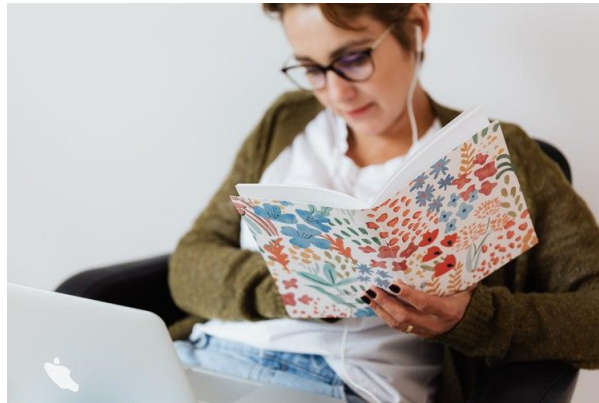


Customer service on social media



Customer service is, quite simply, answering customer questions that have landed in your inbox from customers through social media. Depending on your business, you might get queries every day, or you might get them once a month.

Some key rules apply to responding to customers:

- Be human and personable, in the same way that you would be in person.
- If you wouldn't say it to your mum, don't say it online.
- Responding to the customer by name, answering their question in full, and then linking to a website for more information (if relevant) is best practice.
- Understanding that the person online is a person, and if someone is rude, they might be having a bad day. We've all been there.
- Respond to all queries within 24 hours on weekdays. Even if you can't answer the query with a 100% complete answer within 24 hours, acknowledge that you've received the question and tell them you'll need to get back to them in the next few days. Then *put it in your diary* so that you get back to them.
- It can be easy to take complaints about services personally, so brainstorming responses to common complaints *before* they happen means you can come up with a courteous way to respond outside of the heat of the moment. Creating an FAQ document or issue escalation plan is the best way to approach this (more on this later in the course).

Further reading: [How To Deal With Unhappy Customers On Social Media](#)

How to monitor incoming queries

All social networks have options to notify you when a customer engages with your brand. Often, social networks notify you about everything, and it can feel excessive, so pick how you'd like to be notified.

You might like to be notified by email, by SMS, or have no notifications at all and set aside 5 minutes every day in your diary to review your social media inbox. It's your call—just make it work for you to ensure you've got work/life balance.

Customers understand that we can't work 24 hours a day, but sometimes, we just need to set those expectations first. Large banks, telcos and government offices put "operating hours" on their social media bios to give customers some context on what times they actively respond to social media. You could do this too.

Chatbots and autoresponders are also tools more social networks are rolling out. These can be used to:

- Answer common queries or FAQ
- Act as an autoresponder for all queries ie. to point to a help page on your website
- Act as an "out of office" to respond to people just outside of business hours

External comments or queries

Don't forget to monitor online review sites: you might have Yelp or Google My Business reviews.

Check these at least regularly and see what's being said there, and respond using your FAQ guide using courtesy and kindness—especially if you come across negative reviews.

Depending on your business model and how many customers you work with, you might prefer to check this weekly or quarterly.