Internship Report

On

"How to deliver effective customer service through social media"

Submitted by:

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Submitted to:

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LETTER OF TRANSMITTAL

Date: 10.04.2017

Md Fazla Mohiuddin
Lecturer,
BRAC Business School, 66 Bir Uttam AK Khandakar Road, Dhaka 1212, Bangladesh.

Dear Sir,

As part of completing internship requirement, I hereby submit my internship report on the "How to deliver effective customer service through social media". This report contains a detailed description of the effective customer service in Strategeek Digtial, especially in the areas of digital marketing of Robi Axiata Ltd. It contains my experiences and learning as an intern in the Social Media team of Strategeek Digtial, where I have taken part in delivering customer service through social media. I would like to thank my supervisors, Porag Obayed, head of operations and Director of Social and Digital Media Sidrat Talukdar, for giving me the opportunity to do internship in Strategeek Digtial. I also appreciate the insights and guidance that you provided me with preparing this report and complete my internship.

I hope you find this report satisfactory.

Sincerely yours,

_____

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<div align="center">Acknowledgement</div>

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Executive Summary

Strategeek Digital is an award winning digital marketing agency. I worked with the Social Media team for Robi Axiata Limited as a customer query management officer. This team is responsible for the overall digital and social media communication of Robi. While working there I learned so many things regarding customer service through social media. A curiosity always roaming around mind about "How to deliver effective customer service through social media". Due to that I did a research on that. At the very beginning I have given an outline of the Telecommunication infrastructure in Bangladesh. Then I wrote a brief about Strategeek Digital as introduction of this report. I wrote about the background of Strategeek Digital and their history and also the types of Product/service offerings, Operational network organ gram. Then I gave literature review with small introduction of Customer service, Customer involvement with some of the factors which were Social service, Content marketing, Repurposed content, Article consolidation, Guest posts. Then, I have given the analysis part. In this part I have discussed about Bangladeshi perspective and other country perspective. Under Bangladeshi perspective I identified the factors for social media customer service which are providing relevant information, listen to your customers, be transparent. And after that I also showed other country perspective. Then, I have given the comparison part where I showed the factors we need to improve which are providing relevant info, listen to customers, community building. Last of all I have given the strong recommendation where I discussed the multiple ways of delivering effective customer service. Finally, the article ends with managerial implication and recommendations for relevant stakeholders.

Telecommunication infrastructure

The infrastructure of telecommunication is expanding in Bangladesh. According to (Rasul, 2016)Bangladesh is currently upgrading its mobile telecommunication infrastructure to the third generation. Compared to the second generation technology, the new technology allows mobile subscribers to browse the internet, send and receive emails, and use many other data applications. This allows for the use of Web 2.0(i.e. Social networking sites and blogs etc.)Technologies as part of both marketing and customer service. The aim of telecommunication companies in Bangladesh is to offer superior products, high quality services, networks, affordability, and customer support to capture market share. One company in particular wants to be perceived not only as a telecommunication operator of voice services, but also as a universal provider of comprehensive communications services both for residential and business customers. Because Bangladesh is a developing country, it has taken companies a long time to use e-commerce and Web 2.0 technologies (i.e. social networking sites and blogs etc.) to attract and retain customers. To get the most benefit from Web 2.0 technologies, companies have spent significant amounts of money, but unfortunately, they are not fully aware of how Web 2.0 technologies can influence customer attraction and involvement. Most importantly, in the context of Bangladesh, not a single researcher has addressed the ways in which Web 2.0 technologies can enhance the customer attraction and retention processes from the view point of core relationship marketing (i.e. relationship strength antecedents).

The Organization:

History, Product/service offerings, Operational network organ gram:

Strategeek Digital began its journey in December, 2010 as a partnership firm by eight friends of the Institute of Business Administration, University of Dhaka. Strategeek Digital recognized a gap in the market of internal corporate based and event based videos. Since its inception, Strategeek Digital has worked with a number of local and foreign companies and gained a significant foothold in this market. A list of Strategeek Digital clients is provided below:

- Grameenphone Ltd.
- Airtel Bangladesh Ltd.
- Robi Axiata Limited
- HSBC Bangladesh
- Standard Chartered Bangladesh
- Asiatic Events
- Asiatic JWT
- E-gen
- I-PAG
- Interspeed
- Bangladesh Brand Forum
- Ministry of Foreign Affairs, People's Republic of Bangladesh
- Nokia Bangladesh
- BATB
- The daily Star
- Coca Cola Bangladesh
- Pepsi Bangladesh
- Lafarge
- Bitopi

Ice9 Interactive was founded in August, 2011 as an initiative of Strategeek digital with the aim of creating interactive experiences for a digital world and helping enhance a brand's presence in the digital media. Ice9 Interactive aims to deliver outstanding results for their clients and their

philosophy 'digital brand management' permeates everything they do. The goal is to ensure that their client's brand engages in with their customers and builds a sustainable, meaningful relationship.

Strategeek digital is a leading agency of Bangladesh with the achievement of World's most socially devoted team. With the lowest response time to attend the customer query this team became the world fastest team. It was awarded for "World's most socially devoted team" by Socialbakers.

Service or Product Line:

"strategeek digital" is aimed to create the social media platform as the most effective platform in terms of cost and revenue to its clients. With this ambition Maestro provides unique services to its clients. Such as:

Firebox – a short overview

"Firebox" is a social media dashboard that helps the user to get an overview about his facebook fan page and to manage queries that has landed in a certain facebook fan page. A short overview of the usage of firebox is listed as follows:

All in one: Firebox helps the user to get a 360 degree view of his facebook fan page. How many unanswered queries are remaining in the page, how many queries have been taken care of, queries under a certain post, customer engagement with the fan page, agents logs and analytics all these sectors are covered in firebox.

Multiple page management: Through firebox an user can manage multiple fan pages for which he has been authorized. For example, a user can have access and manage queries for multiple pages at the same time through firebox.

Multiple agents can be allowed : to maintain a page, multiple agents can be assigned. Even if they are not admins of that certain page, they can still be assigned to manage the page.

Specific customer history : Through "firebox" the user can find out previous conversation of a specific customer and all his engagements with the page previously.

Type of query can be specified with relevant time: In firebox, a specific post to the page can be specified as "wall post" or "message" or "comment". With the help of the interface insight the user can find out what sort of query it is and when it was landed.

Addressing / Signature : with the help of addressing and signature, the name of the customer is captured automatically by firebox and the name of the agent who entertained the query is automatically provided below the answer provided by the agent.

Like , delete, attach a photo : With the help of firebox, agents can like a post, delete it or attach a photo for the proper answer without being an admin of the page.

Post details : Agent can find out under which post the customer is asking the question, it can be

found just at the right side of the dashboard and agent needs not to go through any further complicated process to find it.

Time filter : agent can filter the queries based on the date or time to find out specific queries.

Tags : for back end analysis, agent can keep a tag . It helps users to understand what the

customers are asking for , or what is trendy . for example, keeping a tag on internet, or 3g service means customers are asking internet or 3g related queries.

Search : With the help of search option, an agent can find out his desired types of queries by just typing a key word in the search option.

Analytics : Firebox helps the user to get all sort facebook analytics in a very simpler way. Even agent related analytics can be found too. For example, log in log out report, number of replies

that the agent has provided, adherence, number of likes, deletes , attaching photos all can be found at the analytics part. Overall incoming queries in a page in a certain time period, number of replies, unique fan identification, average response time, tag based number of queries, customer interaction and overall engagement of the customers with the page, everything can be found in the analytics part.

"firebox" is a smart tool to maintain a facebook page without wasting a lot of time by doing it through facebook itself being an admin of the page. It helps to save time, handle facebook queries smartly, get an overview of the fan page instantly , find out its short comings and coming up with proper solution. " firebox" helps to create a greater business impact and provide its users a better social media marketing experience.
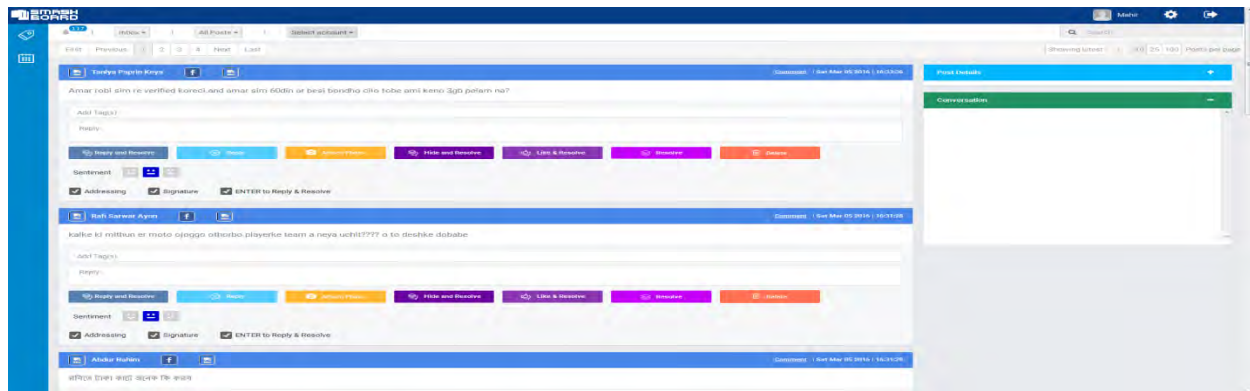
Driving web site Traffic:

Every website owner wants to increase their traffic; Social networks top the list of site eferrals. Not to mention that they triumph in time spent on site, as well. Search Engines used to be the sole focus for driving traffic and marketers allocated all their resources there. SEO still exists but it has now become more social. "strategeek digital" is aimed to drive its clients website to reach their expectation and full fill the purpose of web site management .

SEO:

With every coming update to a search engine, more social results are being integrated. Whether it is being using Facebook or Google using Google +, algorithms are not taking social results into account. Even Social networks themselves are becoming search engines. For example Facebook's graph search or Twitter being a real-time search engine.Maestro's efforts though social will become more significant in its SEO strategies. Increasing SEO is one of the primary targets of strategeek digital.

Content Developments:

Making creative contents for facebook, twitter and web site is another ambition of strategeek digital. With our creative graphic designers and planners, we aim to provide the best content service to our clients .

Query Management Service:

strategeek digital with its own unique dashboard " firebox" aims to provide the best customer engagement experience within a very short period of time. "firebox" is a highly efficient dashboard made by maestro marketing which is able to provide instant replies to its customers keeping all the insights and past records of the conversation with the customer. It helps the agent

To get to the customer instantly and provide necessary solutions. It also helps to keep all sorts of facebook analytics that any client can ask for.

Literature review:

Customer service:

Excellent customer service is one of the key tool for the organization to achieve their future goal. Good customer service is defined as service that treats customers with a friendly attitude and tries to resolve their problem or question as efficiently as possible.

According to (Wreden, 2004) it is also defined as an organization's ability to meet the needs and desires of its customers. Excellent customer service is a vital part of marketing for companies. It is the ability of an organization to consistently exceed the expectations of its customers.

Customer involvement:

Customer involvement management, CIM, is a marketing management method that takes customer orientation further than customer relationship management. CIM identifies and develops ways to involve customers in the business and product development process, such as design, marketing, sales, customer service, etc.

Social media has become a preferred and convenient method of attracting new customers for businesses across a wide variety of verticals. From those in retail to others in IT, the five biggest social media platforms — Facebook, Twitter, Instagram, LinkedIn and Pinterest — are still growing. .

Keeping these facts in mind, it's important for social media marketers to be thorough, systematic and innovative in their methods of acquiring new customers through digital channels. This involves coming up with step-by-step strategies for all campaigns, beginning with research, tracking and promotions. The roles of a social media marketers borrow heavily borrow traits from the world of public relations, where anything and everything we say and do publicly can have a positive or negative impact on our businesses and image.

In the article (Hyken, 2014) it is found that there are seven powerful ways that any company can use social media to engage with its customers:

Social service:

If customer service is important to you—and it should be—then have a designated person (or a team, depending on the size of your company) manage your customer service strategy on social media. Monitor the key social channels such as Twitter, Facebook and Yelp. You're not only looking to react to customers who post negative reviews or complaints; you're also looking to engage and thank the customers who post positive comments.

Content marketing:

One of the strongest social media strategies is content marketing. When you post information about your products or industry, you'll become a valuable resource for your customers. The key is to not be self-promoting. Give value, and you'll develop a loyal following that looks forward to your insights. Post blogs and articles, and create white papers that share information on the latest and greatest happenings, not just regarding you and your company, but in your industry.

Repurposed content:

One of the quickest ways to create new content is to repurpose it from your blogs and articles. For instance, extract a sentence or two from an article or blog post, and turn it into a tweet. Or take short, meaningful quotes from your articles and "pin" them on Pinterest. Maybe you could create a slideshow of your articles with cool graphics purchased from royalty-free photography sites such as Bigstock Photo and post them on SlideShare. There are many places you can use repurposed content.

Article consolidation:

 An offshoot of content marketing is article consolidation. Create daily Google Alerts for articles, blog posts and news that's related to your products and industry. Read through the alerts for information that your customers may be interested in. Share these articles on Twitter, Facebook and other social channels. Once a week, take the top five or 10 articles that you've read and

create a blog post. For example, on Mondays, I post an article titled Top Five Customer Service Articles of the Week (and I include the date). My clients agree that this is one of their most helpful resources.

Guest posts:

Are you confident enough to feature your competitors on your website? If so, consider publishing a semi-regular guest post from one of your friendly competitors or colleagues in your industry. This shows that you're really interested in sharing relevant content, even if it's not yours, with your community.

LinkedIn:

Participate on LinkedIn and not just with a personal or company profile. Get involved with LinkedIn groups—it's a powerful way to engage with your community. LinkedIn now also allows you to publish your articles and blog posts on the site so you can expand your reach.

YouTube:

I've saved the best for last: Have a YouTube strategy. Next to Google, the search engine used the most is YouTube, and posting valuable and informative videos is a powerful way to reach customers and prospects. Again, I'll emphasize that you should be delivering value and your videos shouldn't be promotional (though it's fine to include a promotional line or two at the end of the video or in the description underneath the video). Whatever promotion you do should be subtle.

Social media is a gift. Embrace it, and you'll reap the rewards it can bring you.

Analysis:

In today's competitive business world, no business survives without proper communication with customer. Communication with customer through social media is therefore important to every business regardless of the size, because it helps distinguish a business from its competitors. However, social media has evolved over the last few years to become the most affordable springboard for brand communication through engaging customers in innovative ways and making them true stakeholders in the value-creation process. Attracted by its potential to drive sales opportunities and to enhance customer engagement, companies of Bangladesh are also coming forward to embrace the full prospects of social media.

Bangladesh perspective

Although internet penetration rate in Bangladesh is marked very low, a big online community is gradually developing. According to the Bangladesh Telecommunication Regulatory Commission (BTRC), the total number of Internet Subscribers in Bangladesh has reached 36.64 million at the end of October 2016. About 66.965 million of them use the Internet through mobile phones, while the rest (7.53 million) use broadband Internet from Internet Service Providers (ISPs), PSTN (public switched telephone network), and WiMAX operators. A major portion of this internet community is using social media regularly. However, the most visited web sites in Bangladesh (inaccordance with their rank) are shown in the table below:

Table 1: The most visited web sites in Bangladesh

Rank Name of the Sites
1. facebook.com
2. google.com.bd
3. google.com
4. youtube.com
5. prothom-alo.com
6. banglanews24.com
7. yahoo.com
8. blogspot.com
9. bdnews24.com
10. ask.com

Source: Alexa (2016)

As the brand-building power of social media grows, it no longer makes sense to treat it as an experiment. That's why companies in Bangladesh are coming forward to have their strong and active presence on social media. Some big companies are even recruiting social media managers for managing their pages on social media and interacting with the page members (clients) actively. Social media principles and guidelines have also been enacted in some companies for their executives.

Today's customers would like to connect and interact with the businesses whose services they want. As the traditional media can't do so, Bangladeshi telco companies are now diligently establishing facebook pages to interact with consumers to expand service and

brand recognition, drive sales and profitability, and engender loyalty. The following table shows the most popular official fan pages of different brands in Bangladesh on facebook

Table 2: Popular Facebook Fan Pages of Different Brands in Bangladesh

Rank	Official Page Name	Brand	Industry	Local Fans	International Fans	TotalFans	Fan Posts
1	Airtel Buzz	Airtel	Telecommunication	11,68,096	41,275	12,09,371	32,609
2	banglalink mela	Banglalink	Telecommunication	9,29,267	55,154	9,84,421	38,623
3	Robi Axiata Limited	Robi	Telecommunication	9,23,179	74,537	9,97,716	76,022
4	Grameenphone	Grameenphone	Telecommunication	7,77,883	74560	8,52,443	69,667
5	Bikroy.com	Bikroy.com	E-commerce	7,00,704	27,039	7,27,743	42,900
6	Cellbazaar	Cellbazaar	E-commerce	6,31,623	14,957	6,46,580	32,398

Source: Socialbakers (2014)

There are different factors through which Bangladeshi telecommunication companies are acquiring new customers on digital channels. Factors which Bangladeshi telecommunication are focusing discussed below.

Providing relevant info:

When your social stream provides information customers can actually use, they'll come back to read your latest post. In the best-case scenario, you social media becomes one of the customer's regular internet stops.

Using a hashtag to provide information that's actually useful helps create a sense of community.Telcocompanies are not only use social media to promote its products, but actively supports its customers by showing them new ways their phone can make their lives easier. This selfless self-promotion is appreciated.

Listen to your customers:

So many things in life come down to the simple things you do. Social media is no different. Most people just want to be heard. They need to gripe about something not working, tell you their thoughts on the services they paid for, and just need a sounding board for their frustrations and excitement.

Not to say that all customer service interactions are bad. Yet, the majority of customer service stories we hear are horror stories. This means, when something goes wrong, businesses need to take accountability for their part, and listen in to what the customer truly wants.

To help Telco companies do this, they go through some tools they can use to listen into thier customers' conversations on social media.

Hootsuite – track your brand mentions across social media, along with the ability to manage multiple social networks.

Google Trends – Great for listening to what people are saying about specific industry keywords as well as your own business across the web.

Radian6- – Now part of Salesforce CRM system, this listening tool allows businesses to organize their teams more effectively as they listen into the company's presence on the web.

Keep in mind that these tools will make your life easier, but you have to make the effort to listen to your customers first. The beginning of any conversation starts when you hear what the other person has to say.

Be transparent:

When you address a customers' customer service question, make sure you are open and honest when working with them.

Customers know when you are lying or hiding something from them. Now they can seriously damage a company's reputation when they can take their case to Facebook, Twitter, and Yelp. Their infuriation with your services will spill out into a movement in some cases that becomes hard to contain.

Respond promptly

The challenge with Carnival Cruises brings up an important point. If a customer has a problem with your service, do not make them wait. Respond back in a timely manner

Social media sometimes requires too quick of a response time for many companies.

However, if you set the rules, so your customers know your response time, then many will respect your decision. Set a time limit for your team to get respond, and then respond to customers in that designated time. If you use automated emails that tell customers you respond back within 48 hours, respond back in 48 hours.

Similarly, with social media, do your best to respond within 24 business hours. To help you do this, sales professionals and marketing teams can use mobile apps to see questions on social networks as they arise.

Larger companies need to set social networking hours where they can answer questions. This way, customers know when you are available to help them.

Other countries perspective

Telecom companies all offer very similar services, so it's extremely hard to differentiate themselves from their competitors. However, a strong social media presence and a well-rounded social customer service team continuously prove to be powerful vehicles in building brand awareness and establishing a distinctive brand that meets the needs of their customers within a competitive industry.

Factors on which other telco companies are doing great discussed below.

## Let customers inside like BullsEye Telecom

In accordance with (Delbos, 2015) Bullseye Telecom is an American company that is particularly active on Facebook, regularly posting interesting third-party content as well as updates and company-related information. But they really shine by personalizing their team.

While this might not seem like a completely groundbreaking move, it goes a long way toward creating a welcoming corporate environment in which employees are encouraged to make real relationships with customers. It all starts with a face and a name. After all, social media is meant to be personal.

Main benefit for the brand: By using real names and faces, both your customers and your employees feel more connected to one another. The employee knows it's actually him representing the brand to the public, and the customer knows to whom she is speaking.

Activate your community like giffgaff

According to (Delbos, 2015) one good way to judge social media success is by how active your customers are there. Even if they're mostly complaining, the fact that customers are contacting you via social media is a good thing. Gifgaff takes this way of thinking to another level entirely. A very unique UK telco run by its members for its members, Giffgaff has pioneered a new way for telcos to do business. No customer service staff, no company avatars, just customers helping customers.
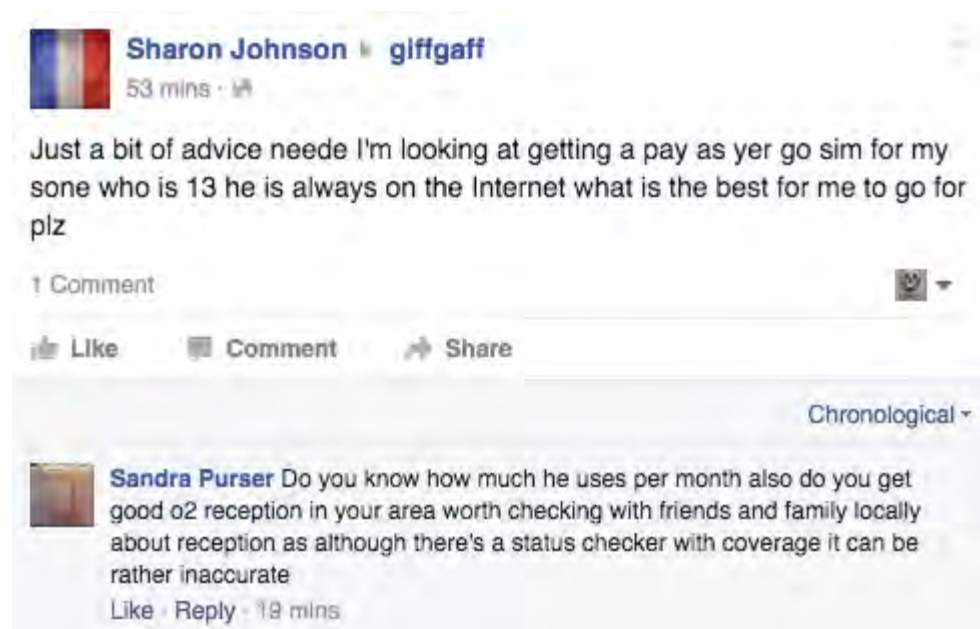
Ironically, what's great about this example is what's wrong with it: run-on sentences, improper capitalization — in other words, it's real. Customers will always trust each other before they trust ads or company messages. Not every telco can follow Giffgaff's lead, but they can make an effort to match the customer's tone. If you've ever felt alienated after you dropped a quick note to a company and received a formalized, formulaic response, you've felt how uninspiring the corporate voice can be. Encourage your customers to help each other, and when that's not possible, help without being patronizing or too formal.

Main benefit for the brand*:* An active community will help themselves. Plus, a response that's more formal than the customer query feels heavy-handed. Matching the customer's tone lets them know you're on the same page.

Go multi-media like T-Mobile

In accordance with (Delbos, 2015) digital content is like a stock portfolio; the more diverse the better. Videos are popular and easily shareable on Facebook, and just because Twitter limits you to 140 characters doesn't mean text is all you can post. T-Mobile always seems to be creating fun videos that are timely, relevant and right on the mark.

Video link: https://www.facebook.com/TMobile/videos/10153716010713895/

First of all, this is fun to watch. It sparks emotions from joy to nostalgia the customer in turn associates with the brand. Videos like this are perfect for social media. And video is only one of the company's digital streams. From Twitter to Facebook, Youtube to Google+, online chat to their blog, T-Mobile is on top of it everywhere.

Main benefit for the brand: Diversifying your content in different media and across digital channels will appeal to a wider audience and make it easier for your messages to be shared on the channels your customers prefer.

Comparison: Table 3

Factor name	Definition	Competitor name	Competitor Strength	Source	Remarks
Providing relevant info	Provide accurate information that's actually useful helps create a sense of community.	TracFone	TracFone is America's #1 prepaid wireless provider, with more than 19 million subscribers. The company uses Twitter to provide relevant information to their customers that is not always directly connected to sales or the latest product offerings.	(Delbos, 2015) Telcos That Really Get Social Media	Need to improve

Listen to customers	Businesses need to take accountability for their part, and listen in to what the customer truly wants.	Vodafone Group plc	The company services 446 million mobile customers. Vodafone's market value is $88 billion. They go through different methods that are used to listen customers' conversations on social media.	(Nielsen, 2012) Providing Great Customer Service Through Social Media	We are doing well but can do much better than that.
Community Building	No customer service staff, no company avatars, just customers helping customers. Creating a community.	Gifgaff	Gifgaff takes this way of thinking to another level entirely. A very unique UK telco run by its members for its members, Giffgaff has pioneered a new way for telcos to do business.	(Delbos, 2015) Telcos That Really Get Social Media	Need to improve
Go multi-media	Creating fun videos that are timely, relevant and right on the mark.	T-Mobile	T-Mobile USA is a national provider of wireless voice, messaging, and data services capable of reaching over 308	(Delbos, 2015) Telcos That Really Get Social Media	Need to improve

			million Americans where they live, work, and play.		
Respond promptly	Social media requires too quick of a response time for many companies.	Vodafone Group plc	The company services 446 million mobile customers. Vodafone's market value is $88 billion. They go through different methods that are used to listen customers' conversations on social media.		Here we are the world's number 1 socially devoted team in terms of response.

Recommendation:

Social media is the catchphrase of today's business world. According to (Bhuyan & Rahman, 2014) with social media, consumers can interact instantly with brands and share opinions on the products and services they are interested in. It is inherent nature of consumers to buy products and services that are recommended by friends, family members, relatives, and someone they know in real life or even in virtual world. This virtual world has been more interactive with the emergence of social media. Now-a-days when a consumer wants to learn more information about a product and services or is considering a purchase, they share their queries and views in the social media sites to interact with the other members. They also look for product and services reviews or consumer opinions on the Facebook fan pages or other social websites. Providing the opportunities of sharing views over brands, social media is therefore ensuring the brand visibility and playing an important role in brand communication.

The telecommunications market in Bangladesh is not yet mature, and so strong competition has developed due to this removal of monopoly rights from the state-owned telecommunication companies. This heavy competition is particularly prevalent in the case of mobile telecommunication services in Bangladesh. Because of this, Gerpott, Rams and Schindler (2001) point out that in the mobile telecommunication sector, once customers have been acquired, their long-term links with the service provider are crucial for business success. Reducing the churn rate, or customer turnover, is always one of the mobile operator's main challenges.

Due to the above several reasons social media is becoming key communication tool for the Bangladeshi telecommunication companies.

Here are some of the ways how Bangladeshi telecommunication companies can exploit the advantage of social media.

Make the customers happy by carefully listening to them:

Listening to your customers across social media is most important. There is little sense in social media marketing if you are not following this simple rule.

Social media is based on conversations; it's not just another marketing channel for you to push out your content or promote your product. You have to have a conversation in which you're engaging your customers. And in order to have a good conversation—whether online or offline—you have to listen and respond to your audience.

Listening to your customers and prospects will empower your business with knowledge about what your customers really want. This is crucial for your business to grow and achieve high customer satisfaction. Customers like businesses that listen and respond to them.

Even though they are doing great on this aspects Bangladeshi Telco companies should give more emphasis on listening to customers through social media. Thus they overcome from the listening problem.

Engage with customers – and respond quickly to questions.

According to (Sernovitz, 2012) when you're facing negative word of mouth, time is not on your side. The longer you wait to respond, the angrier the customer will get—and the more likely others will pick up on the issue and spread the negative buzz.

At the very least, say this:

"Hi, my name is _____ and I hear you. We're looking into it now, and I'll get back to you as soon as possible. If you have any questions, contact me directly at _____."

A message like this does two things:

- The customer knows he or she has your attention—there's much less incentive to keep spreading the anger and

- It makes a real person with real contact info available, so if the person is still angry, you've at least specified a place to vent other than online.

Social media sometimes requires too quick of a response time for many companies. If a customer has a problem with your service, do not make them wait.

In terms of response we are the world's number 1 socially devoted team. So to keep our position number 1 we have to work on it too.

Speak Like a Human

The only thing worse than ignoring upset customers is to respond with a canned corporate response. If you thought they were mad before, wait until you see how they react to an excerpt of your policy terms and fine print.

In the website article of (Sernovitz, 2012) it says that show empathy, communicate in a friendly tone and use your real name. And if the forum supports it, it helps to include your actual photo.

Check out how Zappos replies to this fan. It's human; it's friendly. And even though they couldn't immediately fix the problem, you can bet this fan will be back.

This area is very crucial for the telecommunication companies of Bangladesh. Here we need to improve a lot as we are following the robotic answer style.

Ensures Accountability:

In using social media aggressively, a brand should hold itself accountable for providing great products, services, and customer service. According to (Gleeson, 2012) when companies are openly engaged in social media and encouraging their audience to interact with them, it ensures a certain level of accountability.

As a telecommunication companies of Bangladesh we should practice accountability.

Other suggestion:

According to (Nielsen, 2012) the following are some other things customer service reps might do to proactively to engage customers:

- Respond even when the user hasn't directly tweeted at you or asked for help. Answering brand mentions or comments that don't require a response, but might benefit from one, shows you're paying attention.
- Promote your customers by retweeting a happily resolved support interaction, or by "liking" helpful interactions that occur between customers. It's kind of like giving your customers a hug.
- Give your customer service team a public face by introducing who's on duty and how long they'll be answering questions. Consider posting a team photo or an agent spotlight. It's nice to connect the face of the brand with the names behind it.
- If feasible, follow up a resolved interaction with, "How is everything?"

- Promote self-service. Think about introducing a support tip of the week and assigning it a clever, unique, and easy-to-remember hashtag, or designating someone to update your company's social media accounts when a new article has been added to your knowledge base or help center.

Whatever the social channel, there are a few ways to (publicly!) stick your foot in your mouth. The following are a few social media don'ts:

- Don't neglect your customers. If you're going to provide customer service over social media, at minimum every direct support question should be answered.
- Don't delete (or hide) comments or posts. The only exception is when comments are clearly spam or in violation of posted community guidelines. Deleting a customer's negative comment in order to preserve your virtual image will only further enrage the customer and damage the relationship.
- Don't be defensive. It's important to remember that the customer, even when angry, has reached out to you. Thank them for bringing their issue to your attention, acknowledge their concern, and apologize for the trouble they are experiencing (even if you know it's self-wrought).
- Don't engage with a customer whose intent is to simply argue and publicly defame your brand. Sometimes your best defense is silence and, after a certain point, they'll damage their own credibility more than your brand's reputation.
- Don't overwhelm your customers with too much information, whether you're posting articles from a knowledge base or providing a too-lengthy response in a comment.

Conclusion

If a Telco company would like to have successful online presence today, social media marketing is crucial. It is one of the most popular, powerful, and promising means of brand communication, which every telecommunication company in Bangladesh must embrace. In this study an attempt was undertaken to depict how to deliver effective customer service through social media in Bangladesh for Telco companies and how these companies grab the advantage of social media communication. With the uptrend in both number and engagement of users, social media is going to be a big online community in Bangladesh. Telco companies doing business in Bangladesh can grab the tempting economic benefits of social media identified throughout the study. This study also depicts that social media is not totally a risk-free platform. Random dabbling with social media contents would not ensure the target benefits for the companies. Since fans, followers, and subscribers are free to post their comments on these platforms, businesses are also susceptible to the possibility of negative publicity. Companies need to be consistent and active with their social participation to minimize the risks associated with any adverse publicity. To do so, companies are suggested to appoint executives who will be responsible for developing and maintaining contents in social media. Businesses should also align other resources with their social media marketing strategies so that they can ensure the attention and frequent communication needed to embrace social media effectively.

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