



CASE STUDY

# How Facebook Messenger helped Swisscom create happy customers during a technical incident





Thanks to Khoros Care, we were able to immediately analyze customer feedback for insights and prioritize the incoming posts to give us an overview of how each segment was talking about the incident. Our direct connection to customers allowed us to check whether the problems could be resolved or not.



Joel Viotti

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# Executive summary

Swisscom is the leading telecommunications company in Switzerland, offering mobile service, fixed network, Internet, and digital TV solutions for millions of residential customers and businesses across the nation.

Over the course of a few days, many of Swisscom customers experienced several separate technical outages. Since Swisscom is the largest internet provider in the nation, the outages received significant attention in the press. During the outages, many customers took to social media to express concerns. This led to a 50% increase in Swisscom's Facebook Messenger volume during the outages. 21% of conversations began with a negative sentiment — a marked increase over the average of about 10%.

Swisscom used Khoros Care to manage Facebook Messenger conversations, focusing on relating to and building relationships with customers through transparency and clear communication. Khoros helped them maintain smooth internal workflows, improving agent efficiency and allowing the team to prioritize key events even as volumes spiked. Swisscom also enabled alerts to be sent to their social media

and incident management teams to indicate when news needed to be shared. They optimized future workflows with Khoros to prioritize the most important posts; all posts with a “major tag” were assigned to a specific smart view. Certain team members focused on these high-priority posts while others worked “the normal business cases.”

Priorities were extremely important during the outages, and Khoros gave Swisscom a good idea of how the conversation was progressing by monitoring whether influencers or media wrote about the topic. When this happened, Swisscom's Social Media Care Team was able to respond quickly and efficiently, minimizing potential damage. Khoros also helped ease communication within the team because of internal notes between agents, allowing them to double-check before responding.

Khoros' rich interface and features allowed Swisscom to connect with and respond to social media users on a more human level, for instance using GIFs to respond when it was natural in the conversation. This, along with improved response times and optimized workflows, allowed Swisscom to manage the technical incident with minimal disruption to or backlash against the brand.

# How they made it work

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## Streamlined

efficiency of support teams to manage volume spikes during the technical incident

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## Mitigated

potential backlash against the brand by monitoring social media for mentions

## Prioritized

building lasting relationships with customers through empathy, responsiveness, transparency, and human interaction

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## Communicated

transparently with concerned customers, helping alleviate worries about service interruptions

# Results

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Swisscom's goal was to maintain customer satisfaction and alleviate customer concerns by staying connected on social media during an outage in service. Khoros helped them accomplish this goal. With an approach that focused on meeting customers where they were — across various social media channels — Khoros helped Swisscom turn 42% of dialogues that started out as neutral to positive. Even more impressive, 43% of conversations that started out as negative turned to positive.

And even with a 63% spike in inquiry volume, customers were not forced to wait an exceptionally long time for help: Khoros helped Swisscom maintain a two-hour SLA in 82% of conversations (versus 90% under normal circumstances). Swisscom came through their technical incident maintaining strong relationships and digital engagement with customers.

43%

of dialogues that started out as negative turned to positive

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42%

of dialogues that started out as neutral turned to positive

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2 hour

SLA in 82% of conversations despite a 63% increase in volume

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Thanks to Facebook Messenger we were able to inform our clients and turn critics into a positive brand experience.

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