WORD OF MOUTH .ORG™

WE TEACH WORD OF MOUTH MARKETING

How UPS is Mastering Customer Service with Social Media

Debbie Curtis-Magley

More ideas!
www.wordofmouth.org



BlogWell Case Study:

From #Fail to #Winning:
Lessons in Social Media Customer Service

WE ♡ LOGISTICS™

Customers are talking



heatherpvj I love our local @ups driver. He is five kinds of awesome. That is all.



Andrew Heley i have always trusted UPS there the best i get my delivers on the date they say never had a prob and would use them for many more years keep up the awesome work UPS you got my loyalty



interprintation
@UPS my account rep, Robyn, is SO helpful! Just wanted to send kudos your way for great customer service...



Lou Malnati's Tastes of Chicago Beautiful example of logistics :) Thanks!!



LindsayPeck
I <3 @UPS!



Jay415sf Jay
WOO! finally my new laptop arrived via @UPS !!

And at times, they are not happy …



mjdolce
I'm officially "in hate" with @ups.



misz_J_fame
Where is my package @UPS I'm getting upset you are NOT on time !



mmorri
Can not believe that I'm working from home today waiting on a delivery and @UPS comes during the 15 minutes I'm taking a shower.



Alicia Crumpler No excuse for having or flowers on a truck for 11 or 12 hours, UPS SUCKS! I will not order from a company that uses them anymore.



Jenizzle78
@UPS you are annoying me right now, get here so I can go out!!!

Delivering support

Customer Service Support:

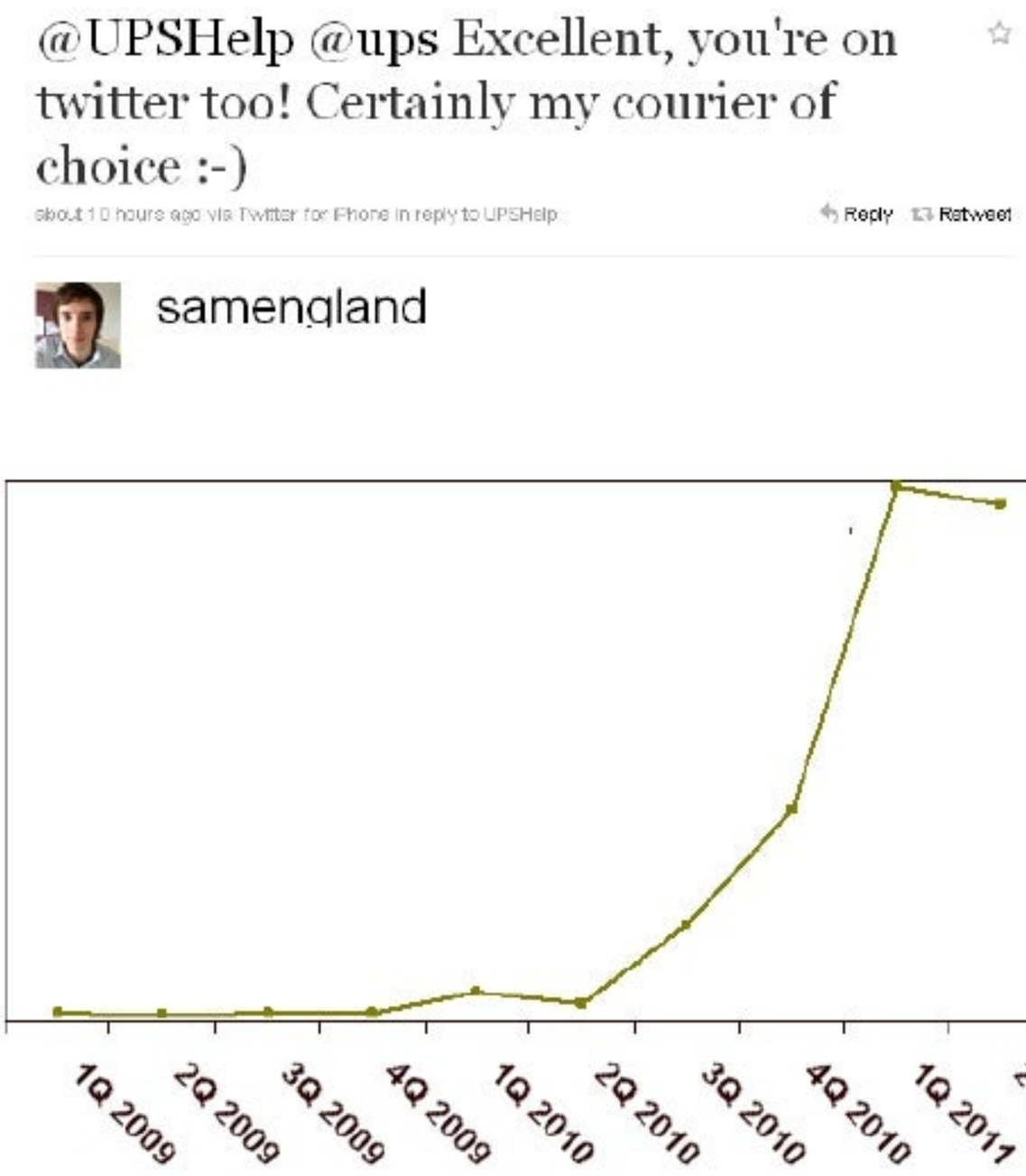
- 8 a.m. to 9 p.m. ET weekdays
- 8 a.m. to 6 p.m. ET weekends





Where did we start … and how did we grow?

- First step was to define process with Customer Service team
- Measured efforts to build business case
- Some stumbles along the way
- Close coordination with Customer Support team for The UPS Store
- Social media gives us another chance to connect with disappointed customers
- Still learning



Getting a 2nd Chance with Customers

mjdolce
Thank you to @upshelp for helping me resolve my issue! Really appreciate the quick service.
4 hours ago

mjdolce
@UPSHelp Thanks for the help.
4 hours ago

mjdolce
@UPSHelp I assumed I could pick up around 7 tonight. They told me only between 8 & 8:15. Could do 7. Can't do 8. Have to work. Annoyed.
5 hours ago

mjdolce
@UPSHelp Can't DM Track# Contact# [redacted]
Gave a 15 min pickup window today. Can't do that. Won't change back to delivery.
5 hours ago

mjdolce
Apparently once you put a package on hold for pickup (without being told when you can pick it up) it can't be changed back to delivery. @ups
5 hours ago

mjdolce [redacted]
I'm officially "in hate" with @ups.
5 hours ago

UPSHelp UPS Customer Support
@mjdolce I'll reach out to local office to see if they can change since request is pending. ^ST cc: @ups

UPSHelp UPS Customer Support
@mjdolce Will Call location/hours should have been provided at time of request. DM/follow your contact # + track #. ^ST cc: @ups

On Twitter, more than 1 million positive impressions generated by customer responses



NickGustafson
@rsouth1 @UPS actually ended up redeeming themselves to an extent. Their customer service people reached out a lot over the weekend.



GlitterStoned
Brown just did me right! Woohoo for prompt service. @UPSHelp @UPS



Rhiamon
I must say, @UPS & their @UPSHelp twitter are impressing me with their quick & friendly responses. Well done, ladies and lads!



CBennyBlanco
Thanks @UPSHelp for assisting me with my package
8 hours ago



ScottyTheP
Nice email exchange with JEK @UPS - explained what went down with the iPhone delivery. Good work JEK! Now, on to - THE THING...

Great service turns customers into advocates

Small business owner aided on Twitter shares her story (and praise for UPS):

- Company blog spotlights UPS attention to service
- Talk at Linking Greensboro luncheon shows digital word-of-mouth impact



CATCH 22

The Blog for Twin City SAM
www.TwinCitySAM.com

Being Dazzled by Zazzle and What Brown Did For Me

Posted on October 12, 2010 | 9 Comments

I admit I'm like the plumber with leaks but, unfortunately sometimes we marketing folks don't have time to tend to their own chores. It's the old "do as I say, not as I do" adage.

But, if you've dropped by when I HAVE taken the time to write, you know that I am **B-I-G** on customer service. (So much so that a recent guest blog post of mine at {grow} was centered around companies who do and don't listen.) If you get it wrong, I will call you out and if you do it right, I will sing your praises to anyone who listens.

AUTHORS

Twin City SAM

CONTACT TWIN CITY SAM

Twin City Sales and Marketing is a boutique digitial marketing firm located in Winston-Salem, NC. You can reach us: Web: www.TwinCitySAM.com Twitter - @TwinCitySAM Email - info@TwinCitySAM.com Phone- 336-685-1501

Twitter comments from networking event where biz owner shared UPS story



dhatfield @kristendaukas bragging about @UPS and @zazzle & how she is now a loyal customer because you both were listening #LinkingGSO #smCS



CherylSchirillo @UPS and @dazzle made a customer for life of @KristenDaukas by listening via sm #LinkingGSO lunch

34 minutes ago via Twitter for iPhone

WE ♡ LOGISTICS™

Balancing customer support while sharing new service offerings



Chris Graham

If you live in an apartment building don't ship via UPS. They will not deliver even with a phone number so that you can meet them at the door.

Like · Comment · September 22 at 9:10pm

UPS Hi Chris, we hear your frustration from your post. It's frustrating to miss a package delivery so we wanted to let you know about a new service available now. The new UPS My Choice service offers deliveries that fit the way you work and liv...

See More



UPS My Choice

www.ups.com

Tired of missed deliveries? Make them a thing of the past. See www.ups.com/mychoice for details.

Friday at 8:24am · Like · Remove Preview

Write a comment...

5 Lessons Learned

1.) Listen and learn

2.) Lead with the experts

3.) Have a personality

4.) Measure, measure, measure

5.) Be flexible and evolve

Contact info:

Twitter:	@DebCM @UPS @UPSHelp
Facebook:	facebook.com/ups
Blog:	www.blog.ups.com