



NapoleonCat.



6 Pointers

for Painless Social Customer
Service as Your Business Grows.

www.napoleoncat.com

Social media has become one of the leading customer service channels for businesses worldwide.



Just think about how easy it is to send a private message or leave a comment on social. Turns out that dealing with high volumes of customer queries on social media can get really overwhelming really quickly.

Here's a list of a few tried-and-true tactics that will make social customer service a truly effortless task, no matter the scale.



A woman with dark hair and glasses is looking at a laptop screen. The background is a blurred office environment with green plants. A semi-transparent white box contains text.

Use the right channels.

You don't need to be present on all social media platforms. Period.

In fact, you shouldn't. It would only make it harder to reply to all queries and extend your response time. Instead of being everywhere, find out where your customers are and go there.

With only three or four social media profiles, you'll likely have more time and resources to moderate conversations and respond to your customers and prospects.





Set up a dedicated handle for social media customer support.

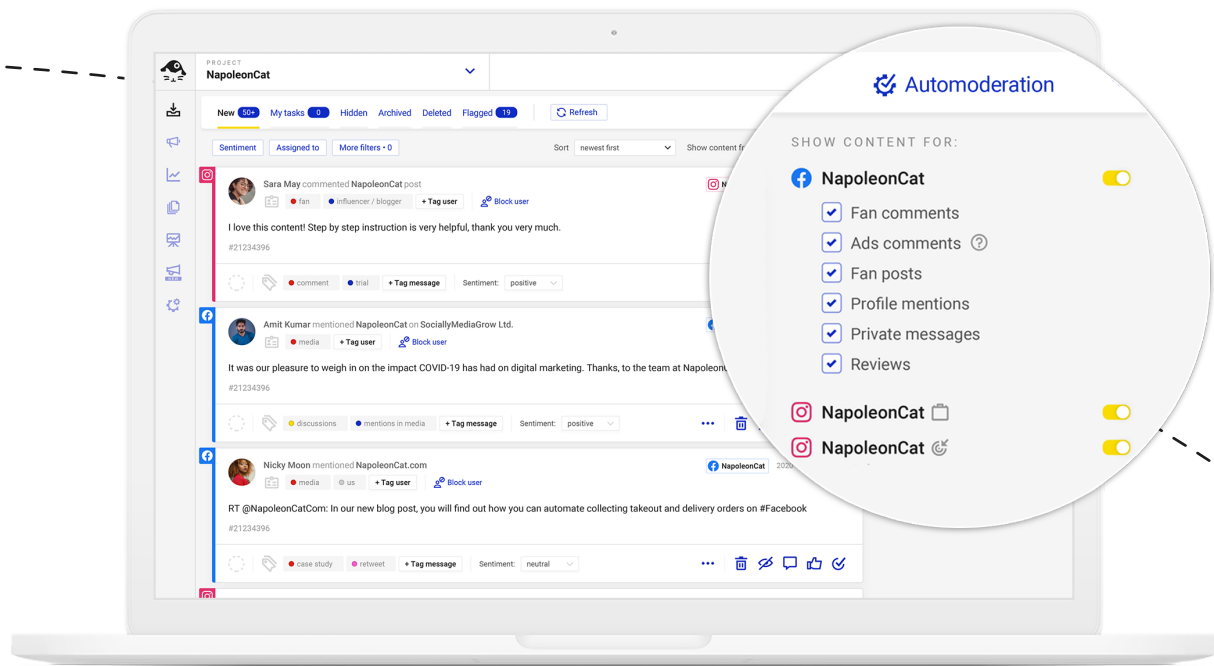
Use a separate social account to offer social media customer service. While your marketing team takes care of your brand's social media presence, you'll have a dedicated account run by your customer service team.

Having dedicated agents answer customers directly on social media will significantly cut the response time. Eventually, you can skip the consultations between marketing and customer service teams.

To make it super clear what the quickest way to reach you is, tag your customer service handle in the bio/information section of your other social media profiles.



Automate repetitive questions.



Did you know that you can reduce your team's workload and improve response times by automatically handling generic, repetitive comments and messages on social media? That's possible with Auto-moderation, a feature offered by NapoleonCat.

Think about the questions often asked by your customers: shipping, opening hours, sizing, etc., and easily create ready-made answers to post every time a particular keyword is mentioned in a comment or message. **Auto-moderation will also help you hide and delete inappropriate content** or competitors' links from your comment section.

It also works with ad comments, where consumers frequently ask product-related questions, and, at the same time, where social media moderators often forget to look. Follow the link to learn [how to manage comments on Facebook ads](#).

**Interested in automating
your social media responses?**

Set up your free 14-day trial account

No credit card required





Start a Facebook Group.

By setting up a dedicated Facebook group, you can gather your customers and users interested in buying your products or services in one place. It creates a fantastic opportunity for you to serve customers proactively and answer their questions before they even arise.

If there's a technical problem on your website, you inform the group about it. If you're planning to restock certain items, you inform the group about it.

And so on.

Plus, a Facebook group allows your customers to post, too. They can share questions, inspirations, ideas, and even support one another before any of your agents does. And besides saving you time, that's a priceless engagement booster, difficult to come by anywhere else.



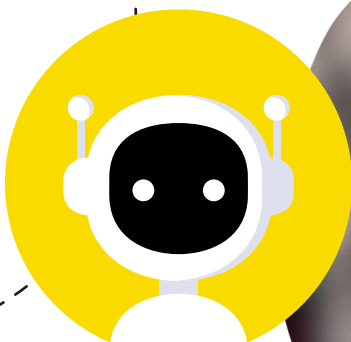


Use chatbot.

AI-powered chatbots are your assistants that never get tired or bored. They offer basic social customer service 24/7.

That's especially useful outside of your team's working hours. Your customer can get immediate answers to simple questions without having to engage a customer service agent.

Among others, you can use a chatbot as an autoresponder. The bot will provide the same response regardless of what the question is. For example, it can immediately thank users forgetting in touch and provide other points of contact, like your email address or telephone number.



Take sensitive conversations private.

Some topics should be discussed in private. If your answer involves sensitive information, it's better to reply with a direct message. For instance, these can be questions that require sharing confidential data like account id or booking details.

Despite replying in private, don't leave the comment without an answer. Just let the author know that you sent them a direct message. This way, you also won't appear unresponsive in the eyes of other users who come across the comment.





Engage and support
customers on social media
as your business grows