



SocialPath

Improving Social Media Engagement & Service



WHAT IS ENGAGEMENT?

Is it someone talking and another listening? No. Talking and listening are components necessary in having a conversation but in order for a conversation to have meaning to the individuals they must arrive at a connection. Whether they are connecting on likes, dislikes, opinions, philosophies or any other matter there must be a connection. Connections lead to engagement and engagement forms the foundation for trust.

People make connections every day. However, people don't generally "connect" with companies and few companies really "connect" with their patrons.

In the social media infused world of today, conversations abound between individuals. However, companies, for the most part have a one-way, generic approach to communicating through online media to their customers and miss out on making connections.

WHERE IS THE DANGER?

For companies, the danger comes in talking too much and listening too little. People are, in fact, individuals and individuals want to know that their voice is being heard. Many times, when companies don't meet someone's expectations, the individual begins with complaining to the company and, if not addressed to their satisfaction, they look for the highest online rooftop to shout their issues.

Unfortunately, most companies don't monitor online comments. In some cases, companies don't even respond to negative posts on their own Facebook pages. Online negative comments can be very damaging to a company's brand image because they are public and allow for others to contribute to a negative comment chain. Within minutes, one initial negative comment can draw a chain of 15-20 additional negative comments. And, to the common reader, a non-response by the company makes it appear as if the company doesn't care about these comments or has no idea they exist.

DID YOU KNOW?

67% of consumers have used a company's social media site for servicing

42% of social media customers expect a response within an hour

When companies engage and respond to customers over social media, those customers end up spending 20% to 40% more with the company

83% of those surveyed said they liked – or even loved – when a company responded to them on social media

#PATH2SOCIAL

When it comes to your SocialPath Solutions model, you have the freedom to choose how you want it to operate.

Turnkey Consulting Model

Our SocialPathSM Consultants assist clients in catching-up and aligning with the pace of social media. We begin by creating a Social Strategy. Next, we create a Channel Purpose and Content Guide for each social platform. Third, we create a Listening Guide which outlines the cue's that we will listen for and on what channels and then we map those cue's to cue types.

The fourth step is to create an Engagement Plan which will contain a Social Response Protocol for each cue and channel combination. The last step is to activate the SocialPath Response Team and start conversations with customers on the company's behalf.

The #Path2Social is a proprietary process of deep diving into the use of different social media networks to engage with Customers to grow your audience and give them another way to interact with you for service when and where they want to do it. SocialPath Solutions Consultants work with you to clearly define how each network is best suited for your line of business through critical analyses and training sessions with key members of your team. Your journey on the #Path2Social includes:

- Social Media Account Auditing
- Network Level Social Response Protocols
- Acceptable Use Planning for Employees
- Brand & Advocate Engagement Plans
- Choosing the right Key Performance Indicators
- Change On-Going Model to Industry Best Practice Service Model

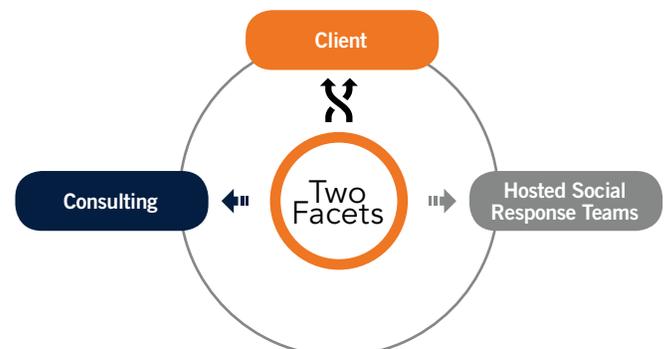
OUR SERVICE MODEL

Consulting

Some companies recognize the value of expanding into social media Customer service, but do not have the in-house experts available to choose the right tools or people for success. SocialPath Solutions Consultants fill this need by providing training solutions for front line agents, unit managers, and senior leaders on-site or via remote interactive sessions and webinars. Our Consultants understand the challenges of large enterprises and small business scalability when it comes to social media Customer service.

Hosted SocialPath Response Teams

SocialPath Solutions welcomes the opportunity to help build your internal team, but it isn't always the best solution. Alternately, we provide teams of trained agents to do the work for you. Our Hosted SocialPath Response Teams seamlessly respond to your Customers' concerns on your behalf and provide regular actionable insights to you. Our teams are ready to reply to simple engagement opportunities or more complex issues and emergencies.



Following is an illustration of various cue categories, cue examples and actions taken by the SocialPath Response Team (SPRT).

Industry Category

- Online comment identified: *"Flying used to be fun ... now it's a pain #hatingit"*
- SPRT acknowledges comment and pings back to individual *"What airline were you flying? Have you tried ABC Airways?"* SPRT logs interaction and hands off to client's customer acquisition team.

Company Category

- Online Comment identified: *"Why isn't ABC Airways more charitable?"*
- SPRT acknowledges comment and pings back to individual *"Actually, ABC Airways invests 5% of its profits into free airfare for families of young cancer patients".* SPRT logs the interaction and hands off to client's customer satisfaction team.

Product Category

- Online comment identified: *"The seats on ABC Airways are too close together. Very uncomfortable."*
- SPRT acknowledges and pings back to customer *"Our new 727 coming out in November will solve that problem. You'll experience more room between the seats and free WiFi!"* SPRT logs response and hands off to client's marketing team.

Brand Category

- Online comment identified: *"Flight attendants on ABC Airways are amazing and I love the funny comments over the speaker!"*
- SPRT acknowledges and pings back to customer *"Glad we made your day a little brighter!"* SPRT logs response and hands off to client's brand management team.
- SPRT shares on company socials (Company Facebook page, etc.)



Fuzzy / Location Category

- Online comment identified: *"Why doesn't ABC Airways fly out of Dayton, OH?"*
- SPRT acknowledges and pings back to customer *"Sorry that we don't fly out of Dayton. However, we do have a number of flights out of Columbus and Cleveland."* SPRT logs response and hands off to client's logistics team.

THE FIVE LEVELS OF SOCIAL SUCCESS

<p>AWKWARD</p> <p>Little or no social presence without an official or unified voice.</p>	<p>ACTIVE</p> <p>Independent teams have created some social media presence, but the efforts are fragmented.</p>	<p>ENGAGED</p> <p>Cohesive decisions and planning are creating a unified voice for the brand.</p>	<p>INTEGRATED</p> <p>New tools are being brought on board to help increase reach and quality of social media efforts.</p>	<p>OPTIMIZED</p> <p>Social media is a part of your business. You are integrating what customers are saying into future business plans.</p>



BREAKING DOWN BARRIERS

SocialPath allows your company to break down online communication barriers with your customers. Moreover, it allows your company to begin a dialog with your customers and establish connections which will convert customers into advocates for your brand.

Large corporations can establish elaborate internal social response teams and acquire the proper listening technologies. However, most small to medium size businesses cannot.

We created SocialPath to allow any organization the ability to consult with an online social media expert, improve their customer dialog, outsource "listening" to an expert, outsource social interactions and benefit from closed-loop analytics; routing and reporting on response and impact measurements.



About SocialPath

SocialPath Solutions is a spin-off of Y&L Consulting, Inc. SocialPath Solutions helps clients drive social customer service and engagement through our consulting services and/or tailored, hosted, social response teams.

Powered by Y&L

Y&L Consulting, Inc. - a YASH Technologies Group company, headquartered in San Antonio, Texas - has assisted many medium-size and large companies with their IT architecture, programming, service desk, business intelligence, social and integration needs through a network of sales and development centers across five continents. Clients benefit from the combination of high caliber IT professional services talent with high-end solution expertise.

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