



Telecom 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.



of top-performing telecom brands have a dedicated care handle

Follow the best

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

Take ownership for issues or mistakes

Go the extra mile and exceed expectations

Respond quickly to mentions

Tweet like a human and with a personality

Build relationships by engaging customers

40%

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.