



## Social Media Insight Report

A powerful Social Media Insight Reporting service focused not only on customer service performance but key topics your customers talk about along their journey and how they feel about it. You can tailor it to show you exactly how you are performing against your rivals, get the insight from the noise, and then take action.





## 2.3 Billion users matter

With over 2.3 billion active social media users, the social media landscape has changed the game. Over 90% of brands now use two or more social media channels for customer interactions. So successful companies take social media seriously. Twitter, for instance has become a key indicator of customer service performance, with 78% of people who complain to a brand via Twitter expecting a response within an hour.



## How are you doing?

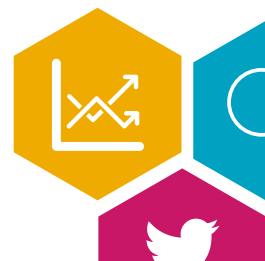
So how are you performing on customer service, against your closest rivals? Until now, it's been very hard to know. Now Capita's Social Insight Reporting suite offers unparalleled access to key social customer service metrics such as response times - allowing you to compare your performance across sectors and against competitors. As experts in customer satisfaction and managing hard data, we've invested in building the dataset needed to provide key social media insights – to enable you to improve overall experience for your customers.

## So what are we seeing?

We can see across the marketplace and deliver insight that matters. For example, tweets start ramping up at 7am and then the glide path is all down after 10am. But are your responders ready for that? House of Fraser customers trend in line with the industry norm until 5pm, at which point activity spikes until 9pm. Boots customers are quiet late in the evening, but trend well above the norm each morning. Simple insight like this can translate into immediate customer-facing process changes. Standing up more responders at peak times – and ensuring that when your closest rivals are performing at their strongest, you aren't leaving the desks unmanned.

Another benefit of this reporting service is that you can learn from the competition. ASOS respond to 90% of customers within an hour – and sentiment analysis shows that their customers are getting happier between the first and last contact. That matters in the environment they work – with tradesmen on client sites needing prompt and helpful responses. So others can parallel their approach to drive customer satisfaction.

Simple insight like this can translate into immediate, customer-facing change. Standing up more responders at peak times – and ensuring that when your closest rivals are performing at their strongest, you aren't leaving the desks unmanned.





## Drilling Down

Our service is not just able to drill down into detailed benchmarking statistics.

The same goes for what is being re-tweeted and replied by your customers. Our service analyses sentiment across all replies and the results are telling: Next have a lower sentiment score while Selfridges see positive re-tweets that push their sentiment score up.

It's able to tell you what platforms your customers are using, and even what devices. Triangulate that information with the platforms and devices most used by your closest rivals and you start to get actionable data about where effort should be focussed.

## How does it work?

Through analysis of direct interaction on social media we provide in-depth analysis of the customer voice across social media channels. To capture and analyse the key topics and metrics of social media engagements compared to your competitors, Capita's Social Insight reports:

- examine direct customer service interactions between customer and brand
- measure engagement efficiency, effectiveness and behaviour of customer and brand
- provide topic and sentiment analysis overlaid against the customer journey





## Why Capita?

Because no one knows customer service better than we do. We have over 100m customer interactions every year. Our mix of operational know-how, investment in proprietary technology and dedicated insight and analytics experts means we are able to deliver a Social Insight Report more targeted and focused on service improvement than any other social analysis tool in the market.

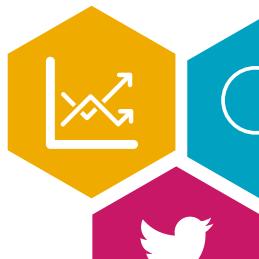
## What next?

This is a standalone, non invasive tool that doesn't require expensive integration or technological investment. You can consume it as a stand-alone report or on a monthly or quarterly basis. You can tweak the competitors you are tracking as you need to – perhaps when a new market entrant is disruptive. At Capita we specialise in creating meaningful insight on performance, not just dashboard data.

It's extremely likely that we have a data-set on our desks right now for your company, and certain that we have one for your industry. We can rapidly tailor the reporting service to competitors you identify and be providing reporting on your social media performance soon afterwards.

To start a conversation just email us at [connectwithus@capita.co.uk](mailto:connectwithus@capita.co.uk) or visit our dedicated website at [www.capitacustomermanagement.co.uk/socialmediainsight](http://www.capitacustomermanagement.co.uk/socialmediainsight)

Or of course feel free to tweet us [@capitacustmgt](https://twitter.com/capitacustmgt) – this is a social report after all!





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As the UK's leading provider of business process management and integrated professional support service solutions, our 73,000 dedicated staff across the UK, Europe, South Africa and India help make processes smarter, organisations more efficient and customer experiences better. We unlock value by applying talent and technology for you, your organisation and our communities.

Capita is quoted on the London Stock Exchange (CPI.L), and is a constituent of the FTSE 250 with 2016 revenue of £4.9 billion.

**Further information on Capita can be found at:**

[www.capita.com](http://www.capita.com)

