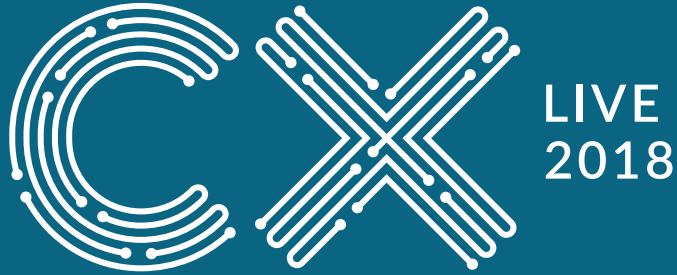


#CXL18



LIVE  
2018

Presented by **Lithium**



# Delivering Social & Community CX at Scale

James Woods

#CXL18

Presented by **Lithium**

# DELIVERING SOCIAL & COMMUNITY CX AT SCALE



## Virgin Media

Using digital to make good things happen

Ten years of Social Media & Community care

Lithium Social Media Management  
Lithium Community platform



## James Woods

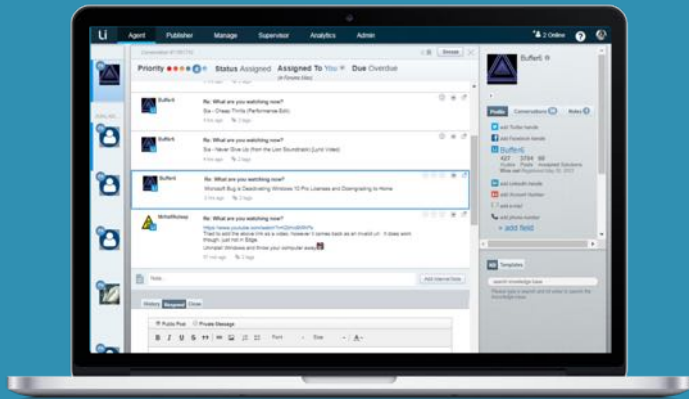
Community & Forum Lead

Lithium Community Manager I & II Certification

Lithium All-Star 2018



# DELIVERING SOCIAL & COMMUNITY CX AT SCALE

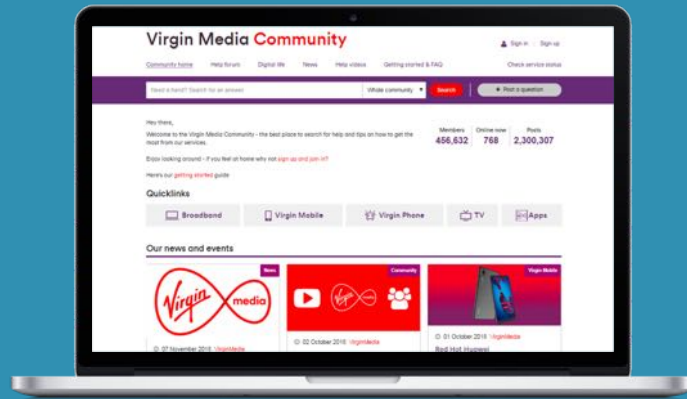


## Social Media Management

Thousands of interactions daily

Response time measured in minutes

Supporting customers across multiple channels



## Community

Peer-to-peer accounts for 80% of posts

Community team respond where customers can't

Over 1 million visits a month



## DELIVERING SOCIAL & COMMUNITY CX AT SCALE



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# DELIVERING SOCIAL & COMMUNITY CX AT SCALE



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SOCIAL MEDIA 2008



# DELIVERING SOCIAL & COMMUNITY CX AT SCALE



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SOCIAL MEDIA 2018



# Case Studies

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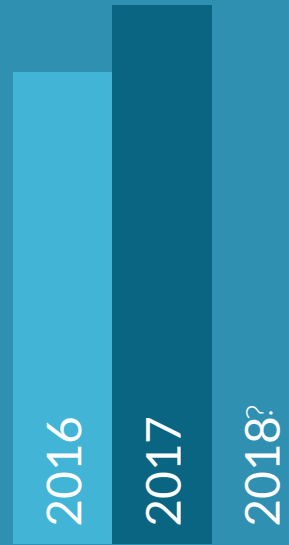
# DELIVERING SOCIAL & COMMUNITY CX AT SCALE



## PAGE VIEWS



## POSTS



#1 CHANNEL GROWTH

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# DELIVERING SOCIAL & COMMUNITY CX AT SCALE



## Customers

Channel of choice & channel expectations

## Brand

Managing events, incidents and reputation

## Insight

Sharing the story from social

## Business

Proving ROI on social media interactions



## DELIVERING SOCIAL & COMMUNITY CX AT SCALE



+469%

#3 HYPER-SOCIAL

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Over to you

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# DELIVERING SOCIAL & COMMUNITY CX AT SCALE

#1

What can you do to manage **channel growth** sustainably?

#2

What tools, skills, and expertise can you access or leverage to **deliver more?**

#3

How do you manage a **Hyper-Social** event supporting an incident and normal traffic?



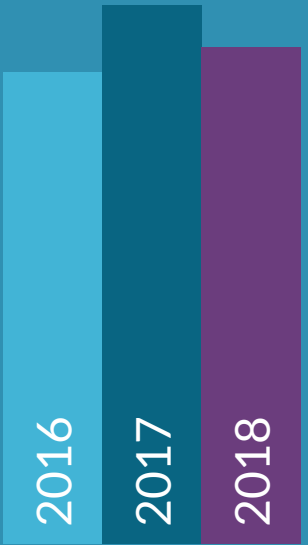
# MANAGING SOCIAL MEDIA AT SCALE



## PAGE VIEWS



## POSTS





## MANAGING SOCIAL MEDIA AT SCALE

### Smarter Journeys

Reviewing most viewed pages

Most common new topics

Identifying opportunities for efficiency

### Smarter Content

Search results analysis – on and off platform

SEO improvements

Delivering relevant content depending on location

### Smarter CX

Trialled and implemented features

Modified layout of post page

Signposting suggested journeys



# DELIVERING SOCIAL & COMMUNITY CX AT SCALE

Customers

## Queue Management

SMM refinements  
In-depth priority and tagging systems

Own it!

Get in there fast and show true ownership of the situation

Brand

Insight

## Streamline

Use SMM Manage view to read key comments.  
Standardise reporting

Love Data

Get to grips with the statistics driving your operation

Business

#2 DELIVERING MORE

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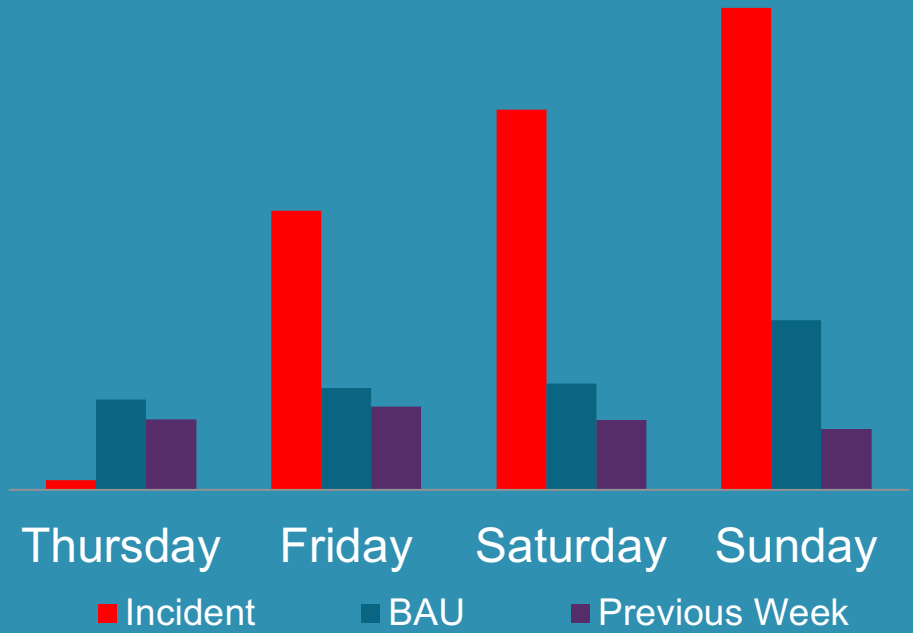




# DELIVERING SOCIAL & COMMUNITY CX AT SCALE



## INCOMING SOCIAL MEDIA POSTS



### #3 HYPER-SOCIAL

### #CXL18



@VirginMedia | [virginmedia.com/community](https://www.virginmedia.com/community)

James Woods | @JamesWoodsSM

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