

# Customer Service Goes Social



Our society today is obsessed with the Internet. We can shop, read the news, watch TV, and talk to our friends without having to change out of our pajamas. Of course, the shining star of the Internet craze is Facebook. Facebook recently achieved a remarkable milestone – 1 billion active users. That’s right, 1 in 7 people *on the planet* has a Facebook account.

Customer service is no exception to the Internet craze. Using social media as a platform for customer service is easy and convenient for both you and your customers. It brings your business directly to their fingertips. They can share their concerns with your entire customer base, and get instant, personalized responses from you.

Your Facebook and Twitter pages are the portals straight into your office. Are you using them to their full potential? Here are some tips to maximize the customer service experience for your customers:

- **Instant reply.** The reason customers use Facebook to contact your company is because it’s convenient for them. If you don’t respond right away, then they should have just called your support line. Try to respond within five minutes.

- **Mind your mannerisms.** Your brand has a personality, and so do all of your employees. Try to maintain a consistent personality (of course, one that is helpful and friendly) in your interactions so that customers associate it with your company. Whether you're playful and casual, or completely professional, make sure to stick to it.
- **People like talking to people.** If you have multiple people using the same social media account, each person can sign their responses. It reminds the customer that they are interacting with a real person.  
For example: "I hope this helps! Feel free to let us know if you have any further issues. -Brian"

Do you have any tips on using social media for customer service? We would love to hear them! Just post them in the comments section below.