

SOCIAL CUSTOMER SERVICE RACE



@AshleyFurness

72 Followers



@KyleLagunas

1363 Followers



@misschiaff

52 Followers



@honeybeerich

611 Followers

WE SENT

280 TWEETS

OVER

26 DAYS

TO

14 OF THE BIGGEST BRANDS IN THE WORLD

THESE BRANDS FACED OFF IN A TEST OF SOCIAL CUSTOMER SERVICE SPEED, EFFICIENCY & QUALITY

WE MEASURED
BRANDS
AGAINST THESE
KEY METRICS

THE AVERAGE TIME IT TOOK FOR THE BRAND TO RESPOND WHEN THEY REPLIED TO OUR TWEETS

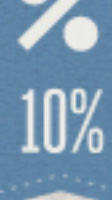


THE RESPONSE RATE BASED ON THE TOTAL NUMBER OF REPLIES RELATIVE TO TOTAL TWEETS SENT

FAST FOOD



34:47



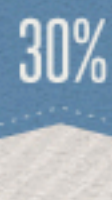
10%

NO RESPONSE

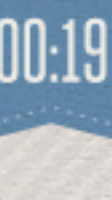
SOFT DRINKS



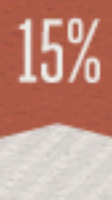
16:42



30%



00:19

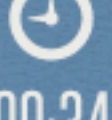


15%

CREDIT CARDS



NO RESPONSE



00:34



25%

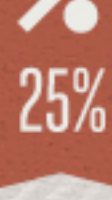
BANKING



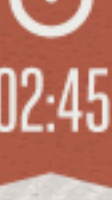
Bank of America



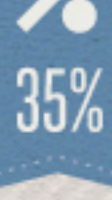
01:56



25%



02:45



35%

RETAIL - BIG BOX



NO RESPONSE



01:02



15%

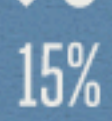
CONSUMER TECHNOLOGY



NO RESPONSE

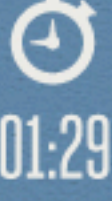


28:53



15%

PERSONAL CARE



01:29



15%



09:42



15%

BROUGHT TO YOU BY:



CUSTOMER SERVICE INVESTIGATOR

We consulted with [Engagor](#), [Conversocial](#) and [STELLAService](#) to create this [Software Advice](#) experiment. Their experts assisted in developing questions that the brands should have responded to based on social customer service best practices.

These queries fell into five categories: urgent, or I need help right this second; positive (i.e. "thank you!"); negative; question from FAQ page; and technical, or needs more than one interaction to solve. Each brand received a tweet every weekday for 26 days from one of four Twitter users.