



Financial services go the extra mile

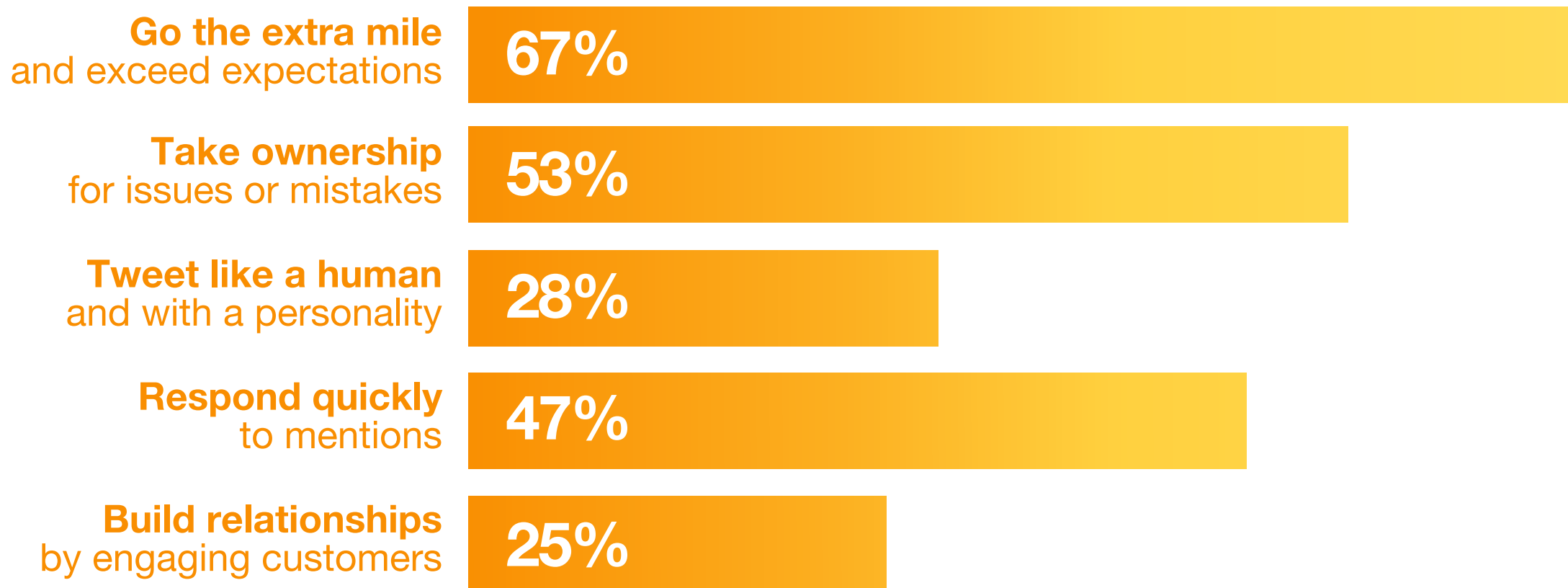
Thoughtful gestures make lasting impressions on Twitter. Brands that practice unexpected kindness and go the extra mile for customers create enduring value.

50%

of top-performing financial services brands have a dedicated care handle

Follow the best

This chart shows the percentage of top-performing financial services brands that excel at each best practice.



Tweet to impress Three ways to go the extra mile

1.

Anticipate customer needs

Dialogue should be a constant, not just for times of crisis.

2.

Build relationships

Engage with followers in unexpected ways. Pose questions and ask for feedback.

3.

Use AI to prioritize concerns

Identify issues before they become widespread and proactively Tweet solutions.