

# Has Social Customer Service Improved?

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## Background



Ann Michaels & Associates conducted a study in 2017 on customer service in social media & compared results to the initial study conducted in 2012. Have response rates & times improved? Is there opportunity for brands to get in front of competitors through social service?

## Solution



30 brands across 3 industries were contacted 16 times each with service-related questions. Social channels & times of day varied. Response rates & times were measured. Performance was evaluated & compared to results from initial study.

## Results



The study revealed that brands are better able to handle customer service issues socially. Most brands have adjusted their business model to accommodate this new form of communication. While response rates improved overall, the gap between response rate & consumer expectation is still significant.

# Key Takeaways

- Only 77% of inquiries received responses, up 7% since 2012
- In 2012 it took an average of 12 hours to receive a response; that time was cut in half in 2017
- Weeknight & weekend response rates improved significantly since initial study
- Indirect communication is largely ignored; this is a huge opportunity for brands across all industries

