

# HOW TO DELIVER BETTER CUSTOMER SERVICE

GUIDE FOR E-COMMERCE



NapoleonCat.

A top-down photograph of a group of people gathered around a table, all looking at their smartphones. The image is brightly lit, and the focus is on the hands and devices. The people are wearing various casual clothing, including a striped shirt, a plaid shirt, and a yellow top. The background is a plain, light-colored surface.

## INTRODUCTION

More and more people use social media platforms to look for products and services, read reviews, give opinions, ask questions, and decide what to buy. This is an opportunity to get your business in front of your potential customers.

**Countless research studies prove it:** customers who are satisfied with how you talk to them on social, are more likely to buy from you or spend significantly more on your products or services.

Research also shows that customer experience is becoming more important than price and product as the key differentiator.

But the bigger your company gets on social media, the harder it is to keep track and manage the incoming stream of comments and messages. Moreover, everyone expects you to be available all the time.

Customers count on instant responses, so if you keep them waiting for too long without an explanation, they'll go somewhere else. According to Facebook survey data from across four markets, most customers who message brands on social media expect a faster response than if they had used a more traditional mode of communication.



## Configure responses for repetitive questions

No matter the size of your business, you will find yourself getting repetitive questions. Not all potential customers take their time to go to your bio section or browse your content to find answers about your company and your products or services.

### You may get questions like:

- ✔ How can I contact your support team?
- ✔ What's the menu for today?
- ✔ What's the average delivery time?
- ✔ When are you open?

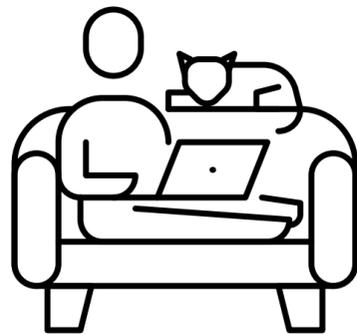


## How much time setting up Auto-moderation will save?



Moderating a single query usually takes **1:20 min\***

\*using the native social media platforms



Auto-moderation takes **0 seconds** of your precious time.

Automation will help when you get many questions around the same topic, like the price of a given product or how a specific product feature works. It can also help you make the customer service flow smoother by letting your customers know that someone's listening.

Decide what triggers the reply (e.g., private message or ad comment) and automatically direct people to helpful resources (like FAQs or blog articles), or just let them know someone will be with them shortly. Setting up Auto-moderation will take a few minutes, but here's how much time it will save once it's done.



### ADVICE:

If you need to tackle sensitive information like order details, you can reply in a private message regardless of where the original question came from.

## Gain more time for complex tasks

Handling the easiest questions and comments to answer with automated replies leaves you with much more time to tackle the more complex queries, which usually require more attention (and can get lost in the deluge of notifications.)

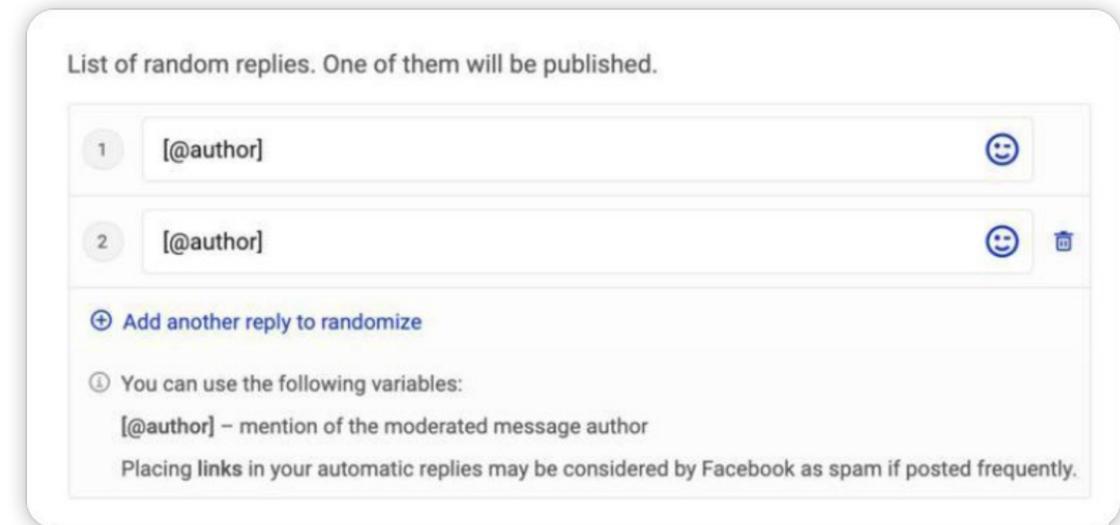
Suppose a customer has a technical issue with a product or delivery, has a legal consideration you need to verify, or just a very unusual question that no script could've predicted. Automated replies give you more time to look for a helpful answer.

Auto-moderation acts like a filter, leaving you with the most complex issues and providing you with more time to focus on the hard stuff – and give better customer service.

## React instantly when something goes wrong

Automating social media communication is an excellent way to get ahead of a crisis. Whether your service is down or something's not working the way it's supposed to, you gain precious time to act. Sometimes it's enough to let people know **"you're working on it"** – so they can feel reassured, and you're building trust – priceless for a brand.

Another downside to being present on social media is receiving spam or offensive comments. Leaving them unattended is simply bad for business and makes you look a lot less professional. Luckily, social media automation helps lower the impact of such incidents.



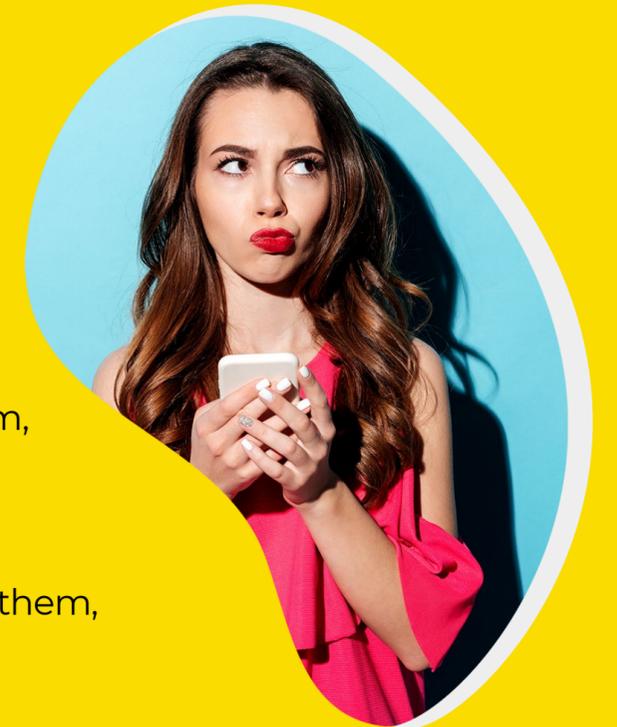
### EXAMPLE:

**Automating moderation on your social channels can help manage social media crises more efficiently and quicker.**

**By setting up automation rules in your NapoleonCat's Social Inbox, you can:**

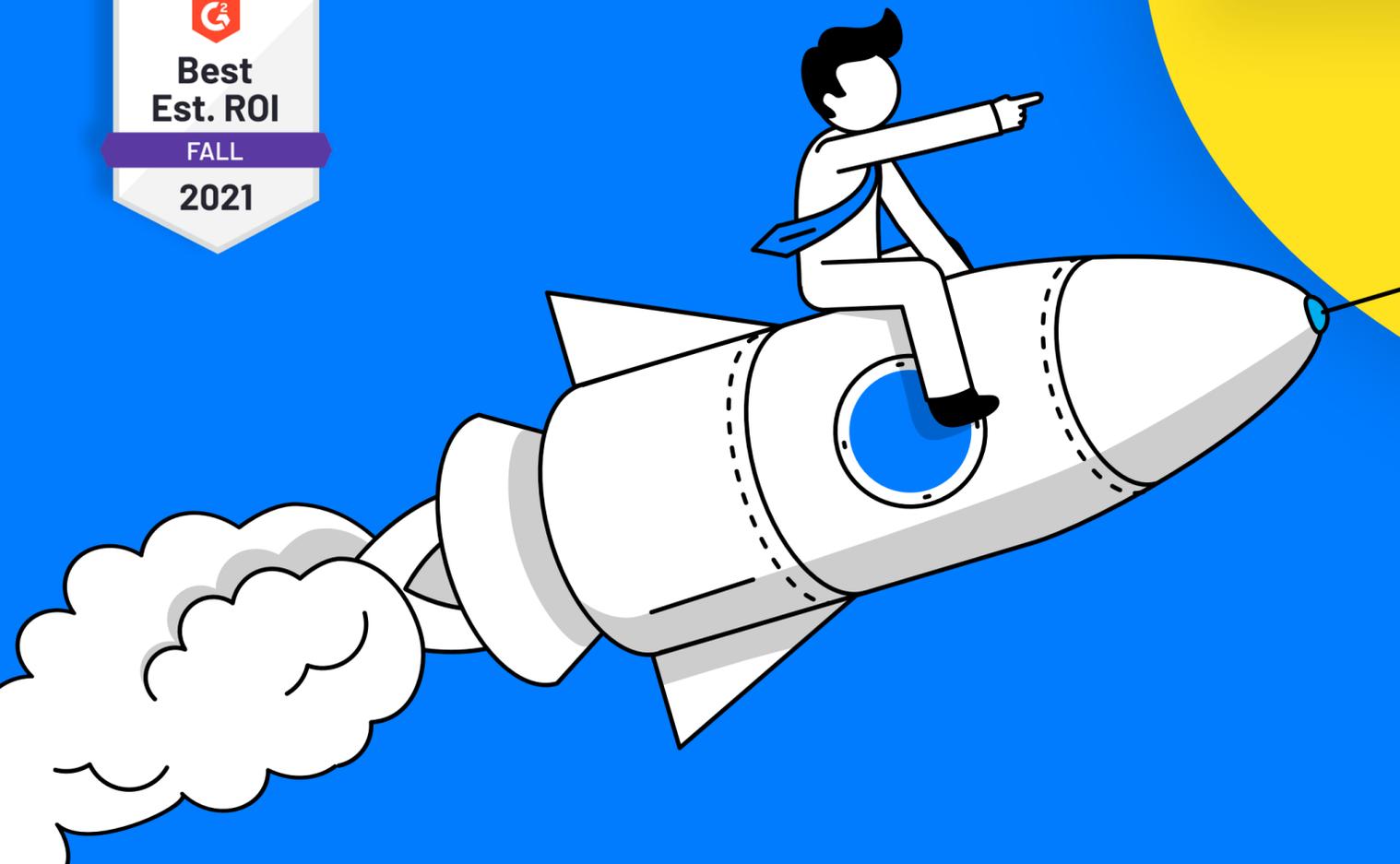
- ✓ take action automatically when certain conditions occur, like someone posts on your page using predefined keywords, or you hear from someone with a specified user tag (like a long-time customer – or a hater),
- ✓ get notified when that happens so you can respond immediately or consult other team members on what to do next,
- ✓ respond automatically in comments or private messages, so the user gets a reply while you are working to fix the problem,
- ✓ define the times when these rules apply (like when you're out of the office).

Furthermore, to avoid posting the same reply to all comments, create several different answers. The system will randomize them, so your fans will not see a string of identical responses.





# Discover new social media perspectives on one platform

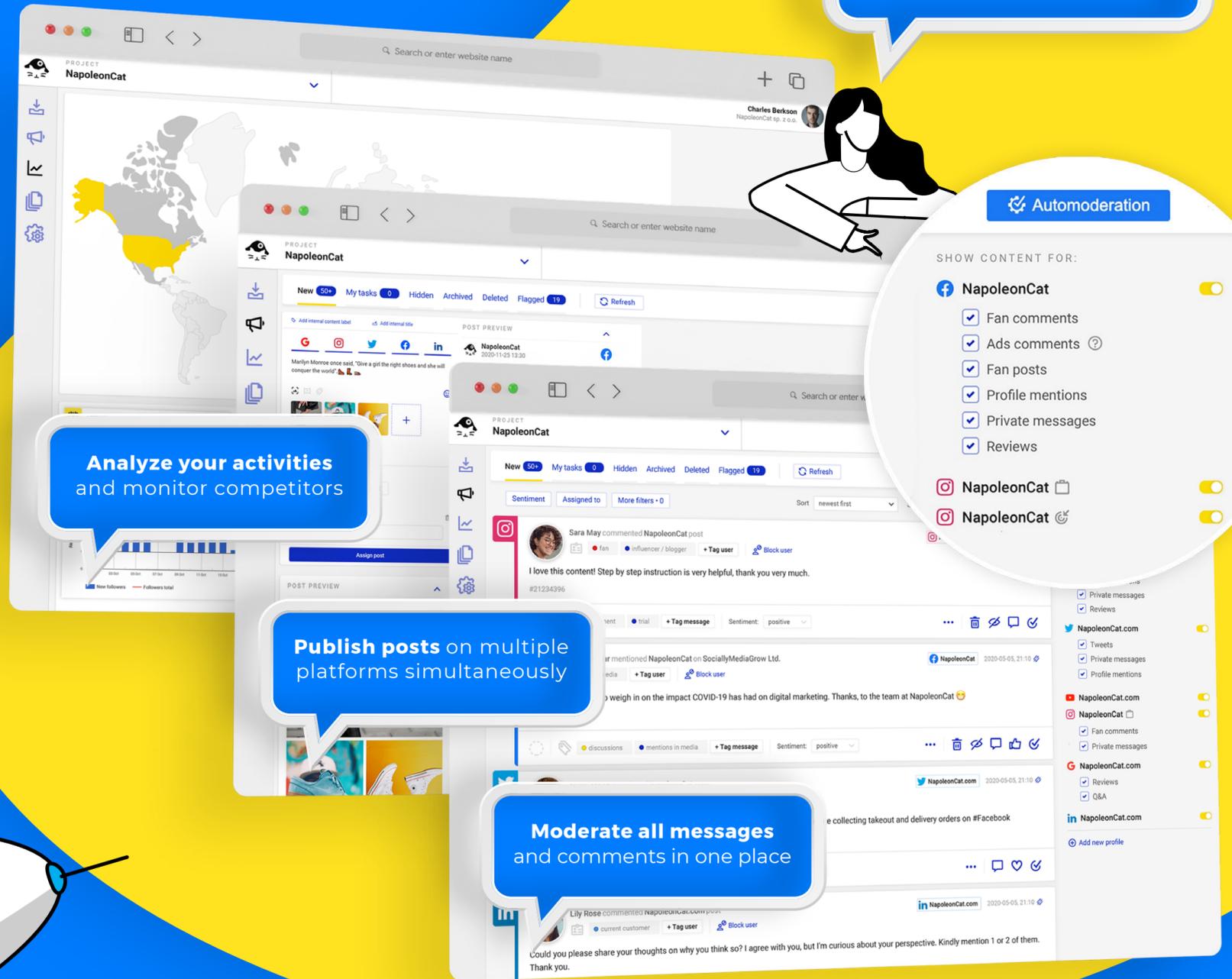


Improve quality and efficiency of customer service thanks to the Auto-moderation features

Analyze your activities and monitor competitors

Publish posts on multiple platforms simultaneously

Moderate all messages and comments in one place



Automoderation

SHOW CONTENT FOR:

- NapoleonCat
- Fan comments
- Ads comments
- Fan posts
- Profile mentions
- Private messages
- Reviews

- NapoleonCat
- NapoleonCat

- Private messages
- Reviews
- NapoleonCat.com
- Tweets
- Private messages
- Profile mentions
- NapoleonCat.com
- NapoleonCat
- Fan comments
- Private messages
- NapoleonCat.com
- Reviews
- Q&A
- in NapoleonCat.com
- Add new profile

Use NapoleonCat with:





**Work smart, not hard.**