From AM to DM:
Twitter customer care in a 24/7 world

Insights by Sprinklr

Twitter is what's happening and where people go to talk to brands at all hours of the day for customer care needs. Whether it's Tweeting about a great shopping experience or asking for help with a lost order, people turn to Twitter first. That's why two out of three Twitter users choose the platform over other social networks to connect with brands.

Customer experience (CX) is a way for brands to stand out. Brands who plan for it have the power to create positive experiences on Twitter.

"CX is customers' perceptions of their interactions with a brand... Customers alone get to judge the quality of their experiences."

— Forrester, CX Essentials, July 21, 2020

2 out of 3

people surveyed, chose Twitter as their preferred customer care destination over other social networks.[1]
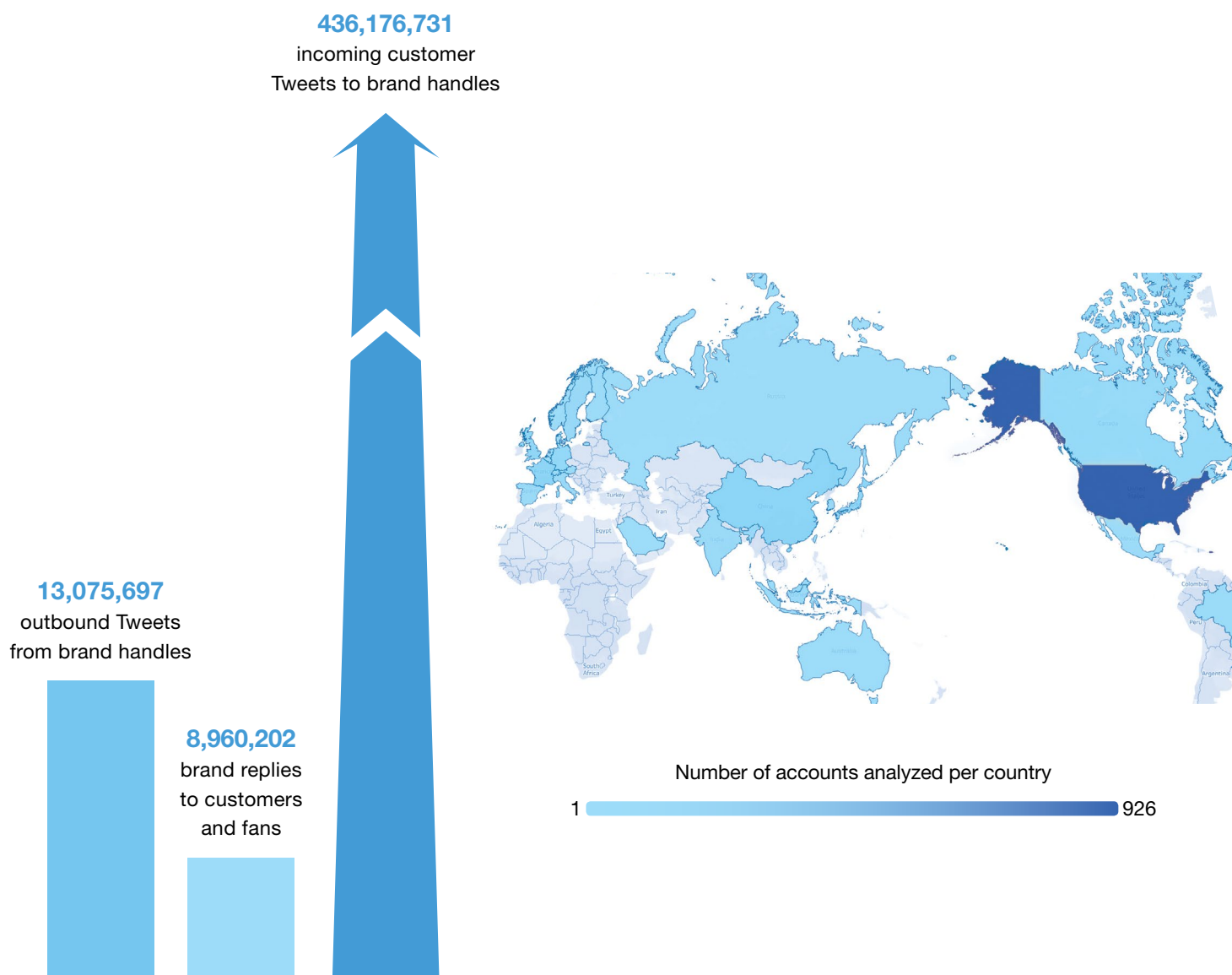
A world of care

What makes for a great Twitter care experience? There's no shortage of advice on how brands can foster positive interactions—but little data on what actually works.

We looked at nearly half a billion Tweets to find the best practices by industry for moving the needle on care.

The insights in this report are powered by Twitter Official Partner **Sprinklr**, which used its platform to examine a full year of Twitter care conversations across more than 1,000 brands in 30 different countries.

436,176,731
incoming customer
Tweets to brand handles

13,075,697
outbound Tweets
from brand handles

8,960,202
brand replies
to customers
and fans

Number of accounts analyzed per country

1   926

*Sprinklr data, global, July 2019–June 2020.

Deep in the Tweets

To assess whether a best practice helps a brand deliver great Twitter care, there must be a way to quantify excellence based on leading indicators.

The Sprinklr care score
To better understand how brands are performing care on Twitter, Sprinklr created a scoring system. The Sprinklr care score is a balanced measure made up of seven weighted indicators:

1. **Response rate**
2. **Time to first response**
3. **Volume of brand replies to Tweets from customers**
4. **Volume of outbound Tweets sent from a brand**
5. **Number of handles a brand follows**
6. **Number of Tweets a brand likes**
7. **Engagement rate**

All 1,228 handles we evaluated for this report received a Sprinklr care score based on these indicators.
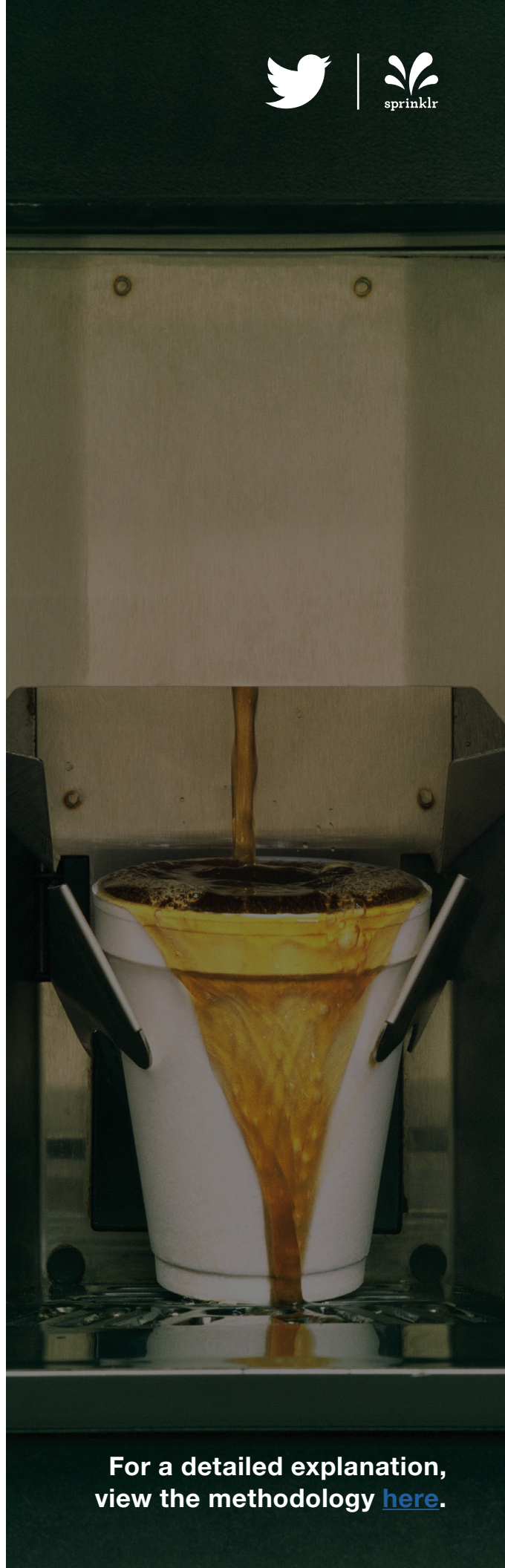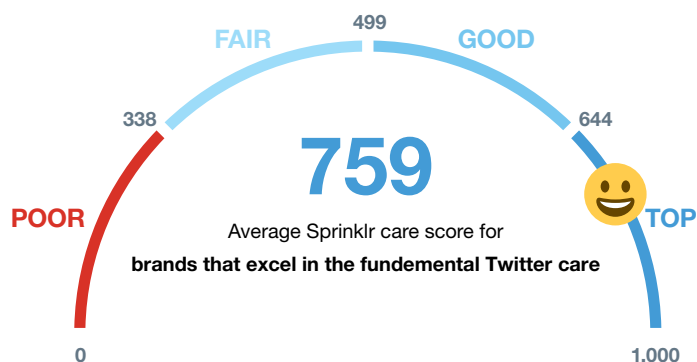
For a detailed explanation, view the methodology here.

The best in care

The top 25% highest scoring handles

To learn from the best of the best, we selected the top handles who excel at Twitter care fundamentals. These top performers are handles that received a Sprinklr care score in the top 25% of the 1,228 total handles analyzed.

FAIR 499 GOOD

338 644

POOR 759 😀 **TOP**

Average Sprinklr care score for
brands that excel in the fundemental Twitter care

0 1,000

What is a Twitter care handle?

A brand's primary (or largest) customer-facing handle or a dedicated handle just for support.

A view from the top

Top brands outperform the rest in care

Compared to most handles, the top brands in care on Twitter...
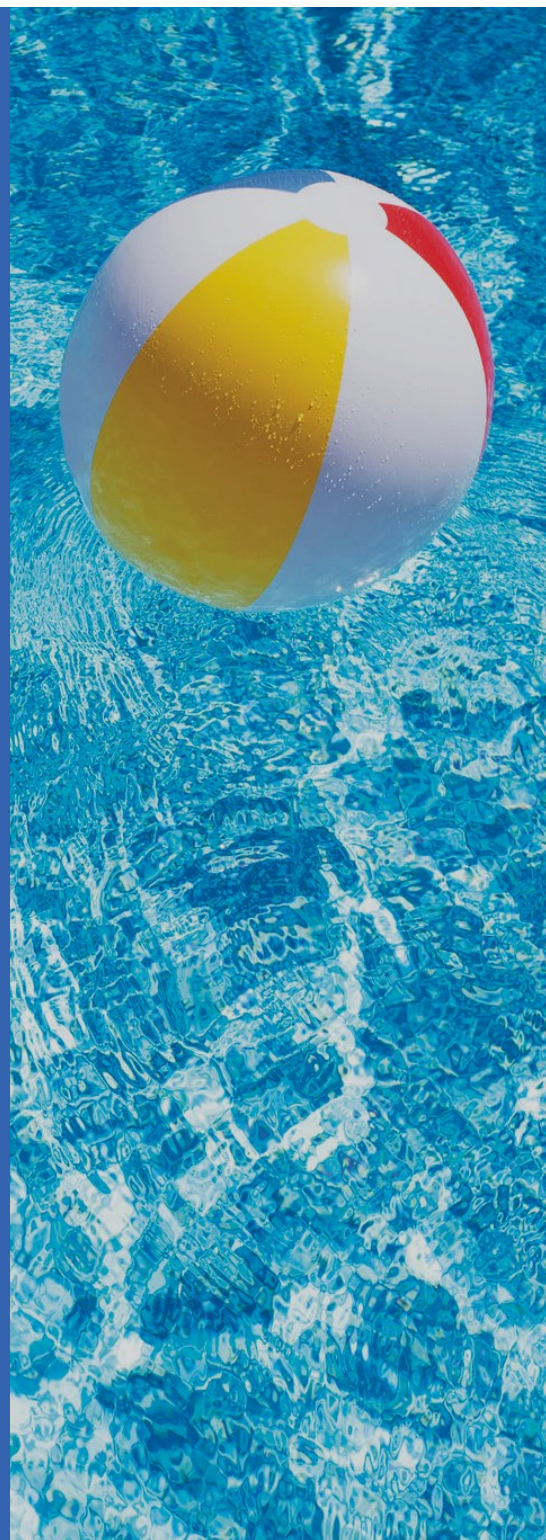
8x Reply to 8x
more Tweets

10x Receive 10x
more mentions

3x Respond 3x
faster

6x Have 6x
more followers

Value in every Tweet

We examined best practices within the Forrester framework from
Value For Customers: The Four Dimensions That Matter.[1]

Economic
Customers save or make money

👍 Discounts 👎 Expensive
👍 Profits 👎 Money wasted

Functional
Customers goals are met with ease

👍 Reliable 👎 Time wasted
👍 Ease 👎 Dysfunctional
👍 Useful 👎 Friction

Four dimensions of value

Experiential
Customers have pleasant interactions

👍 Enjoyable 👎 Discomfort
👍 Positive 👎 Negative
   interactions   interactions

Symbolic
Customers feel a sense of belonging

👍 Status 👎 Disconnected
👍 Camaraderie 👎 Invisible
👍 Insider 👎 Unimportant

Companies that understand the value their customers seek can improve in delivering it, increasing business value in the process. Organizations either don't think of value for customers or misunderstand it.[2]

Forrester defines value as, "A customer's perception of what they get versus give up." There are four dimensions that make up the overall value a customer perceives. This includes functional, experiential, symbolic, and economic value.

[1]From Value For Customers: The Four Dimensions That Matter
by Maxie Schmidt-Subramanian and Shar VanBoskirk, Forrester, 2019.
[2]From Customer Experience Professionals Video: How To Find Your Value-For-Customer Sweet Spot, Forrester, 2020.

Best practices

Each chapter of this report details the best practices for driving one dimension of value.

We'll explain each best practice, cover its benefits, and highlight any industry-specific insights. (Some best practices are more important to certain industries.)

Economic value

Take ownership of mistakes

Help customers save

Functional value

Respond quickly to mentions and DMs

Use a separate handle for care

Make it easy for customers

Experiential value

Tweet like a human and with a personality

Build relationships with customers

Symbolic value

Go the extra mile and beyond expectations

Incorporate customer feedback

Methodology

## A year of customer and brand Tweets across the globe

This is the first report of its kind from Twitter Official Partner, Sprinklr.

Together, we analyzed an unprecedented volume of Tweets to provide a broad and deep picture of best practices in Twitter care.

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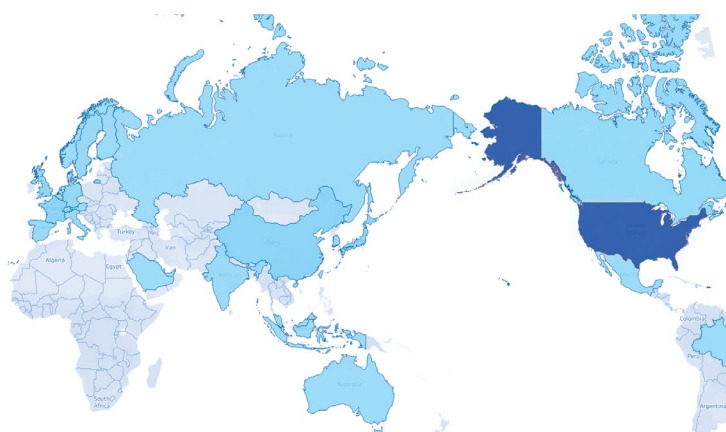
Number of handles analyzed per country

1 — 926

1,050
brands

1,226
customer-facing
Twitter handles

365
days
(July 2019–July 2020)

30
countries
worldwide

Start with brands

To learn what is happening in customer care, we needed to establish a list of brands that we would analyze and learn from. Brands were eligible for scoring if they appeared on one or more of the following lists:

- Forbes 100 Most Valuable Brands 2019
- Interbrand 100 Best Global Brands 2019
- Brand Finance Global 500 2020
- Interactive Advertising Bureau 250 Direct Brand Products to Watch 2020
- Brand Finance USA 500 2019
- Interactive Advertising Bureau 100 Direct Brand Services to Watch 2020

It's also common for brands to have multiple Twitter handles for different regions or product lines, or for customer care. In the case of international brands without a clear primary handle, Sprinklr used the U.S. handle or the most-followed international handle.

Each of the 1,050 brands in this report was scored based on a single customer-facing handle. This included:

- 874 brand handles that deliver care from their main Twitter handle
- 176 care handles that are separate from the main Twitter handle

For all 176 brands with separate care handles, we also reviewed the main Twitter handle to understand the impact of a dedicated care handle on engagement with the main brand handle.

All charts and data points in the report are based on analysis of the 1,050 primary customer-facing handles only, except where noted.

Sprinklr care score

A balanced measure of excellence in Twitter care

There's no shortage of advice on how brands should use digital channels to address customer needs. But this advice is often based only on intuition, with no data on which best practices actually pay off for customers and care teams.

We created a Sprinklr care score to measure how different best practices drive excellence in overall Twitter care.

The score measures brand performance based on seven weighted indicators of customer care on Twitter. To arrive at this specific mix of measures, we tested a large number of variables and weighting schemes against a representative range of accounts and industries.

Measure	Why it matters
Response rate	Replying to a high ratio of brand mentions demonstrates a willingness to address customer concerns. Not every Tweet that mentions a brand handle is actionable or warrants a response.
Time to first response	A quick response shows care for and attention to customers, as well as to the online conversation.
Volume of brand replies	The overall volume of Twitter replies a brand sends to customers indicates the scale of its customer care capacity.
Volume of outbound Tweets	The total volume of outbound Tweets, including both original Tweets and replies, demonstrates the brand's level of engagement with the conversation on Twitter.
Following count	Brands that follow a larger number of Twitter handles demonstrate that they are paying attention to customers.
Likes count	The number of Tweets a brand likes indicates that it is thinking creatively about how to engage with customers.
Engagement rate	The degree to which customers engage with brand posts shows that the brand is effectively speaking to its audience.

Measuring value

How best practices generate value

This report focuses on nine best practices with measurable impact in terms of moving the needle on care across industries.

We share below how each best practice was measured to show relative performance across different brands and industries.

Creating economic value

Best practice	Measurement
Take ownership	• Brand expresses regret for negative customer experiences. This indicates a willingness to take responsibility. • Brand moves customers to DM to enable issue resolution. • Incoming Tweet volume indicates customers view Twitter as a constructive care channel with the brand.
Help customers save	• Tweets indicating potential deals or discounts.

Creating functional value

Best practice	Measurement
Respond quickly	• Fast response times from the brand. • Consistent response times from brand. • Brand includes service hours in its Twitter bio, which signals what customers can expect from care team.
Offer dedicated care	• Brand has a separate handle for care.
Make it easy	• Brand includes a link to resources in the Twitter bio.

Creating experiential value

Best practice	Measurement
Be human	• Brand uses customer names in Tweets. • Brand uses GIFs in replies. • Customer Tweets with laughter emojis.
Build relationships	• Engagement rate with customers. • Number of followers. • Number of people the brand is following. • Number of Tweets a brand likes.

Creating symbolic value

Best practice	Measurement
Go the extra mile	• Brands that reply proactively, even without an @mention, show they can anticipate issues.
Incorporate feedback	• Forwarding customer suggestions to R&D or product teams shows effort at making customers feel part of the team.

Featured industries

A comparative view of 11 industries

Charts and graphs throughout the report give a comparative view of various industries. These charts feature the 11 industries with the largest number of top-performing care handles, but the overall dataset includes handles from a total of 31 different industries.

Together, the top 11 industries encompass 580 customer-facing handles.

About the industries
A quick snapshot of the industries in our dataset

Industry	Number of brands in dataset	% with dedicated care handles	% in top tier of care	% based outside the USA
Airlines	8	13%	88%	25%
Apparel	115	10%	11%	13%
Financial services	86	28%	42%	50%
Food and beverage	90	4%	16%	6%
Leisure and tourism	42	19%	38%	2%
Logistics	23	30%	35%	22%
Restaurants	15	47%	53%	13%
Retail	64	20%	50%	28%
Tech	80	45%	31%	24%
Telecom	40	55%	63%	73%
Utilities	17	6%	53%	41%