



T-MOBILE USES SOCIAL MEDIA ANALYTICS TO BOOST
EFFICIENCY

CASE TELECOM

The Dutch [T-Mobile](#) has been active on social media for almost 5 years now. Initially, their focus was on forums, which have now been accompanied by the main social networks. Today, a dedicated social media team works hard to deliver fast and helpful responses to social consumers.

2012: A SOCIAL MEDIA TEAM IS BORN

The T-Mobile social media team, as it exists today, was born in 2012 after a big reorganization. Up until that point, the social agents operated under different departments and even from different locations. This is what happens in many companies: a few people take it upon themselves to manage the social media profiles. However, as social media usage increased, this was no longer the most efficient way of working, so T-Mobile decided to reorganize several departments, which gave rise to the social media team.

SOCIAL MEDIA AGENTS: HOW TO FIND THE RIGHT PEOPLE

When the time has come to build your social media team, **you can't simply pluck someone from customer support and expect them to be the perfect social media agent.** A social media agent must have an affinity for social media, the right tone of voice, and know the rules of the game.

A social media agent must have an affinity for social media, the right tone of voice, and know the rules of the game.

T-Mobile put great care into composing a social media team. They do actually have social media agents that used to be customer support agents, but **several team members come from different backgrounds**. For example, some of the T-Mobile social media agents used to work in technical departments. And why not? These people know the T-Mobile products and services inside out. They also hired some new employees that proved excellent in handling social media messages.

All these people with different backgrounds help each other, educate each other, and form a great, dynamic team.

DIRECT COMMUNICATION BETWEEN COMPANY EXPERTS AND CONSUMERS

FORUM: PROACTIVE INFORMATION

“When the new iPhone was just released, many people had questions about availability and all of them were kept in the loop on the forum. Instead of answering 100 separate phone calls, one forum post did the trick.”

Another crucial evolution in T-Mobile’s social media customer engagement is the way in which experts interact directly with consumers. For example, the company department ‘Ordering & Delivery’ is very active on the [T-Mobile forum](#) and deals with all consumers’ questions regarding the delivery of devices and so on. This is a very advantageous way of working for all parties:

- Consumers get a swifter and more accurate response because there are no intermediary parties.
- The question/answer is publicly available on the forum for all other consumers who might have a similar question.
- Social agents dealing with the other social media questions have a smaller workload.

- The experts stay in close touch with the end users, which is a great added value. Company departments that are not directly in touch with consumers always run the risk of losing touch with what it's all about: delivering great products and services to consumers.

ALL COMPANY DEPARTMENTS SUPPORT THE SOCIAL MEDIA SERVICE LEVEL AGREEMENT

We all know everything moves really quickly on social media. When a consumer asks a company a question on social media, several people might be involved behind the scenes. Social agents tend to know a lot, but they can't know everything. **From time to time, we need the help of other departments, but the consumer still expects a swift reply.** All T-Mobile departments are aware of the "urgent" nature of social media and the service level agreement (SLA) T-Mobile adheres to (with a response time of under 1h).

[Raymond Briët](#), Contact Specialist at T-Mobile: "Whenever the consumer contacts them with a question, the social media agents reply as soon as possible. The consumer doesn't see the journey their question makes before it's answered."

T-MOBILE GOES FULL SPEED AHEAD USING BIG DATA TO BOOST THEIR EFFICIENCY

Now that T-Mobile's social media team is up and running, they look towards the future to see how they can further improve their service and efficiency. T-Mobile knows the power a social media management platform like Engagor holds, and they plan on getting the most out of it. For now, they use it to handle all their social media profiles and follow up on their team's performance. **In the future, T-Mobile will start using the Engagor data to streamline their own processes.**

In the Engagor Insights, for example, team leaders can easily check the **peaks in workload** and filter on business hours and week/weekend days. **This knowledge will help them develop an effective work scheme for the social agents.**

Once they have more efficient planning, there should be room for **proactive tweets** that provide people with information without them having to ask for it. This could be used in the case of outages but also when a new smartphone will be distributed in their stores. In the end, this will reduce the amount of tickets for both the traditional and social media support centers.

Furthermore, social media agents will employ the benefits of the **Engagor contact information sheets**. By completing these with the information at their disposal, their next encounter with the same customer in the future will be much easier. What's more is through the use of user tags (labels attached to specific social users indicating social influence, customer value, etc.), important information stands out whenever this person addresses or discusses T-Mobile.

SOCIAL MEDIA MANAGEMENT: THE BIGGER PICTURE

For large companies, the adoption of social media is always a complex task, but T-Mobile handled it the right way. They started using social media once it became popular, and they realized the need for a big reorganization the moment it really took off. Many companies simply transform a couple of support agents to social media agents, but T-Mobile knew this wouldn't work. **They knew the qualities needed for a good social media agent and were not afraid to mix things up and hire people from very different backgrounds.** Now that their multi-faceted social media team is up to speed, they will make Engagor analytics work for them and improve their established workflow.