



# Customer service on Twitter

## Brands belong on Twitter

Conversations with brands has always been a key native behaviour on Twitter.

**#1** Brands are the top type of account Canadians **engage** with on Twitter

Twitter isn't just a space where brands are accepted - their content is actually encouraged.

## #Opportunity

Overall, less than a third of Canadians are very satisfied with their customer service experiences.

Social media isn't an exception...

Only

**40%** 


of Canadians on Twitter say they **frequently** see good customer service on social media

But,

**3/4** 

say it's **important** to have customer service presence on social media

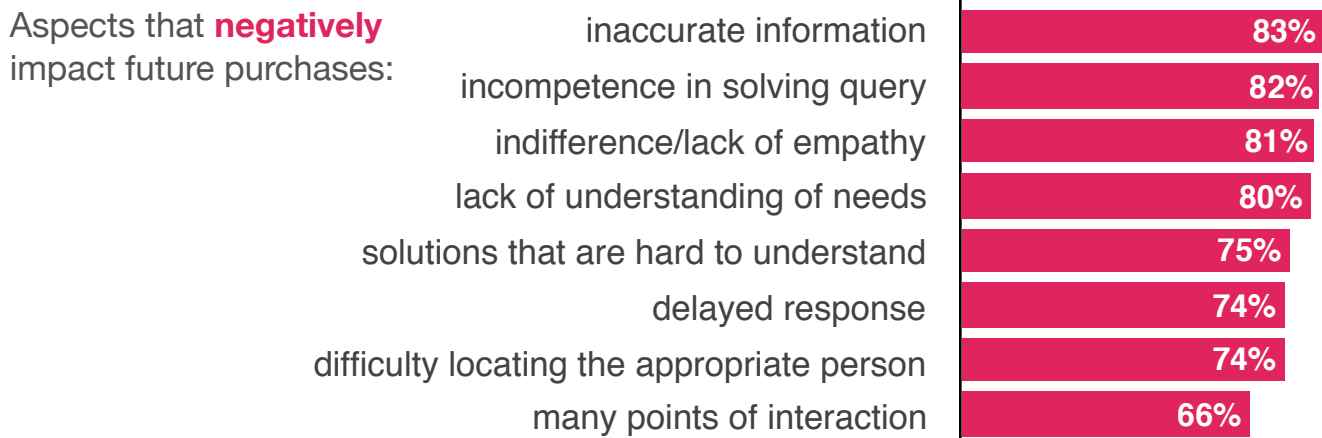
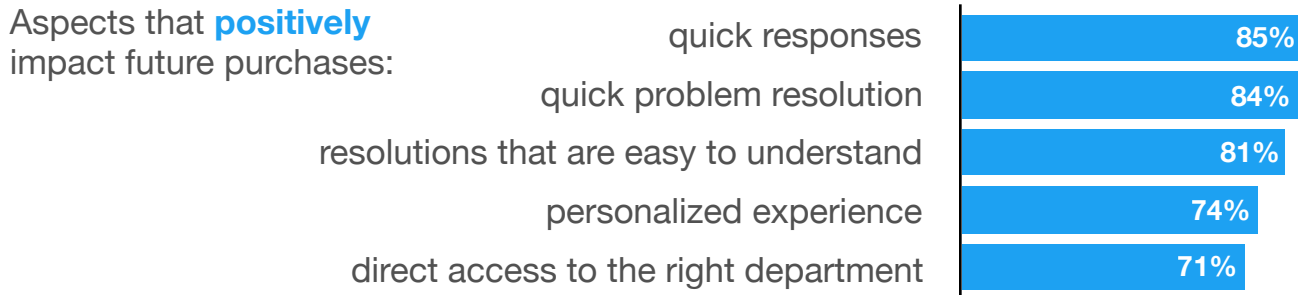
And,

**58%** 

say having a presence on social media made them more likely to continue **using the product/service** in the future



## Canadians want fast, easy, and personalized customer service



## Brands win when they invest in customer service

Twitter enables brands to engage in two-way conversations with their customers. Just having more of a presence on Twitter makes a brand seem more responsive and innovative.



Users agree that brands with a strong presence on Twitter...

**71%**

are **quicker** at getting back to customers

**75%**

are more **responsive** to their customers

**71%**

care more what customers think



## Serving the need for speed

Faster responses significantly increase willingness to spend, so speed is of the essence when it comes to customer service.

Having a 24/7/365 team is ideal, but it isn't realistic or scalable for all brands.



Chat bots can be a great **solution** to bridge the gaps and still deliver the real-time, personalized experience Canadians want.

## Chat bots get a bad rap

Less than half of Canadians say they've interacted with a bot and interest is fairly low (1/3).



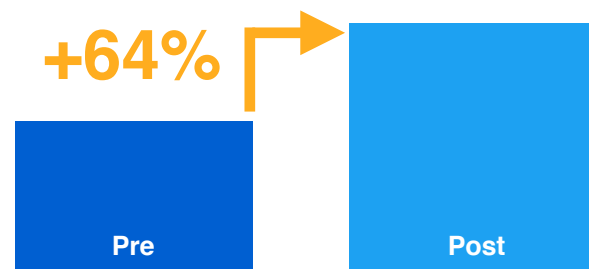
Prior to exposure, 42% of Canadian users thought interacting with a bot for customer service was 'scary'

## We don't know what we don't know

Once experienced, bots are seen as fast and current, directly addressing some of the pillars of stellar customer service.

As a result, confidence that bots can meet Canadians' needs increases by 64% once they've seen one in action.

Confidence in bots

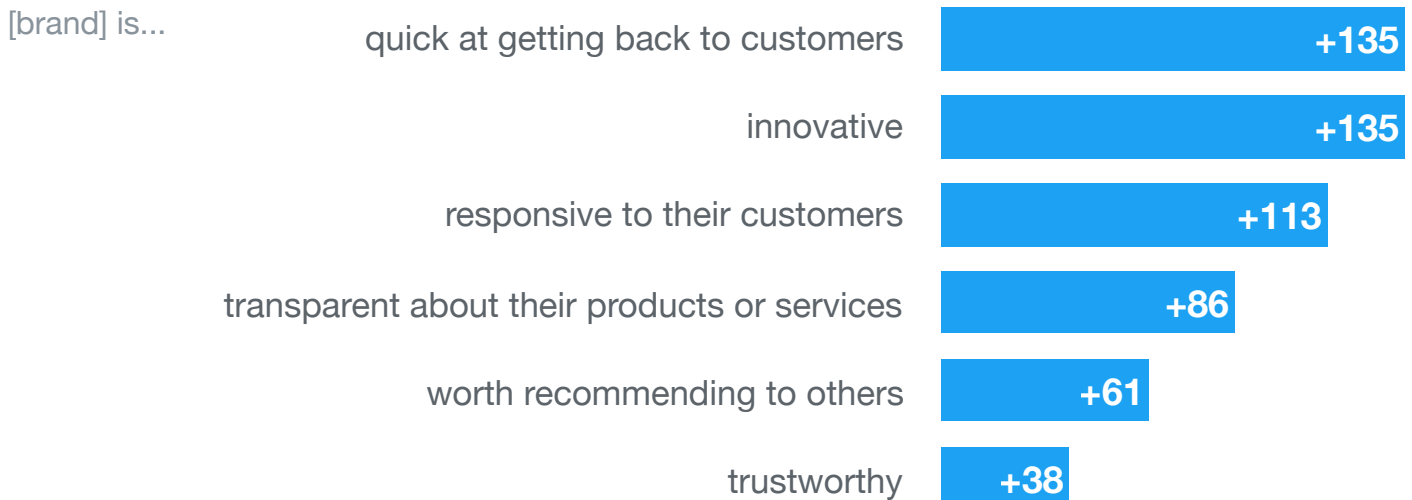


The biggest shift we see is in perceptions that it's easy to use (+62%).



## Exposure to bots also improves brand perceptions

For the travel category, for example, we saw a significant increase across all metrics, including:

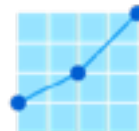


## Win with Twitter

Canadians flock to Twitter to see what's happening and engage with brands. Leverage the power of Twitter to up your customer service game...



Save your customers time and headaches with better **speed and accuracy**



Deliver experiences based on **real-time** data and signals



Get **personal** with your audience, at scale



**Connect** and keep them up to date with what's happening

**Wondering how to improve your brand's customer service?** Meet with your Twitter representative for tips and best practices to provide enhanced customer service. Whether it's a discussion of how a bot can be implemented for your company or how to improve your response time to inquiries, a Twitter rep can provide helpful advice and insights to improve your customer care.