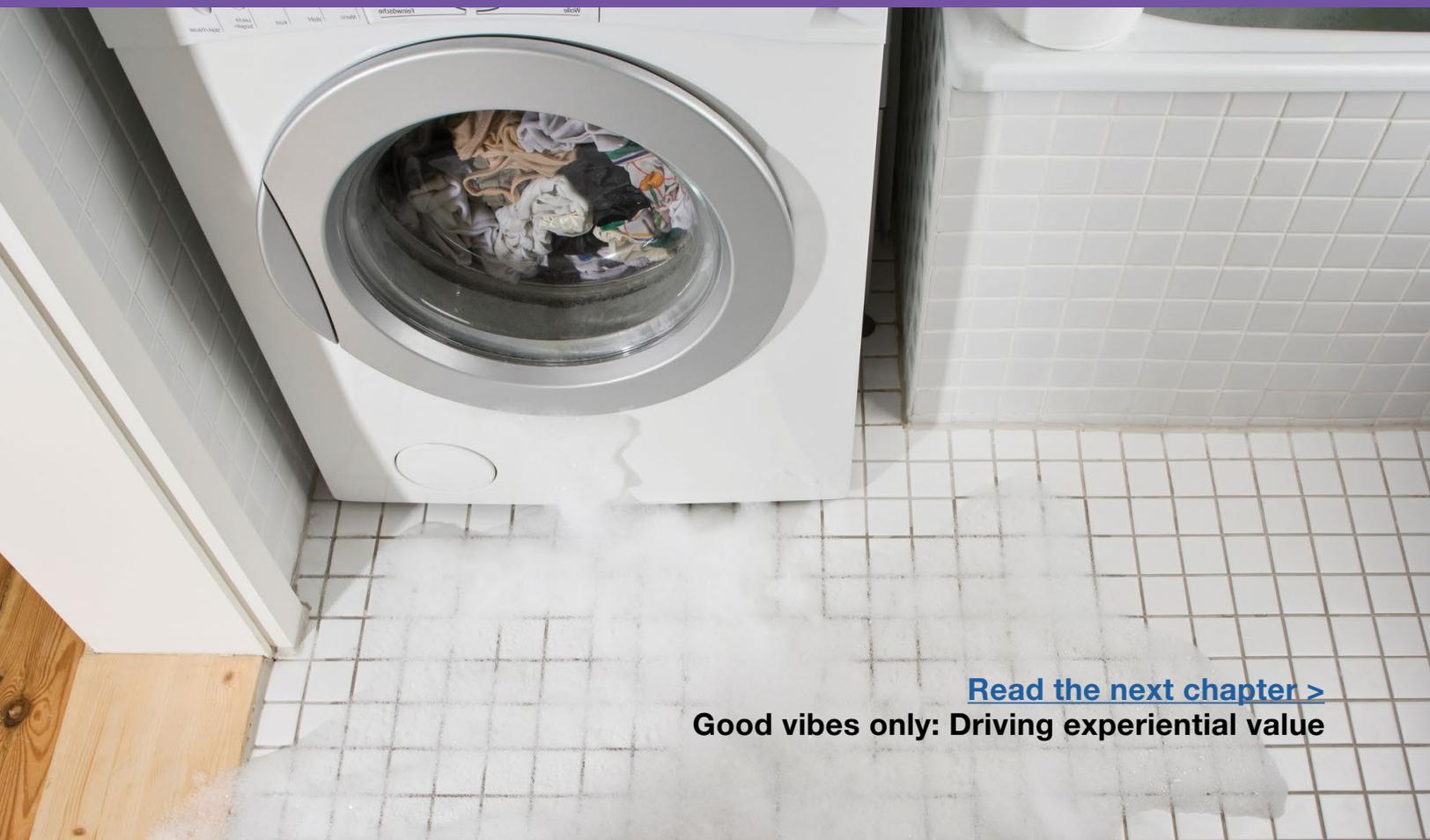
Good vibes only:
Driving experiential value

Customers crave lasting interactions

When Twitter care leads with empathy and compassion, it increases experiential value and builds brand loyalty with customers. 96% of people who turned to Twitter for customer service and had a friendly experience said they would buy from that brand again and 83% of them would recommend it to others.[1]

Best practices discussed in this chapter:

Be human.

Build relationships.

[1]https://blog.twitter.com/en_gb/a/en-gb/2016/customer-service-on-twitter-and-the-impact-on-brands.html.

Keep it real

Be human

45% of people surveyed expect human interaction when they engage with brands on Twitter.[1] Handles that excel at being human in their responses to customers have much higher Sprinklr care scores.

FAIR   499   GOOD

338   644

POOR   **633**   TOP

Average Sprinklr care score for
brands that excel at humanizing Twitter care

Using customer names in Tweets acknowledges them as real people, and making them laugh will leave lasting impressions. Emojis or GIFs in Tweets show that a brand is not taking itself too seriously.

Industries that are most likely to:
- **Use customer names**
  Retail, utilities, financial services, and leisure and tourism
- **Get a laugh from a customer**
  Restaurants, food and beverage, retail, and apparel[2]
- **Reply with a GIF**
  Airlines, apparel, food and beverage, and leisure and tourism

How brands humanize care
Industries that are most likely to use customer names, elicit laughter, or Tweet GIFs.

	Uses names	LOL	Tweets GIFs
	💌	😂	🎥
Airlines			✅
Apparel		✅	✅
Financial services	✅		
Food and beverage		✅	✅
Leisure and tourism	✅		✅
Restaurants		✅	
Retail	✅	✅	
Utilities	✅		

The Original MakeUp Eraser
@makeuperaser

Stop 👏 Using 👏 makeup 👏 wipes

23 July 2020

Industry spotlight:
Food and beverage

Respond quickly

While only one in six food and beverage handles shine in Twitter care, most of the top-performing care brands in this industry excel on at least one aspect of delivering experiential value.

One third of all food and beverage brands place in the top tier for humanizing care and/or building relationships.

Where top food and beverage handles excel

Build relationships by engaging customers	43%
Respond quickly to mentions	29%
Go the extra mile and beyond expectations	36%
Tweet like a human and with a personality	43%
Take ownership over customer issues or mistakes	21%

Portion of top food and beverage handles that are in the top tier of brands for each best practice

Built for scale

The best brands respond to customers fast and consistently, no matter how many Tweets they receive.

Food and beverage

In an average month, a top F&B handle receives[1]

7,094 mentions

and sends

941 Tweets

Across industries

In an average month, a top handle across industries receives[2]

8,942 mentions

and sends

3,456 Tweets

[1]Food and beverage brands include companies like: @stouffers, @pepsi, @oscarmayer, @Purina, and @Tropicana.
[2]Across industries: Those who scored in the top 25% for customer care performance within logistics, telecom, financial services, tech, retail, food and beverage, and airlines.

Tweet the love 🤝

Build relationships

Brands that engage with customers will attract followers and build relationships that can survive the occasional mishap. When your customers are already paying attention to you on Twitter, they'll be more likely to turn to you for help so that you can address questions and solve problems before they turn into complaints.

Research shows that the longer a person stays with a brand, the more valuable they become as a customer. In fact, an annual increase in just 1% in customer retention can equate to a 20% increase in revenue annually.[1]

Brands that excel at building relationships score much higher on the fundamentals of Twitter care.

FAIR   499   **GOOD**

338

POOR   **639**   644

TOP

Average Sprinklr care score for
brands that excel at building relationships

0   1,000

[1]https://business.twitter.com/en/blog/what-is-relationship-marketing.html.

Budweiser ✓
@budweiserusa

**The great grill debate:
Gas or charcoal?**

16 July 2020

Joe
@jtoomire

Replying to @Budweiser

Nothing goes better than charcoal burning in a chimney than an ice cold Budweiser. NOTHING!!! I've done this atleast 100 times! I know!

16 July 2020

The best of both 🗣️ 🤝

Build relationships and be human

Care interactions can resolve concerns, but can also be an enjoyable experience for the customer. This builds experiential value.

One way to create that kind of value is by humanizing care. When brands make care a great experience for customers, it helps foster an ongoing relationship that builds trust and loyalty.

It's no coincidence that the industries that excel at humanizing care interactions are also the ones that develop ongoing customer relationships that outlast the latest care interaction. These are two practices that work together.

Industry insights:
- Airlines are in a league of their own when it comes to humanizing care and building relationships; many restaurants and retailers are strong on both fronts
- Telecom handles outperform most other industries when it comes to humanizing care
- Leisure and tourism brands and utility companies more often excel at building ongoing relationships

How industries create experiential value

Build relationships

Be human 🗣️

Brand tips

1. Use customer names in Tweets or use GIFs to inject humor into customer interactions.

2. Train care teams on brand voice guidelines so they can deliver thoughtful and consistent experiences.

3. Prepare responses in advance for potential negative feedback. Brands should read all mentions and respond with empathy.

**Want to learn more? Read on at
business.twitter.com**

At your service:
Building symbolic value

Inspire customers to invest more than their money.

When a business shows customers they matter with thoughtful gestures and customer-driven innovations, they feel more invested in the brand.

These practices build symbolic value and exemplify the highest level of Twitter care. It's one thing to solve a problem; it's another to make your customers feel like a valued part of your brand.

Best practices discussed in this chapter:

**Go the
extra mile.**

**Incorporate
feedback.**

Proactive care 🚀

Go the extra mile

When a brand comes to the rescue or shows unexpected kindness, it helps people feel that they're being seen and heard. It's even more true when a brand reaches out first because it's paying close attention to what customers are saying about its products or services.

That's the kind of platinum care brands can deliver when they use social suites to listen and respond at scale. And it's the kind of care that helps brands score more highly on the fundamentals of care too.
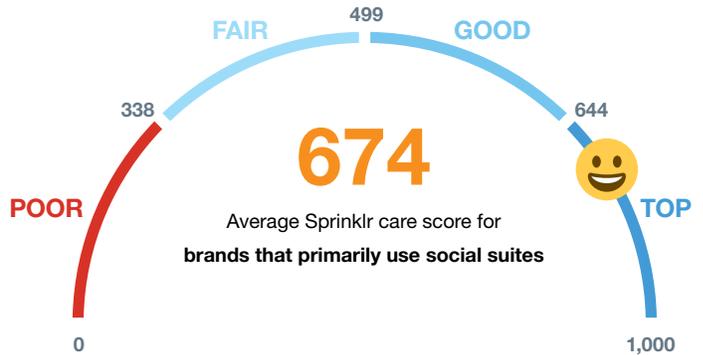
687

Average Sprinklr care score for
brands that excel at going the extra mile

FAIR 499 GOOD

POOR 338 644 TOP

0 1,000

Tweet to scale 🚀

Go the extra mile

Brands deliver extraordinary, proactive service when they power their Twitter care with enterprise-class social suites: Forrester's term for all-in-one platforms that replace point solutions with an integrated approach to social media listening, engagement, adtech, and publishing.

With modern care technology, brands can listen and respond at scale, so they know when to jump in to help and engage with a wider range of customer needs. Brands that use social suites for virtually all of their messages (95%+ of their outbound Tweets) score much higher than brands that use other kinds of tools to manage Twitter care.
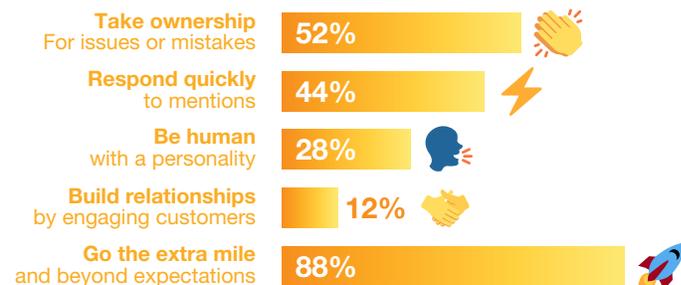
FAIR — 499 — GOOD

338

POOR

674

Average Sprinklr care score for
brands that primarily use social suites

644

TOP

0

1,000

Industry spotlight:
Tech

Go the extra mile

Tech brands stand out when it comes to going the extra mile for customers. Among the top-performing tech handles, almost 9 in 10 are in the top tier for this best practice.

Of the 80 tech brands we analyzed, more than 30% were among the top-performing care handles in our overall dataset. Nearly half use a dedicated handle for care on Twitter.

Where top tech handles excel

Take ownership For issues or mistakes	52%
Respond quickly to mentions	44%
Be human with a personality	28%
Build relationships by engaging customers	12%
Go the extra mile and beyond expectations	88%

Portion of top tech handles that are in the top tier of brands for each best practice

Built for scale

The best brands respond to customers fast and consistently, no matter how many Tweets they receive.

Tech

In an average month, a top tech handle receives[1]

6,148 mentions

and sends

2,210 Tweets

Across industries

In an average month, a top handle across industries receives[2]

8,942 mentions

and sends

3,456 Tweets

[1]Tech brands include companies like: @AskPlayStation, @EAHelp, @Expedia, @HPSupport, and @PhilipsCare.
[2]Across industries: Those who scored in the top 25% for customer care performance within logistics, telecom, finserve, tech, retail, food and beverage, and airlines.

Industry spotlight:
Financial services

Go the extra mile

One out of three financial services brands go the extra mile on Twitter. The top brands in this industry have care scores that are 29% higher than the average for all Twitter care handles.

This is nearly 60% higher than the financial services brands that don't invest in this best practice.

Where top financial services handles excel

Go the extra mile and beyond expectations	67%	🚀
Take ownership for issues or mistakes	53%	👏
Be human with a personality	28%	🗣
Respond quickly to mentions	47%	⚡
Build relationships by engaging customers	25%	🤝

Portion of top finserve handles that are in the top tier of brands for each best practice

Built for scale

The best brands respond to customers fast and consistently, no matter how many Tweets they receive.

Financial services

In an average month, a top finserve handle receives[1]

4,192 mentions

and sends

2,069 Tweets

Across industries

In an average month, a top handle across industries receives[2]

8,942 mentions

and sends

3,456 Tweets

[1]Financial services brands include companies like: @americanexpress, @AskPayPal, @AskCapitalOne, @Discover, and @Ask_WellsFargo.
[2]Across industries: Those who scored in the top 25% for customer-care performance within logistics, telecom, financial services, tech, retail, food and beverage, and airlines.

Fuel for the future 👂

Incorporate feedback

1 in 3 people surveyed say that it's important for brands to take their feedback to drive future innovations.[1]

When brands integrate customer feedback into product development and R&D, it not only fuels innovation but it also provides value by creating products and services customers want. While less than 1% of brand replies promise to refer feedback to an R&D team, some industries are more likely to let customers know how their feedback counts.

Airlines, retail, cosmetics, and personal care are most likely to tell customers their suggestions will be shared internally. Brands that embrace this best practice tend to be the brands that are also good at the fundamentals of Twitter care.

[1]Twitter Insiders. Q22. What are the most important things a brand needs to do when providing support to customers on Twitter? Please select up to 5. "Learns from my feedback to fuel growth and innovation for the brand."

FAIR 499 **GOOD**

338 644

POOR **TOP**

543

Average Sprinklr care score for
brands that excel at incorporating feedback
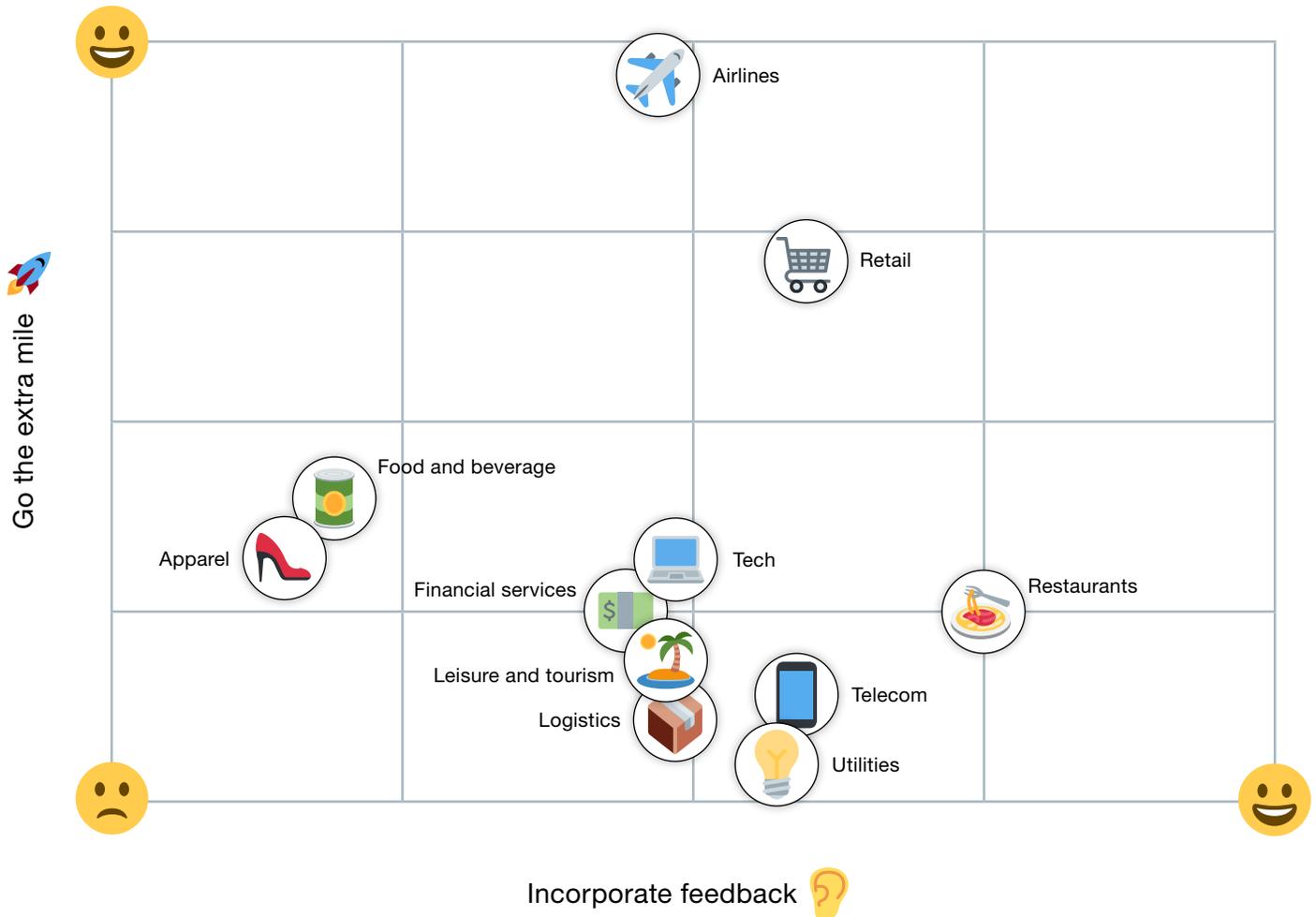
0 1,000

The best of both 🚀 👂

Incorporate feedback and go the extra mile

Brands should tune in before consumers Tweet to request help, and offer them extraordinary care in thoughtful ways. Those are the kinds of care experiences that create deep symbolic value.

Industry insights:

- Restaurants, retail, telecom, and utilities are the most likely to go the extra mile
- Airlines are in a league of their own when it comes to letting customers know their feedback matters
- Retail also excels in both of those areas

How industries build symbolic value

Go the extra mile

🚀

Airlines

Retail

Food and beverage

Apparel

Tech

Financial services

Restaurants

Leisure and tourism

Logistics

Telecom

Utilities

Incorporate feedback 👂

Brand tips

1. Look for opportunities to wow customers with an unusual touch, like celebrating a memorable occasion or sending a small gift in response to a relevant Tweet.

2. Launching something new? Ask your Twitter fans for their take — or try a poll.

**Want to learn more? Read on at
business.twitter.com**
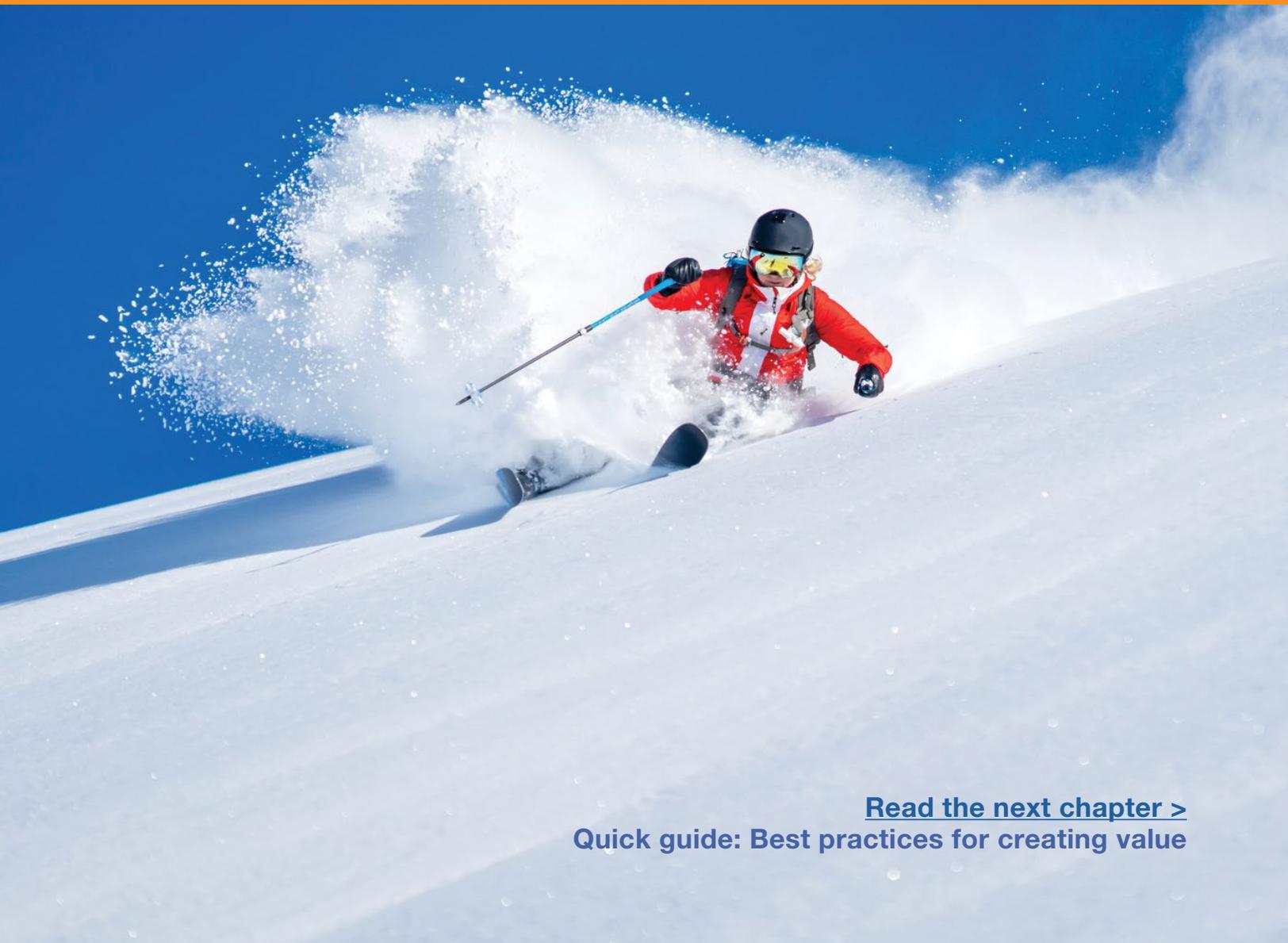
Quick guide:
Best practices for creating value

Great Twitter care gives companies a way to deliver value to customers across four different value dimensions.

- **Economic value**
  Solve customers' problems and ensure they get the most for their dollar.
- **Functional value**
  Deliver speedy responses and make it easy for customers to get assistance.
- **Experiential value**
  Humanize Twitter care and invest in ongoing relationships.
- **Symbolic value**
  Go the extra mile for customers and make them feel like part of the brand.

Practice what you Tweet

Best practices for every dimension of value

The best brands on Twitter create value for customers by following specific best practices that have stood the test of time.

Each correlates strongly with overall Sprinklr care scores. Brands that excel in each one have significantly higher scores than the overall average.

We see the impact of each best practice in the size of its "care boost" in the chart below. This is the jump in average scores for brands that follow this best practice, relative to the average care score of 486 for all handles.

Economic value	Care boost
Take responsibility for customer problems and drive towards resolution	+39%
Help customers save and be the go-to source for savings and deals	+52%
Functional value	
Respond quickly and consistently to inbound Tweets	+43%
Offer dedicated care by using a separate handle for care interactions	+34%
Make it easy for customers find the information they need quickly	+30%

Experiential value	Care boost
Humanize care interactions with a personal touch	+30%
Build relationships with customers	+31%
Symbolic value	
Go the extra mile to anticipate customer needs and treat them like VIPs	+41%
Incorporate feedback and let customers know their suggestions matter	+12%

Truly stellar Twitter care teams deliver extraordinary value by following best practices across multiple dimensions. The best handles on Twitter executing customer care have high Sprinklr care scores that separate their performance from the rest of the pack.

Twitter provides the opportunity for brands to turn negative customer experiences into positive moments that will increase brand loyalty and keep them coming back.

**To learn more about Sprinklr >
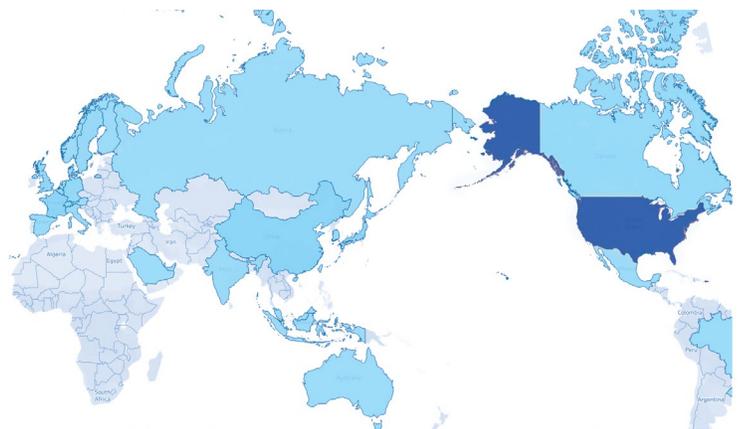head to partners.twitter.com**

Methodology

A year of customer and brand Tweets across the globe

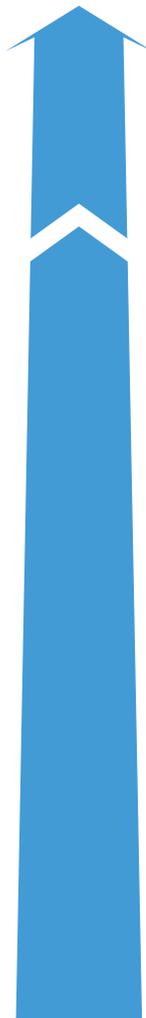This is the first report of its kind from Twitter Official Partner, Sprinklr.

Together, we analyzed an unprecedented volume of Tweets to provide a broad and deep picture of best practices in Twitter care.

436,176,731
incoming customer
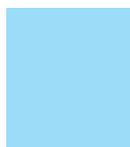Tweets to brand handles

Number of handles analyzed per country

1 ———————————————— 926

13,075,697
outbound Tweets
from brand handles

8,960,202
brand replies
to customers
and fans

1,050
brands

1,226
customer-facing
Twitter handles

365
days
(July 2019–July 2020)

30
countries
worldwide

Start with brands

To learn what is happening in customer care, we needed to establish a list of brands that we would analyze and learn from. Brands were eligible for scoring if they appeared on one or more of the following lists:

- Forbes 100 Most Valuable Brands 2019
- Interbrand 100 Best Global Brands 2019
- Brand Finance Global 500 2020
- Interactive Advertising Bureau 250 Direct Brand Products to Watch 2020
- Brand Finance USA 500 2019
- Interactive Advertising Bureau 100 Direct Brand Services to Watch 2020

It's also common for brands to have multiple Twitter handles for different regions or product lines, or for customer care. In the case of international brands without a clear primary handle, Sprinklr used the U.S. handle or the most-followed international handle.

Each of the 1,050 brands in this report was scored based on a single customer-facing handle. This included:

- 874 brand handles that deliver care from their main Twitter handle
- 176 care handles that are separate from the main Twitter handle

For all 176 brands with separate care handles, we also reviewed the main Twitter handle to understand the impact of a dedicated care handle on engagement with the main brand handle.

All charts and data points in the report are based on analysis of the 1,050 primary customer-facing handles only, except where noted.
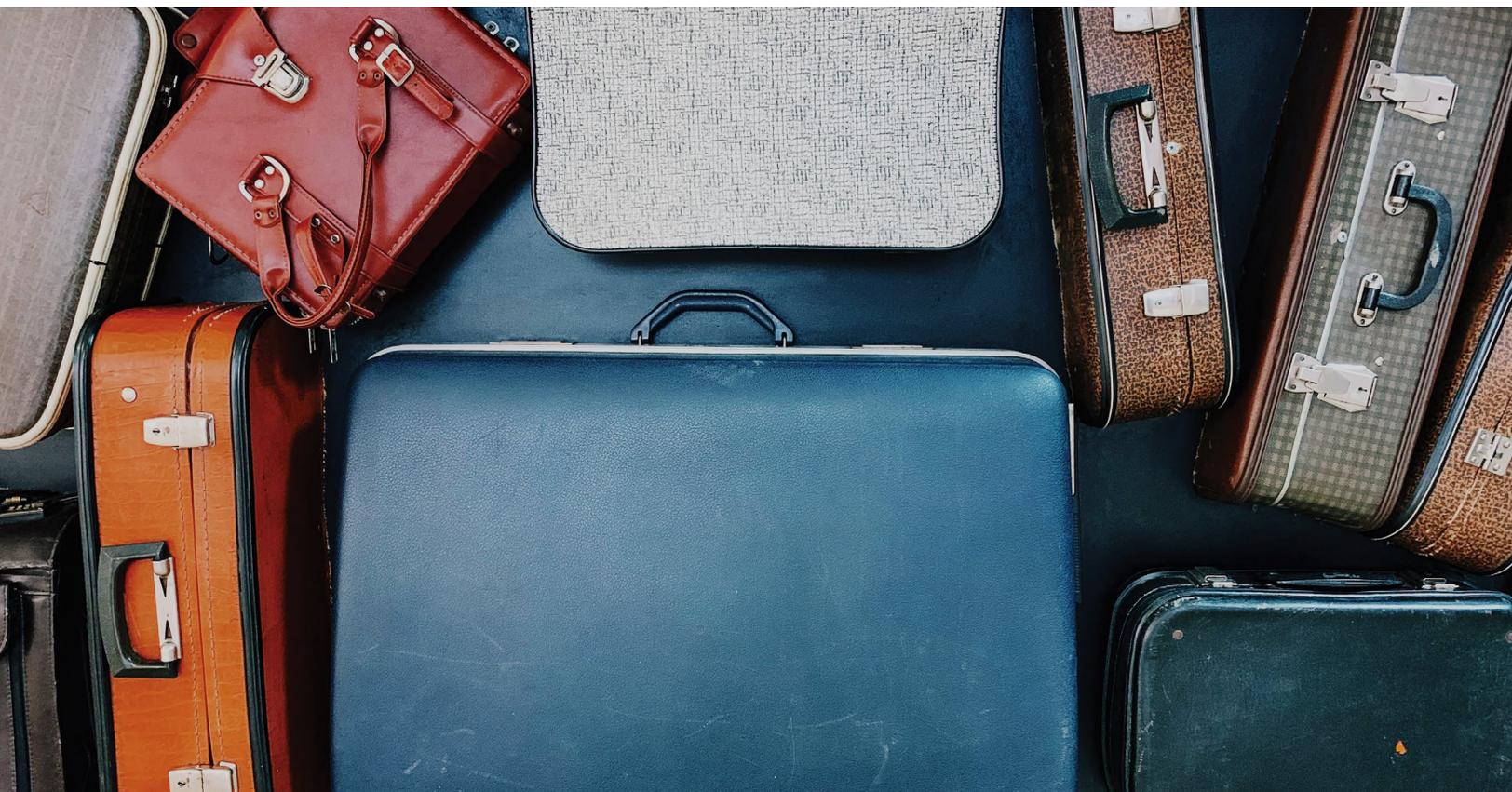
Sprinklr care score

A balanced measure of excellence in Twitter care

There's no shortage of advice on how brands should use digital channels to address customer needs. But this advice is often based only on intuition, with no data on which best practices actually pay off for customers and care teams.

We created a Sprinklr care score to measure how different best practices drive excellence in overall Twitter care.

The score measures brand performance based on seven weighted indicators of customer care on Twitter. To arrive at this specific mix of measures, we tested a large number of variables and weighting schemes against a representative range of accounts and industries.

Measure	Why it matters
Response rate	Replying to a high ratio of brand mentions demonstrates a willingness to address customer concerns. Not every Tweet that mentions a brand handle is actionable or warrants a response.
Time to first response	A quick response shows care for and attention to customers, as well as to the online conversation.
Volume of brand replies	The overall volume of Twitter replies a brand sends to customers indicates the scale of its customer care capacity.
Volume of outbound Tweets	The total volume of outbound Tweets, including both original Tweets and replies, demonstrates the brand's level of engagement with the conversation on Twitter.
Following count	Brands that follow a larger number of Twitter handles demonstrate that they are paying attention to customers.
Likes count	The number of Tweets a brand likes indicates that it is thinking creatively about how to engage with customers.
Engagement rate	The degree to which customers engage with brand posts shows that the brand is effectively speaking to its audience.

Measuring value

How best practices generate value

This report focuses on nine best practices with measurable impact in terms of moving the needle on care across industries.

We share below how each best practice was measured to show relative performance across different brands and industries.

Creating economic value

Best practice	Measurement
Take ownership	• Brand expresses regret for negative customer experiences. This indicates a willingness to take responsibility. • Brand moves customers to DM to enable issue resolution. • Incoming Tweet volume indicates customers view Twitter as a constructive care channel with the brand.
Help customers save	• Tweets indicating potential deals or discounts.

Creating functional value

Best practice	Measurement
Respond quickly	• Fast response times from the brand. • Consistent response times from brand. • Brand includes service hours in its Twitter bio, which signals what customers can expect from care team.
Offer dedicated care	• Brand has a separate handle for care.
Make it easy	• Brand includes a link to resources in the Twitter bio.

Creating experiential value

Best practice	Measurement
Be human	• Brand uses customer names in Tweets. • Brand uses GIFs in replies. • Customer Tweets with laughter emojis.
Build relationships	• Engagement rate with customers. • Number of followers. • Number of people the brand is following. • Number of Tweets a brand likes.

Creating symbolic value

Best practice	Measurement
Go the extra mile	• Brands that reply proactively, even without an @mention, show they can anticipate issues.
Incorporate feedback	• Forwarding customer suggestions to R&D or product teams shows effort at making customers feel part of the team.

Featured industries

A comparative view of 11 industries

Charts and graphs throughout the report give a comparative view of various industries. These charts feature the 11 industries with the largest number of top-performing care handles, but the overall dataset includes handles from a total of 31 different industries.

Together, the top 11 industries encompass 580 customer-facing handles.

About the industries
A quick snapshot of the industries in our dataset

Industry	Number of brands in dataset	% with dedicated care handles	% in top tier of care	% based outside the USA
Airlines	8	13%	88%	25%
Apparel	115	10%	11%	13%
Financial services	86	28%	42%	50%
Food and beverage	90	4%	16%	6%
Leisure and tourism	42	19%	38%	2%
Logistics	23	30%	35%	22%
Restaurants	15	47%	53%	13%
Retail	64	20%	50%	28%
Tech	80	45%	31%	24%
Telecom	40	55%	63%	73%
Utilities	17	6%	53%	41%