



Welcome CFMGMA Members





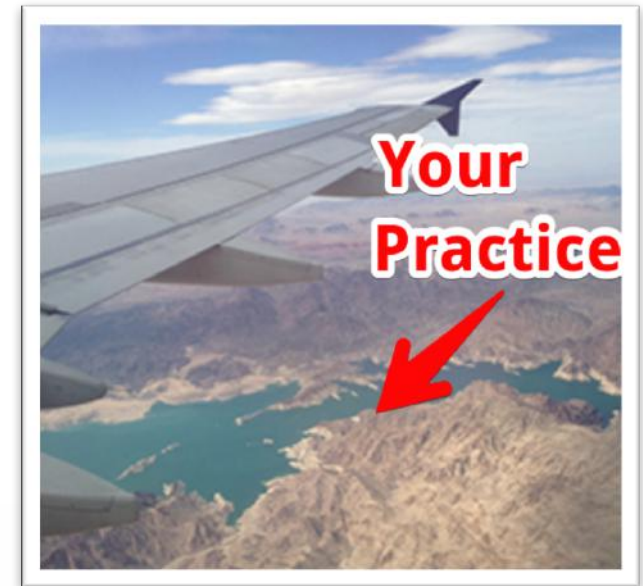
Social Customer Service



Here's What Today is
Going to Look Like

Agenda

- Part 1 - Top Level 30,000 Foot View
- **Break**
- Part 2 – Action Items for You



Overview

- The current state of customer service
- The most common complaints shared on social media about medical practices
- Understanding how to structure your new customer service team
- How technology is driving the customer experience



Part 1: Top Level Understanding



State of Customer Service



State of Customer Service

- Companies spend more time and money trying to get new sales rather than keep existing customers happy.
 - \$500 billion a year on marketing and advertising
 - \$50 billion on CRM
 - \$9 billion on customer service



State of Customer Service

- Costs 7x more to get a new customer than keep an existing one
- A 10% increase in customer retention levels will result in a **30% increase** in the value of a company
- Poor customer service results in **\$83 billion** in losses by US companies every year



Question

A _____% increase in customer retention levels will result in a **30% increase** in the value of a company.

State of Customer Service

- By 2020, customer experience will overtake price and product as the key brand differentiator
- A customer who is happy with the service they receive will tell between 4-6 people
- 9 out of 10 customers say they would *pay more* for superior customer service



What Is Social Customer Service?

- Think of it as the marriage of customer service & social media
- First comes love, then comes marriage, then comes baby in the baby carriage
- The offspring in this case? Your online reputation



State of Social Today

- 80% of customer service interactions are happening on Twitter
- 91% of customers now read online reviews (*Brightlocal*)



State of Social Today

- 2.8 billion using social media
- 37% global penetration
- 22% increase since last year



State of Social Today

- Facebook #1 - 1.8 billion on Facebook every day
- When asked the single most important marketing focus for 2017, 22% of businesses mention Customer Experience



Why Does it Matter to You?

- Again, over 90% of customers are looking at reviews
- Patients making decisions based solely on reviews and star ratings
- Presents an opportunity to differentiate from hospitals

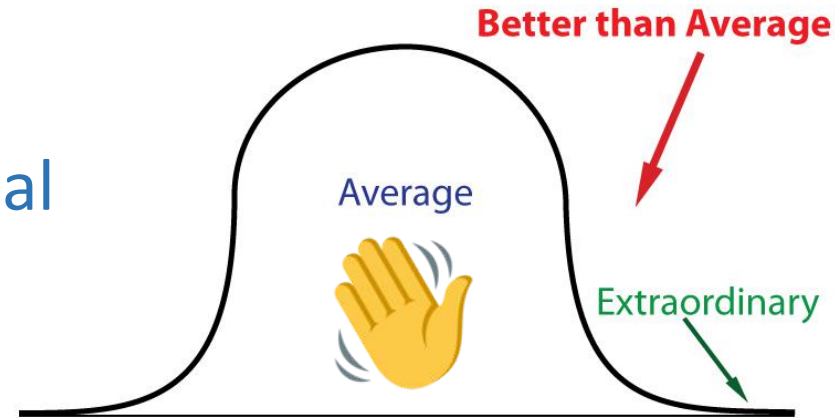


Question

Over _____% of customers are looking at reviews

Where to Start?

- “It’s never been easier to be average.”
- Inspirational vs Aspirational
- If you aspire to provide exceptional service, then everything you do contributes to this goal



Aspirational Examples



It's time for a new approach

Integrated Marketing Communication Plan

- Defined as: communicating a consistent identity from message to message, and medium to medium, and *delivering consistently on that identity.*
- It requires not only the identification of a powerful, unifying strategy and compelling voice for your brand, but the discipline to roll it into every aspect of your organization—from advertising to sales, customer service to customer relationship management programs (and beyond). It's *not* for the faint of heart.
- Key Takeaway



BREAK TIME



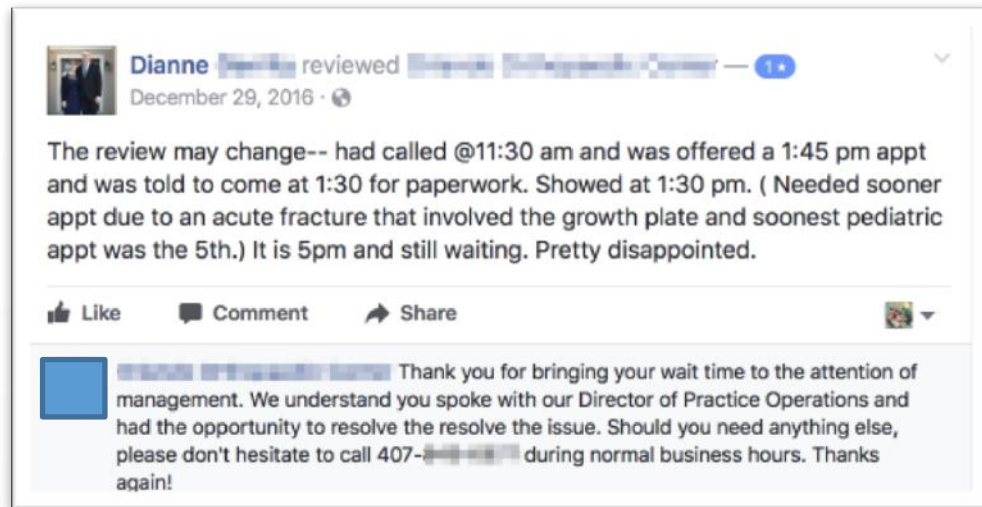


Part 2: Let's Talk Tips & Action Items



Why Do People Complain?

- Sometimes people just want to be heard - social gives them a chance to do it
- Different types of complaints - helps guide how/when to respond



Why Do People Complain?

- Avoid (or encourage) the **herd mentality**
 - 95% of people will follow an 'informed' 5%
- Think about the top 5% of companies in terms of customer experience



amazon



WALT DISNEY World.

Proactive Communication

- The face of public relations has changed – it's social now.
- You have an opportunity to craft the message you want and encourage engagement
- Your patients now have a say in your brand message, too





Aspirational Examples

 **Car-luh** @carladelreyy 3 Jan
@Wendys what should I get from McDonald's???? 🤔

 **Wendy's** @Wendys [Follow](#)

@carladelreyy Directions to the nearest Wendy's
1:36 PM - 3 Jan 2017
182 597

 **Devon Peacock** @dpeacock980 · 4 gen
@Wendys How much does a Big Mac cost?

 **Wendy's** @Wendys

@dpeacock980 Your dignity

 **Cosmic** @iCosmics 4 Jan
I bet you wont give me free cheeseburgers for a year @Wendys

 **Wendy's** @Wendys [Follow](#)

@iCosmics You are correct.
7:12 AM - 4 Jan 2017
49 308

 **Mika** @_InkedSnowFlake
@Wendys can you find me the nearest Mcdonalds?

 **Wendy's** @Wendys



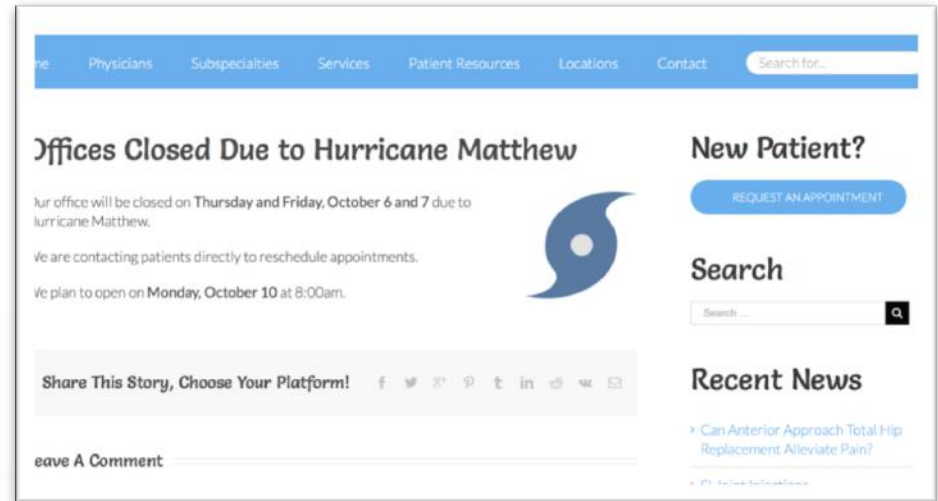
Proactive Communication

- The conversation is happening already, whether you ignore it or not
- Use every patient interaction (online and offline) as an opportunity to grow, educate staff and adjust
- What channels should you be on?



Proactive Communication

- Crisis Management
 - Using tools available to control the message and bypass traditional means



Proactive Communication

Southwest

- Tech failure led to flight cancellations
 - Say you're sorry and mean it
 - Live video works great
 - Hug your haters

EVERY channel is a customer service channel



Question

Poor customer service results in \$_____ **billion** in losses by US companies every year

Aspire to be Great

- Developing rock star employees
- The sooner you engage employees, the better
- Communication is key w/employees
- Employees are key players in your integrated marketing communications plan



Aspire to be Great

- Reward and educate
- Culture by design
- Share what's happening throughout practice
- Clarify and Create a Framework



Building Your Team Framework

- Who manages customer service?
- Who manages social media for your practice?
- What happens when a patient engages the practice online?



Building Your Team

- Culture by Design – Integrated Communications through Employee Training Initiatives
 - Customer Service & Social Media for Business 101
 - You are the Most Important Person in our Practice
 - Updating Your Personal Social Media to Boost Your Career
 - Turning a Frown Upside Down: How to Handle Negative Patients

Tools in the Toolbox

- Social monitoring tools
 - Facebook Business Manager
 - Hootsuite
 - Mention
 - IFTT
- Customer interaction tools
 - Spark Central
 - Sprout Social
- Reputation Management tools
 - EMPATHIQ
 - Review Trackers
 - Solution Reach
 - Demand Force



Question

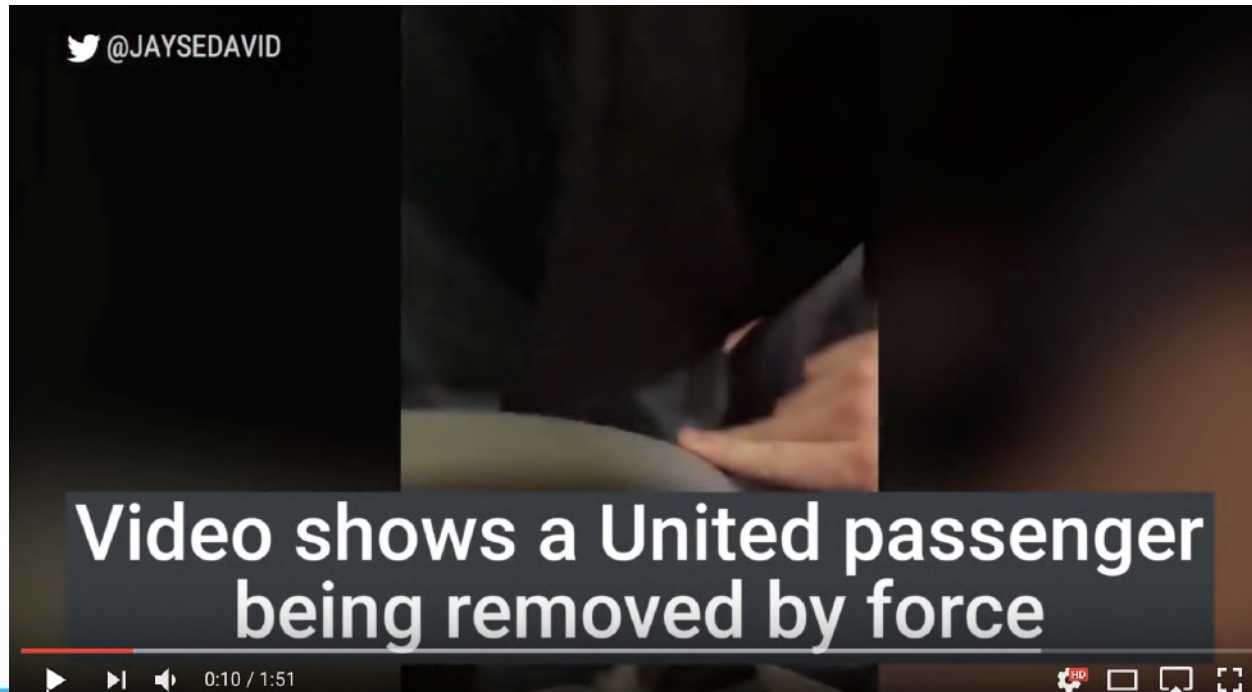
True or false: EMPATHIQ allows you to monitor physicians and PA-Cs

Tools in the Toolbox

- AI Bots for customer service
 - Pandorabots
 - Facebook Messenger
- FAQs, videos, etc.
 - YouTube
 - Zendesk
- In-office efforts
 - Training
 - Signage
 - Incentives
 - Highlighting positives



...Or You Can Do Nothing and Let Social Media Dictate the Message



OK, but...

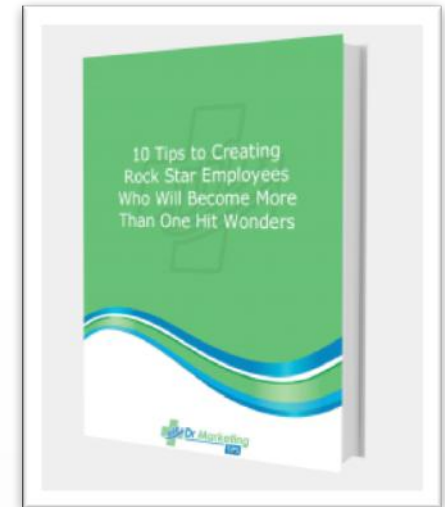
The bottom of the slide is decorated with three overlapping, wavy horizontal bands in shades of blue and green, creating a dynamic, flowing effect.

Claim Your Free eBook

Want a FREE eBook on how to create rock star employees? Sure you do!

Text the keyword **insight** to
314.665.1767

You'll be asked for your email and
then we'll send the link your way





Thank You!

