

Crisis Management for Care

Dave Evans, VP Social Strategy | Travel and Hospitality, Lithium



Presented by **Lithium**

SOCIAL CHANNELS INTRODUCE CHALLENGES TRADITIONAL CHANNELS DON'T



Extreme Customer Expectations



Unpredictable Volumes & Noise



High Risk/ Reward

1. CUSTOMERS HAVE CHANGED

Buyers have extreme expectations.

They want more, want it now, want it easy, & enjoyable



Customer expectations



2. GREAT SOCIAL CARE IS TABLE STAKES

Customers have
Extreme Expectations



73% expect a response
from brands to
Tweet

Unresponsiveness Poses Risk
to Revenue & Reputation



70% of complaints go
unanswered*



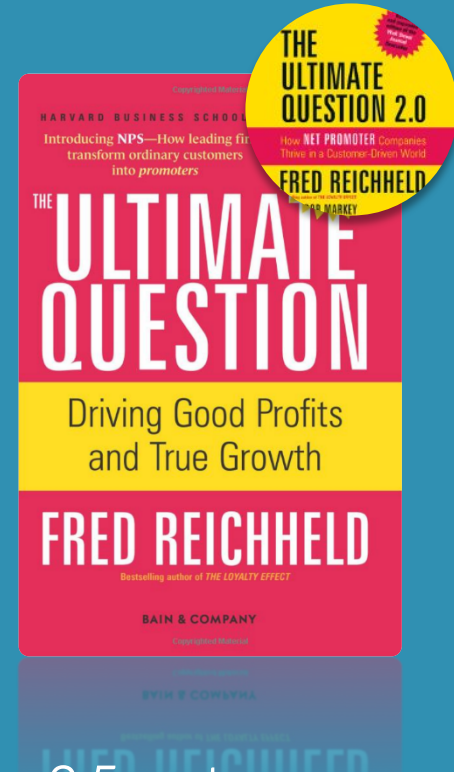
72% expect a response
within an hour



40% feel more negative
when not responded
to in timely manner

3. TRUSTED BRANDS GET RECOMMENDED

Appealing to individual customers in the context of a specific transaction encourages positive recommendations which in turn maximize the current and future value of the relationship.



“The most recommended company in its category grows 2.5x category average”

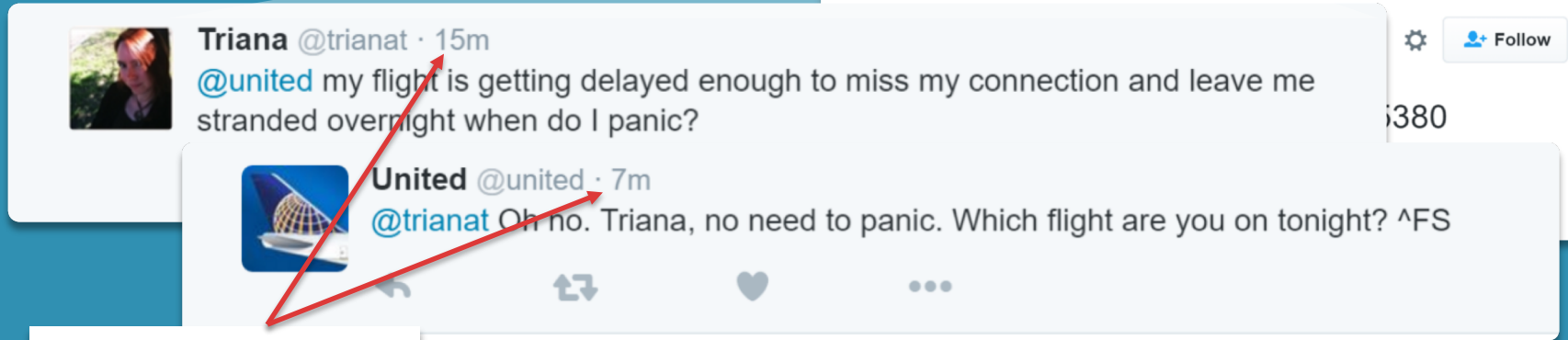
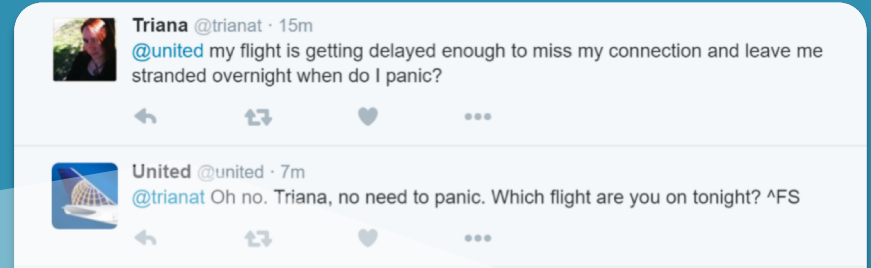


What defines “crisis?”

5 minutes

SOCIAL MEDIA IS PART OF DAY-TO-DAY CARE...

Millennials prefer mobile and social: global travel and hospitality brands all validate this shift along with the associated measurable cost reduction.



8-minute response time

...BUT CAN ALSO BE THE SOURCE OF EXPOSURES WITH REAL BUSINESS IMPACT

Real-world events can generate a follow-on crisis on the social web, driving abnormal surges in social media traffic: this can disrupt day-to-day customer care.

This impact is felt beyond the immediate issues, creating a negative brand impression that extends across the customer base.

Two girls barred from United flight for wearing leggings

By Lisa Lane



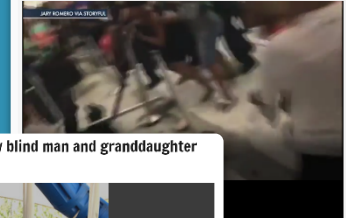
▶ Play Video 1:00

Frontier Airlines refused to allow blind man and granddaughter on plane at Tampa airport

United Airlines is reportedly to face backlash as well as

several airlines following a flight to Denver

Angry passengers after Spirit cancels flights



Here's Why Delta's Response to Ann Coulter Was Perfect, According ...

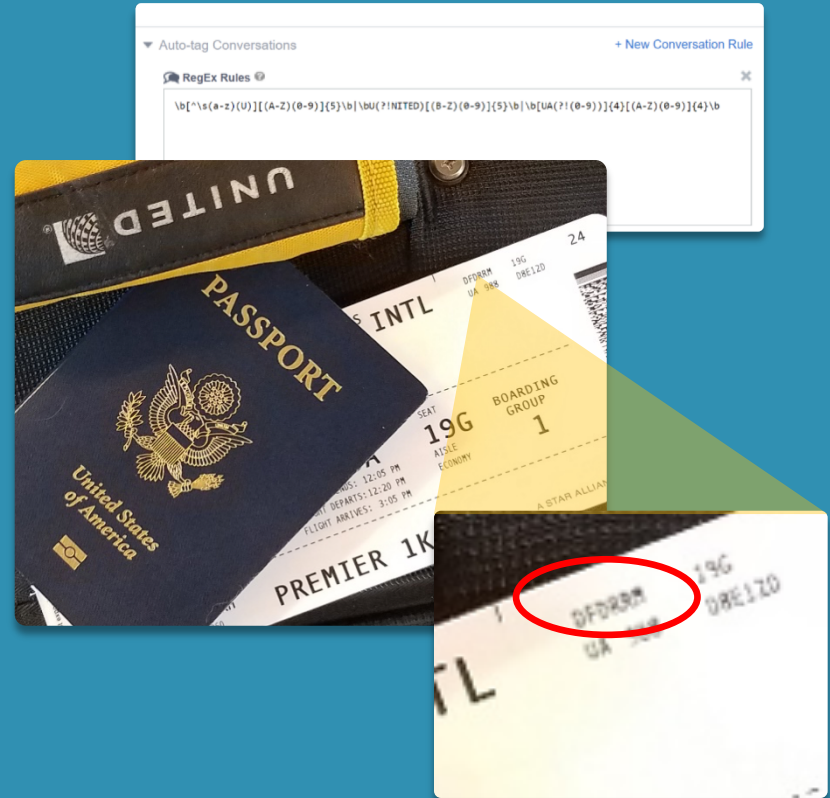
"Delta was bold and quite strategic," one PR exec said

fortune.com

CRISIS RESPONSE: IT STARTS BEFORE THE CRISIS OCCURS

Managing crises begins before the event happens: being ready means having processes in place to manage abnormal activity due to events:

- 1) Process: Crisis Policy
- 2) Tools: Specialized PII Detection
- 3) Technology: Prioritization; Bots



A DIGITAL CUSTOMER EXPERIENCE PLATFORM





How is “Social” accounted for?

5 minutes

GEO-FENCED LISTENING: EARLY CRISIS DETECTION

Airports are beginning to offer mobile apps and social media engagement as part of the overall air traveler experience, this is currently an IATA working group effort.

This in turn requires an effective platform to manage this source of traveler interaction.

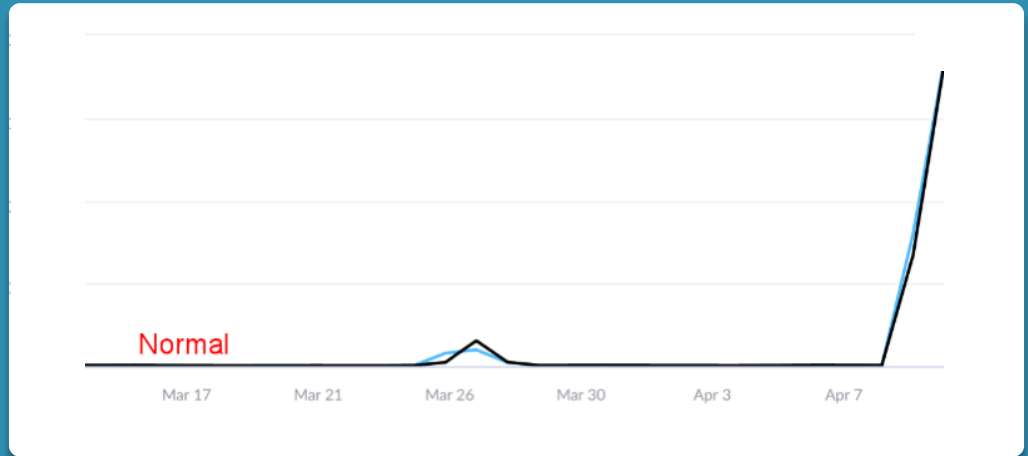
The collage consists of several overlapping elements:

- Top Left:** A YouTube video player showing a Boeing 737 aircraft in flight, titled "DFW Airport, Part 1 - 08-19-2011".
- Bottom Left:** A Flickr photo of a United Airlines aircraft on the tarmac at DFW/Dallas Airport.
- Top Center:** A screenshot of the Netbase software interface. The "Geo-fence" window shows a map with a blue polygon around Cincinnati Northern Kentucky International Airport. The interface includes search boxes, keyword filters, and a list of topics.
- Bottom Right:** A screenshot of a Twitter feed for CVG Airport (@CVGairport). The profile shows 6,523 tweets, 1,221 following, 13K followers, 5,315 likes, and 5 pins. A tweet from @SevenOakRanch is visible, mentioning "Seven Oaks Ranch" and "CVG airport".

A SCALABLE PIPELINE IS CRITICAL TO MAINTAINING SLAS

Altogether, crisis preparedness means planning and rehearsing the following:

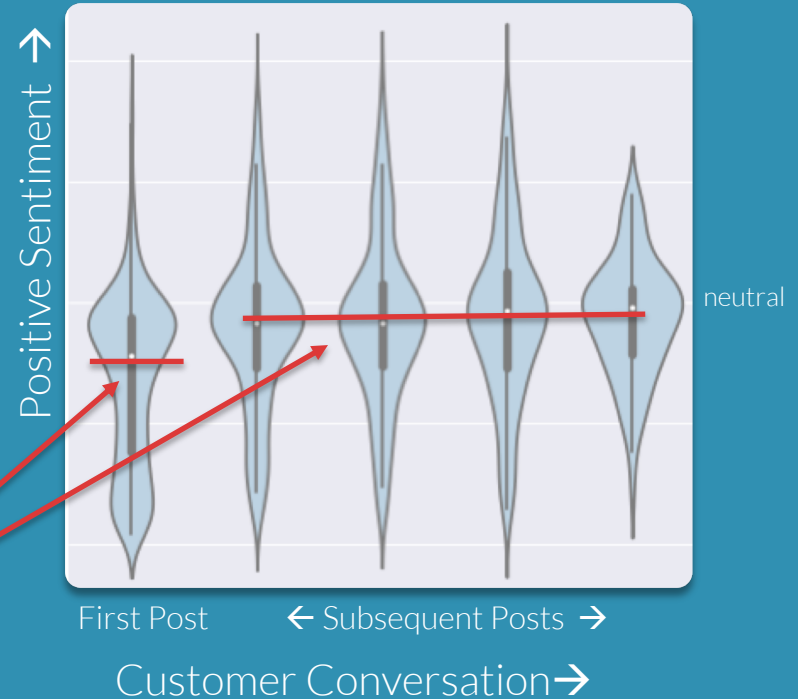
- 1) Crisis Policy
- 2) Retro-active Control
- 3) Dynamic Routing
- 4) Granular Prioritization
- 5) Automated Disposition
- 6) Scalable Pipeline



CONNECTION: HAPPINESS BEGINS WHEN RESOLUTION STARTS

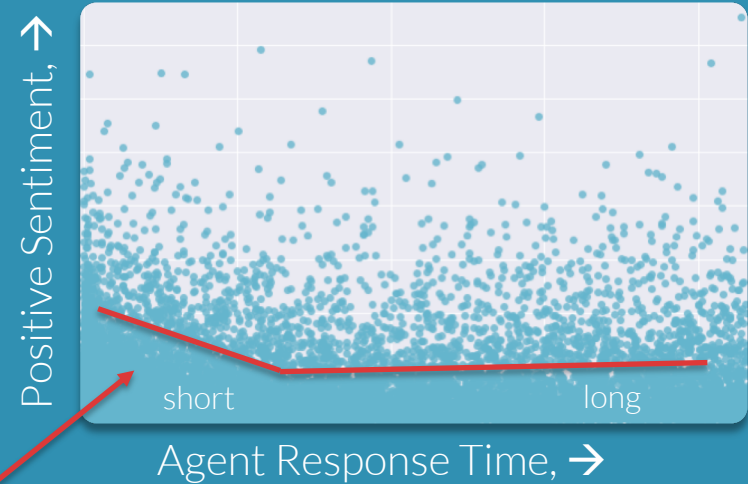
There is a positive correlation between conversation duration and the likelihood of a positive shift in sentiment; This was observed across leading brands using social customer care.

Many initial posts are “negative,” while subsequent posts trend positive



CONNECTION: HAPPINESS AND RESPONSE TIME

When agents respond quickly, the likelihood of favorable sentiment conversion increased.



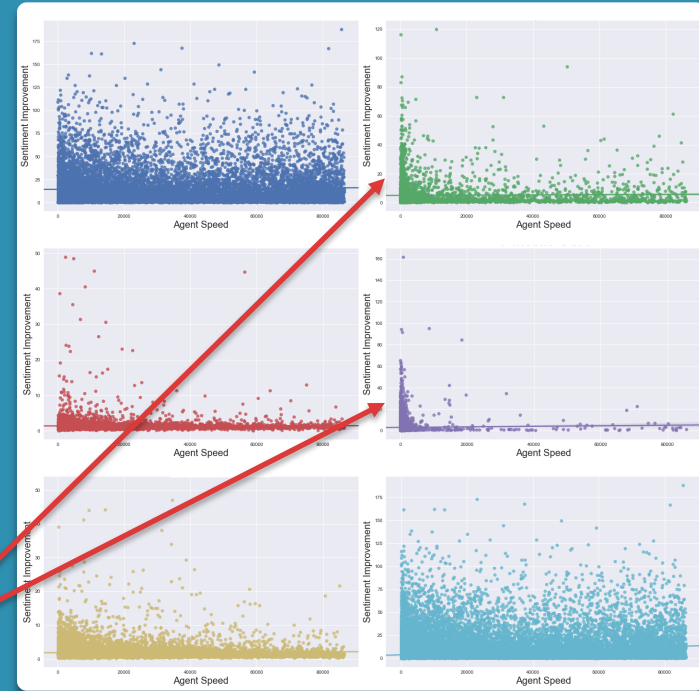
Shorter response time correlates with higher likelihood of positive conversion

CONNECTION: HAPPINESS AND RESPONSE TIME

Finally, a significant relationship was observed for brands claiming and delivering very fast response times (sub 5-minutes).

The brands with the shortest response time SLAs produced the most striking gains as a function of response time.

High gain in sentiment for ultra-fast response

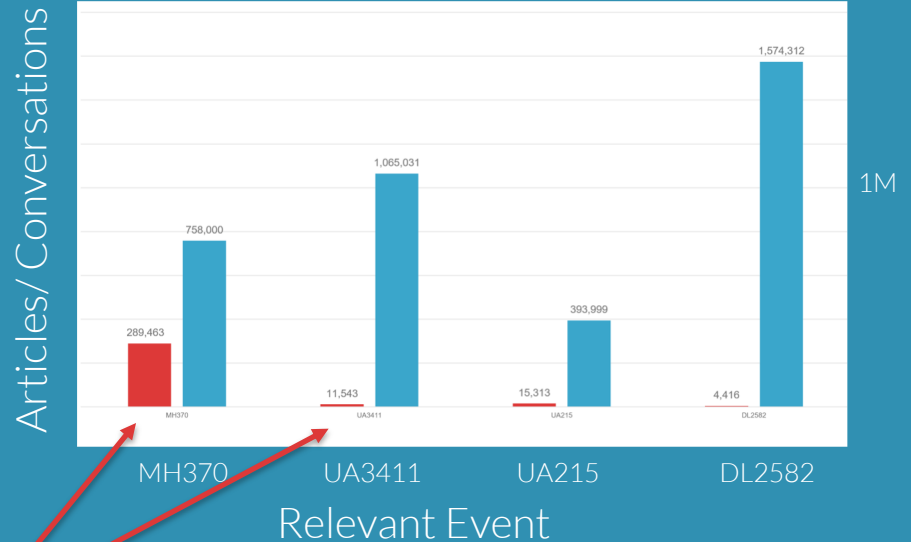


SOCIAL MEDIA CRISES HAVE A LIFE OF THEIR OWN

Distinct from the expected conversations associated with aircraft incidents, very high conversation volume can result from “social crises,” and in particular to passenger issues of perceived injustice, inequity, etc.


The resulting “piling on” (aka “viral”) effect can swamp the customer care team, spreading the crisis impact far beyond those directly involved.

Ratio of social media conversation to news coverage can be very high for “social” crises



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








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Southwest Started My Bachelorette Party Off Right!

06-25-2017 09:50 AM


 [simanskil](#) NEW ARRIVAL

Six of us were travelling from Baltimore to Charleston on May 4, Flight #993, for my bachelorette party. We were already really excited about being together and for the upcoming trip, but Southwest helped us get more excited.

First, I was greeted on the plane with smiles from the whole Flight Crew. Then Flight Attendant who welcomed us onboard had similar exciting news that she was celebrating her 10th wedding anniversary, which was refreshing. I often hear people say that life is over when you get married, but this Flight Attendant shared how she is still in love and still happy. It was inspiring!

We all sat together in the back two rows and the two Flight Attendants taking care of the back greeted us professionally, but were equally as excited for us. They even announced over the speaker that I was on the plane and for everyone to wish me luck in my marriage.

When I was getting off the plane, the initial Flight Attendant and the Captain were waving a bottle of champagne towards me. It was so sweet! They made me feel so special and I really appreciated it. I don't think people give enough good reviews only bad reviews, and I wanted to acknowledge these people and that it meant a lot to me and my group. Great Customer Service, and I will definitely book all future trips (especially group trips) with Southwest!



All of us with the champagne after we landed.

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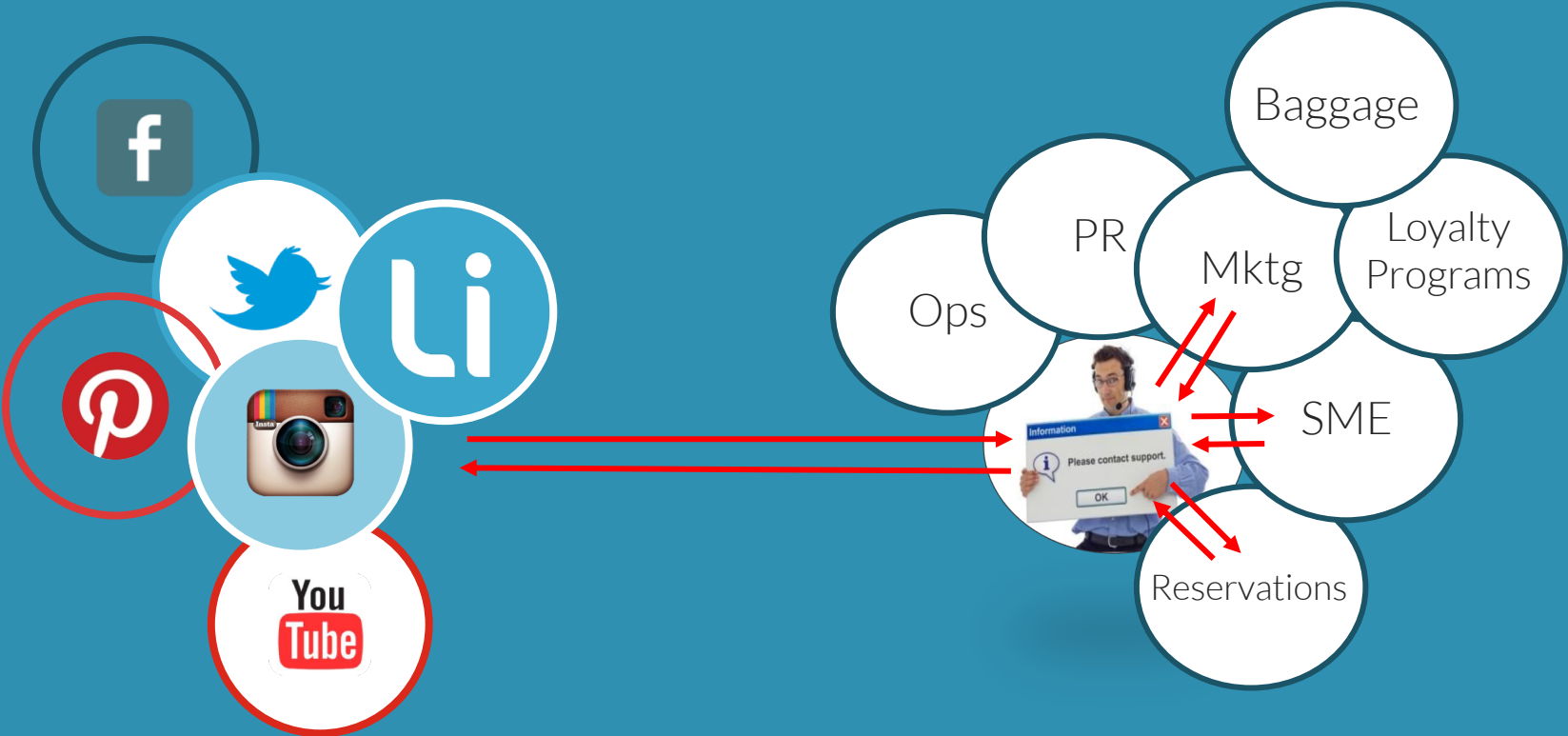
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Conversations can be picked up, assigned, and routed. Requests for help can be automatically configured to appear in the queues of specified experts.

Priority 1 Status Assigned Assigned To You (in Customer Service)

Assigned to Me
2 conversations

alpine365
Insulation under lap siding on the west side of a house.
I am changing out the siding on a 1987 house that has a tyvek layer. With window trims I do not have space for a think insulation:thus can o...

Apr 21 11:31 AM

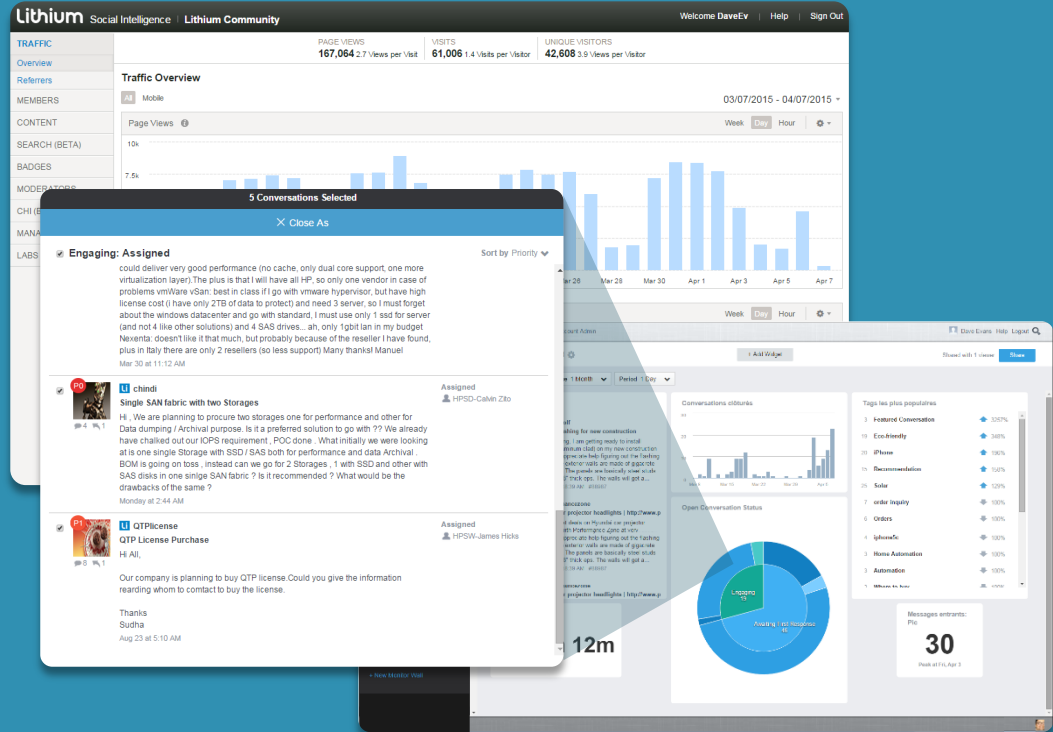
UdayG
Exporting data from OpenX Console - Env friendly.
Hello, Any ideas how to accomplish this? Would love to learn more about this.
Wednesday at 2:13 PM # Overdue

Apr 29 12:13 PM

Note... Add Internal Note Request Help 2 Helpers Subscribed

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Advanced analytics views with drill-down capability encourage “digging in” to identify progress and further opportunities.



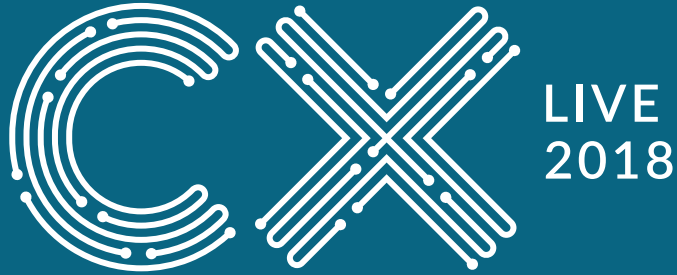


What is your plan?

5 minutes

Table Presentations

15 minutes



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