



Case Study

Financial Services

Improving customer relationships with social media listening and customer insights

Business Challenge

One of India's leading banking and financial services provider found that a growing number of consumers were using social media to report service inquiries. Real-time response and timely redressal were critical to ensuring customer satisfaction and defending its brand reputation. But with billions of conversations taking place on social media every day, cutting through the noise to get to the real issues seemed next to impossible.

Solution

Netscribes proposed a comprehensive social media management solution, which provided a combination of always-on social media listening, analysis, and online reputation management.

With Netscribes, it was able to utilize best-in-class social media monitoring and analytics tools and leverage a dynamic team of social media analysts that understands the needs of customers in the financial services industry.

Clear SLAs and TATs were established and a specialized Quality Improvement Team (QIG) team was formed, which operated at our client's back-office. A dedicated team at Netscribes followed a customer-centric process for effectively responding to and resolving customer issues through the use of a proprietary platform.

Further, keeping in mind the sensitiveness of social media issues, our team ensured that the customer is happy with the services and solutions rendered, once the issue has been resolved and the conversation, completed. We imbibed reputation managers in the same team as content and business managers to facilitate quick and effective execution.

Results

With an expert team of strategists, authors, editors, online networking specialists and visual planners, Netscribes helped the client consolidate its social media influence over customers in a positive way. As a result, the company:

- Achieved a response TAT of less than 25 minutes, and a 95% of monthly TAT response within 1 hour
- Gained actionable insights for better Marketing and Branding
- Was named as the most valued brand among 50 other Indian brands in 2016 by BrandZ, a renowned brand equity database
- According to a report by Simplify 360, the client, along with another bank, stood out as the most active in addressing customer queries on social media.

Outcome

Through its engagement with Netscribes, the client was able to provide a better experience for its customers both online and offline. It went on to win the OneDirect and Twitter Quest CX awards in 2016 and 2017 for its superior customer service in the BFSI category.

Harness the power of social media to build closer customer relationships

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