



Social Media Quality Guidelines 2018

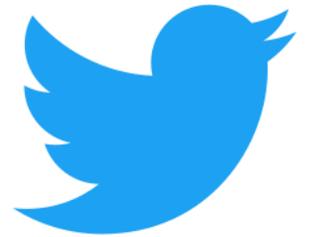
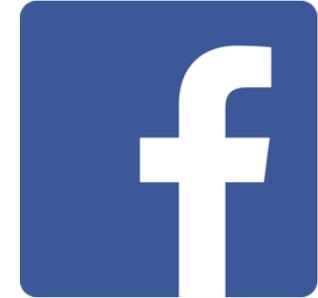
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Opening/Engagement

- **Opening & Ownership** – Always thank the customer for their contact and emphasise with their query in opening exchanges (take control in the first message)
- **During opening exchanges we should add:**
 - A statement of empathy
 - A statement of intent to help
 - The appropriate tone
 - Use the customers name
 - Thank them for their contact
- The nature of the conversation will always vary and may not require empathy or a statement of intent to help however here is where engagement is key.

What is the impact of not utilising empathy or ownership in the opening message?

- The customer can instantly feel that you are disengaged with no intent to help
- The customer feels we do not care and may not have that trust in us

The opening is your opportunity to decrease the customers worry or stress (any emotion they may have about their query or complaint). We want the interaction to run smoothly and in the opening message this is where we should take control and empathise otherwise the customer may not feel reassured.

Gathering Information

- **DPA** – always confirm 3 pieces of customer information and the customers identity before discussing the booking/incident/PIR
- If no personal information is being discussed from a booking, PIR File or Right Now incident this is not required
- **What is the impact of not confirming DPA or a customer identity?**
- If an individual does breach DPA and that person makes a formal complaint they can sue the individual, and this can lead to a company having to provide compensation. This can go as far as a court proceeding which impacts the brand as a whole especially the individual who breached this
- The customer will loose trust in the brand if their booking is discussed with someone unknown

You **must confirm DPA** to ensure you follow the Data Protection Act 1998. This is to protect the customer, the company and yourself from breaching any of the sections covered by this act. This ensures we are providing accurate information to the correct person or with consent of another.

Questioning

- Use the information provided effectively and employ the appropriate questioning technique in order to establish the exact reason for the customers contact
- All pertinent facts are established in an efficient manner using both open and closed questions if necessary
- No assumptions are made
- The customer does not have to repeat any information
- Always ask all relevant questions to assist with understanding the query, to gain further information, and to cover all points that may be required throughout the thread in the **first post**
- Pre-empt questions that the customer may have subsequent to your resolution and information you provide. This will be covered within your resolution however you should always think about this on the first post

Resolution

- Always ensure you provide the correct information to the customer
- Always explore all options and offer the right and best resolution to the customer. You should always offer all available options, especially if there are multiple resolutions available to provide choice
- When relevant provide a Right Now reference number or PNR number (if a new booking is made)
- Always acknowledge all key points the customer has raised

What is the impact of providing incorrect information?

- The customer loses trust in the brand
- The customer has false information and will have different expectations
- Potential financial impacts
- Impacts on the future contact and future customer experience

What is the impact of not offering the best contact resolution?

- This may result in the customer going through another form of contact which will impact the teams volumes and the overall customer effort/satisfaction
- The overall customer experience suffers as this wont be the smoothest and most positive resolution

What is the impact of not acknowledging all points the customer has raised?

- The customer feels that the response received is templated with no care
- This can cause a repeated contact to raise this point again
- This can cause customer dissatisfaction and potential frustration

We always want to ensure we provide the best contact resolution to ensure the smoothest possible customer experience

Summary

- You should always provide clear next steps in your messages which are understood clearly by the customer
- Next steps should also be defined to ensure there is no further questioning required (unless a new topic or a thank you message)

What are the impacts of not providing a clear summary?

- If the next steps are not explained clearly this can result in potential customer confusion or any unnecessary follow up of the contact
- Potential misunderstanding of the resolution

Closing

- Always close the thread appropriately, once again using the customers name and choosing the appropriate sign off and tone
- End with a positive, friendly and professional closing statement
- You should never close a conversation unless this is fully resolved or part of the Social Media Guidelines

What is the impact of not providing a closing message?

- This could portray that we have ignored their message and that we do not care
- Impacts on potential future contact and brand perception

Remember on a Private Message the customer can see we have 'read' their final message

Would you turn and walk away from a customer if you were serving them face-to-face?

Throughout Thread – Data Capture

- **Data capture** - Operational data (i.e. this is used purely by SITEL and Flybe) always ensure this is entered correctly
- On every post the right sentiment is selected to reflect the customers message and tone
- On every post all relevant tags are added to reflect the contact reason or cause of the message
- You should always check and remove any irrelevant tags
- Use internal notes or the note section on the Lithium profile to be clear on actions followed up as part of the conversation or as FYI's for future contacts
- Always enter fully descriptive notes when utilising Right Now, ensure all the information is correct in the Right Now fields (if necessary add a screen shot or attachment of the Social thread)
- Always leave clear notes in the booking if the contact has related to something specific about the booking

What are the impacts of not selecting the correct tag and sentiment?

- We are providing inaccurate data to our client and we are unable to identify our exact contact reasons
- We are unable to improve the customer experience as this data is required for insight to drive improvement

What are the impacts of not updating relevant systems such as Right Now or SHARES?

- There are no clear notes to show the contact or advice provided which can impact a future contact
- This can impact the resolution and customer experience (such as incorrect SSR's or incorrect attention lines)

Throughout Thread – Empathy/Personalisation & Rapport

- Provide an appropriate amount of empathy and use all opportunities to build rapport with the customer. This includes personalisation such as the use of the customer's name, resulting in a pleasant customer experience
- Always take up opportunities to aim to build a rapport
- Always use empathy when required and ensure you have not missed any opportunities to do this through your wording to the customers comments and reactions

What is the impact of not using empathy?

- Customer Experience – they may not feel valued
- Ease of communication throughout the thread, if we portray our care it will be easier to handle the issue
- Brand Perception
- To show we have read their messages clearly and engage with their points

What is the impact of not personalising your messages?

- The customer may think you are a robot and have pre-scripted messages which can impact the brand perception

Flybe Sophie Collins **Private** Hi Steve, thank you for getting in touch. I am sorry to hear that your flight has been delayed, if you are able to provide me with your flight number I will gladly provide you with the latest update - Sophie
Nov 2 at 7:09 PM Add tags

Steve Morley-H... **Private** Sophie, are you a chatbot?
Nov 2 at 7:11 PM 2 tags

Flybe Sophie Collins **Private** No not at all, but I would like to assist you where I can. I am extremely sorry if it came across that way - Sophie
Nov 2 at 7:15 PM Add tags

Steve Morley-H... **Private** Well your messages are always scripted. You will gather from my comment that I often fly with you and I am often delayed. Can you prove to me that you are a human being? Who won bake off?
Nov 2 at 7:16 PM 2 tags

Flybe Sophie Collins **Private** I am pretty sure Sophie won British Bake Off, although most people wanted Liam to win :) - Sophie
Nov 2 at 7:21 PM Add tags

Steve Morley-H... **Private** Well done Sophie, you passed the test. Now tell me honestly why my flight to Jersey is delayed?
Nov 2 at 7:22 PM 4 tags

Things to remember: always be social and always be human (not a robot) – *Social Media is about being interactive with people*

Confident

We know that we have a great product, which is unique in the market, and we're proud of it. We have a strong heritage which gives us permission to talk with confidence and authority about the routes we serve.

Caring

We care that our customers have a good experience. So we do everything we can to provide a more thoughtful, intimate service and experience. We're local, so we understand and relate to our customers. The things that are important to them, are important to us. We show we care with our language – not formal or stiff, just simple, honest and accessible.

Informed

We're well-informed because as well as being experts in aviation, we've got local knowledge. We keep our ear to the ground, so we're knowledgeable about the things that matter to our customers. We're a reliable source of information, and we love to share it.

Down-to-earth

We are proud to provide great service with a warm smile and a twinkle in the eye. We want to communicate this friendly, approachable spirit at every opportunity, and to reflect the same down-to-earth tone of voice that's already being used by our customer service team.

Throughout Thread

- **Clarity:** All information is explained in a way that the customer will understand (no use of jargon)
- **Tone & Language:** Use positive language throughout to show ownership and to handle objections. Remember to reflect Flybe's 'Close to You' brand reflection. We are confident, caring, informed and down-to-earth 😊
- Negative words such as unfortunately are avoided when possible. Sentences don't require this to make sense, think of other phrases or connecting words such as however or whilst
- **Flow of Thread:** The thread flows logically. Greeting, empathy & reassurance – gather information/investigation – explore all options – explanation – resolution – summary – closing
- Always have a well structured thread

Throughout Thread

- **Spelling**
 - No spelling errors throughout the thread or post
 - Utilise spell check and always proofread thoroughly (more than once)
- **Grammar/Punctuation/Phrasing**
 - All grammar, punctuation and phrasing is error free
 - No errors that will detract from the customers experience or opinion of Flybe

What is the impact of spelling or grammatical errors?

- The customer loses trust and the contact is not professional
- This could cause further frustration and a comeback message
- If this is a public post this can have huge implications on the brand perception as anyone can see this at any time

Throughout Thread – Goodwill

- Goodwill usage was appropriate to the matter and authority was sought when required

When can I offer goodwill without authorisation?

- If a passenger purchases seat assignment and this was changed by the airport staff or changed during disruption you can refund this as a gesture
- You can offer to put a customer's flights on hold for medical reasons and we will waive the change fee's with relevant documentation

What are the impacts of offering goodwill inappropriately or without authorisation?

- This can impact future contacts as the customer will have that expectation set
- If goodwill is offered rather than focusing on the resolution this may show no care and that we have brushed off their complaint
- This can lead to financial impacts

Business Process Outsourcing

Digital Marketing

Training & Talent Management

Technology & Innovation

Consulting & Analytics

