

CHANNEL  
OPTIMIZATION

SOCIAL MEDIA ENGAGEMENT

Managing your social media accounts

Most consumers would not want to be without Web 2.0 channels such as Twitter or Facebook – also when it comes to maintaining contact with companies. However, in online social networks, customers are not only consumers but also opinion leaders. Thus, a professional management of these channels becomes more and more important.

According to a 2013 survey on social networks conducted by the industry association BITKOM, over three-quarters of all Internet users in Germany are registered with at least one social network; and two-thirds actively use one.

They most frequently log on to Facebook, with 56 percent using it actively. This is an eleven percent increase compared to the results two years ago. Facebook and similar social networks are also platforms on which consumers share the experiences they have had with products and services. As a result, online dialogue in social networks has become a critical success factor for companies. Whether online or on the conventional hotline, customers expect service from a company.

A company Facebook profile or Twitter account offer considerable advantages to you and your customers. The added value from the consumer point of view is obvious: Without time and place constraints, customers can select a channel free of charge and exchange their concerns, opinions or experience with likeminded individuals. For your company, this means several things: Customer satisfaction thanks to a fast response, active communication of information, a more intimate involvement with customers, and a shift from the classical communication channels towards a modern many-to-many communication. With Arvato's full service social media solution, you unlock these added values. ↘

SOCIAL MEDIA  
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- ◎ We manage your social network accounts on behalf of your company with the aid of a professional social media tool
- ◎ Our team's extensive expertise and excellent communication skills ensure consistent quality
- ◎ We offer full service from consultancy to management
- ◎ We provide added value through customer inquiry analysis

## Our solution concept

### CONSULTANCY, PLANNING AND IMPLEMENTATION

Our specialists offer you a full service solution – from advising you during the planning and implementation stage to actively managing your social media platform.

### COMMUNICATION STRATEGY

We work with you to develop a customized communication strategy for your company – one that not only provides positive PR and an enhanced customer experience, but also promotes the interaction and communication between your potential customers, your existing customers and your staff.

### ACTIVE MANAGEMENT OF YOUR SOCIAL MEDIA CHANNEL

Our team helps you to manage your social media channel. You decide to what extent. Anything is possible – from partial support to full management. There are no limits to your solution concept.

### ONGOING CUSTOMER INQUIRY ANALYSIS

To ensure that you enjoy an even longer-term benefit from social media management, we will generate reports that include such information as the reasons why customers contacted you and the number of inquiries. We determine the analysis criteria in cooperation with you. This ensures that you are always aware of your target group's current interests.

## Social media management for a German airline

Our employees have been managing the Facebook and Twitter accounts of a German airline since April 2013. For example, they respond to all posts and tweets submitted by customers and potential customers who tell others about their in-flight experiences, or their experiences with the service center.

Due to the high visibility of social media communication, quality is also paramount here. Quality assurance measures include a security loop in which response posts are checked by a second person before they are published. If necessary, we directly contact our client's respective department to clarify any specific points.

The employees who provide this service are not only extremely knowledgeable and experienced, but they also enjoy working with social media. They have also received special training, since the communication rules in social networks differ from e-mail etiquette; users are addressed by their first names, and the overall tone is kept informal – though always professional. We hide posts that do not comply with netiquette. The day-to-day work is facilitated by a workflow tool that can cope with the requirements of large customer service organizations.

The result: Since Arvato started managing the airline's Facebook profile, the number of "likes" has increased by over 430 percent.

## OUR EXPERTISE, YOUR BENEFITS

- Prompt identification and analysis of customer concerns, followed by a conclusive response – resulting in satisfied customers and long-term customer loyalty
- Informal approach and instant response to customer concerns – resulting in a positive customer experience and an increased fan base
- Service channel extension, future-oriented image, targeted communication of products or special offers
- Costs savings due to reduction of contact volume through traditional service channels

Any further questions? Please get in touch with us.

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We build on technology and profound experience to create a differentiated experience for your customers and greater trust for you. But most important for your success are our 45,000 employees, who make sure that customers are satisfied at more than 100 sites in 27 countries and in 35 languages.

Driven by technology. Differentiated by experience. Powered by people.