# lech goes the extra mile

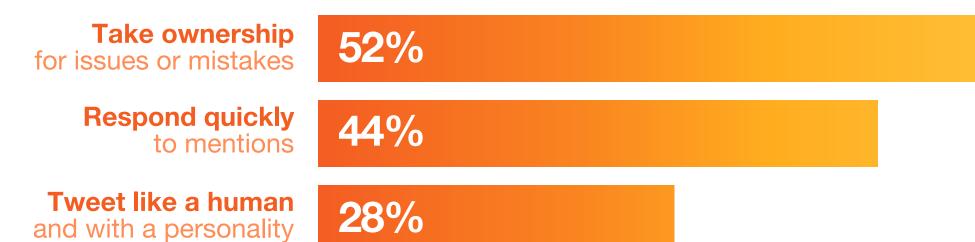
Thoughtful gestures make lasting impressions on Twitter. Brands that practice unexpected kindness and go the extra mile for customers create enduring value.



Tech brands\* are top in Twitter care

## **Follow the best**

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



**Build relationships** by engaging customers

Go the extra mile and exceed expectations



12%

## **Tweet to impress** Three ways to go the extra mile

**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.