



# Retail owns it to win

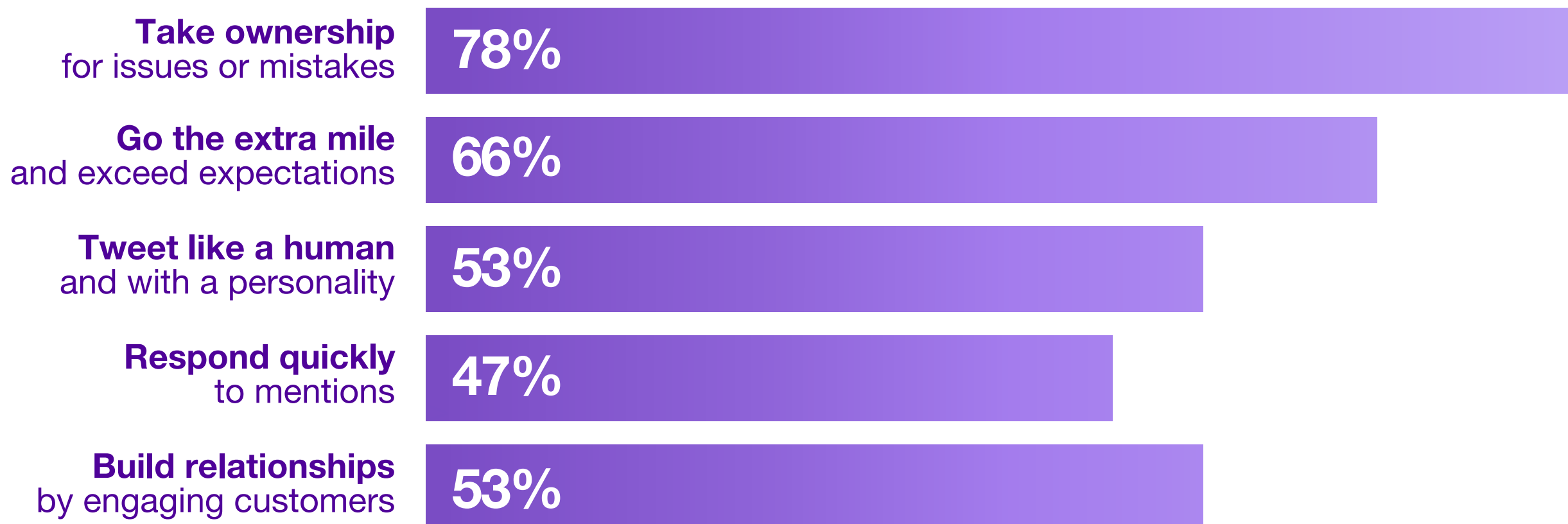
The most successful retail handles build trust by taking ownership of the situation. They acknowledge customer concerns and offer smart solutions.

64%

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

## Follow the best

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



## 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.