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The most successful logistics handles build trust by taking ownership of the situation. They acknowledge customer concerns and offer smart solutions.



of customers feel it's important for a brand to own an issue

## Follow the best

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

<b>Take ownership</b> for issues or mistakes	100%
Go the extra mile and exceed expectations	100%
<b>Respond quickly</b>	75%



## Tweet to impress Three ways to own it to win

### 1.

Acknowledge the concern When brands embrace accountability, customers feel understood and valued.

#### 2.

**Give value** Saving customers time or money. Offer free shipping or a discount on a future order.

#### 3.

**Don't leave Tweets unanswered** Follow up on Tweets that need action while steering any sensitive conversations to DM.

Logistics brands include companies like: @DHLUSHelp, @Uber\_Support, @FedExHelp, @UPSHelp, and @XPOLogistics