The Social Connection

Building Lifelong Customer Relationships in a Social Commerce World

Kustomer

The world has changed — quickly.

The ways in which we shop, work and connect have transformed at an unprecedented speed, and how consumers interact with brands have transformed at the same rate. Consumers no longer see relationships with brands as transactional. They want to feel that they are part of a community. They want to have seamless conversations. **And they want to connect with brands on the same channels that they use to connect with friends and family.**

And social commerce is exploding. In 2022, US social commerce sales are expected to reach **$45.74 billion**, with more than a half of the country's adults making a purchase on social media. Simply put, social is more than just likes and comments these days — it's also a powerful purchasing platform, and an opportunity to build lifelong relationships with your customers.

Read on to understand how delivering superior social support can not only build lifelong customer relationships, but also drive revenue for your business in a social commerce world.
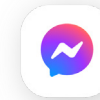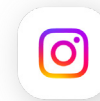
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Social Commerce

noun | \ ˈsō-shəl \ ˈkä-(ˌ)mərs \ |

The use of social networking websites such as Facebook and Instagram as vehicles to sell products and services.

The Social Commerce Opportunity

4.6 BILLION
active social media users

1 BILLION
users connect with a business account across WhatsApp, Messenger and Instagram Direct each week

65%
of people aged 18-34 believe social media is an effective channel for customer service

2.9 BILLION
active Facebook users

55%
of Gen Z consumers have bought something via a social network

49%
of brands plan to invest more in social commerce in 2022

87%
of consumers get frustrated when they can't contact customer service on the channel they prefer

87%
of online shoppers use social media while making shopping decisions

33%
of customers have contacted a company using Facebook and similar social channels

90%
of users on Instagram follow a business profile

SOURCES: Meta, StitcherAds, Shopify, Microsoft, Kustomer, Social Media Today, Forrester, Instagram

Social CX to Fuel E-Commerce Growth

Sales from social commerce will reach $45.74 billion in 2022, with more than a half of the country's adults making a purchase on social media.

The opportunity of social commerce can't be understated. But providing an exceptional customer experience on social is the only way to fully capture this opportunity. Digital-first consumers want to converse with your business at every stage of the funnell, and the easier you can make it for them to do so on the platform of their choice, the more likely they are to exhibit loyalty.

Pre-Purchase Support

When a consumer sees your brand on social, whether via an ad, an influencer, or your brand's page, they may have a question about your product or service before deciding to purchase. Instead of making them switch channels to get their questions answered, make yourself instantly available on the channel they are currently interacting on.
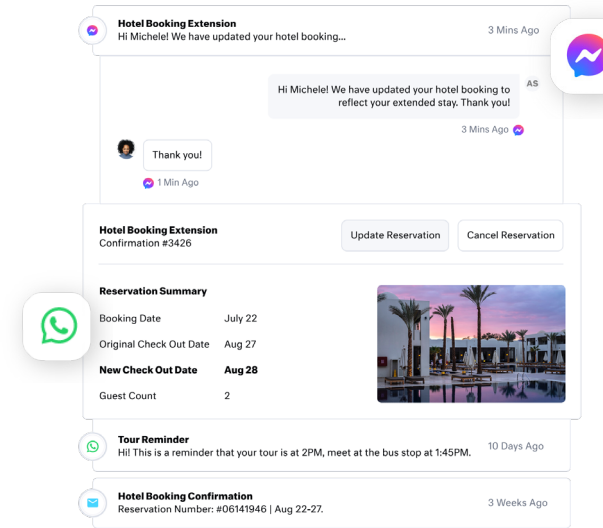
Purchase Support

With the advent of social commerce, and the rapid adoption of buying directly within social platforms, it's essential to support your customers during that process. Technical issues? Security questions? Be there to resolve any problems and ensure you aren't hit with "social cart abandonment".

Post-Purchase Support

While we would all love to provide our customers with the perfect customer experience, that's not always possible. And social media can be a channel of support escalation, or a more public channel to drive urgency when customers have issues. Whether supporting via comments or direct messages, it's essential to provide a seamless support experience on social, turning customers into advocates rather than PR nightmares.

Achieving Social CX Success

Give your customers what they want, when they want it

Don't force customers to switch channels or wait for hours to get their questions answered. Leverage social messaging for real-time support on the social channel of your customers' choosing.

Connect brands, social influencers and buyers

If you're leveraging influencers in your marketing strategy, ensure that you're able to field any questions they may receive to a support agent in real time.

Deliver a consistently exceptional experience

Your CX on social shouldn't be different from your CX on more traditional channels. In fact, consumers expect it to be even more quick and convenient. Ensure you're able to see customer history and deliver personalized, consistent support across social channels.

Intercept issues and complaints

The unfortunate nature of social media is that it's a highly visible channel. By integrating social with your customer service CRM, any issues or complaints can be handled in real time by your agents, preventing unnecessary problems.

Resolve issues without adding complexity

There's nothing customers hate more than jumping through hoops to get their issues solved. By being available on social, brands can fix problems, have conversations and build relationships where consumers spend their time.

Prepare for the future

According to Kustomer research, Gen Z consumers are rapidly moving away from more traditional support channels like voice, towards more convenient and instant channels like social messaging and SMS. And according to customer service professionals, they expect conversation volume to increase on social over the next three years. Prepare now to service your future customers where they prefer.

Super Power Your Social CX

Unfortunately, being available on social doesn't immediately mean your customers enjoy the experience. The quality of support that you deliver still has to be exceptional if you want to leverage social CX as a differentiator. According to recent Kustomer research, personalized experiences will be the most valued customer service attribute by 2025, and achieving personalization isn't possible without the right technology.

In a traditional support environment, each channel and each interaction with your brand lives in its own silo, with limited visibility of information across channels and stages of the customer journey. This makes it impossible to see the customer history and deliver a personalized, effortless customer experience.

Modern customer service technology allows brands to shift perspective from ticket resolution to customer relationship building. Customers have the freedom to move between channels throughout their engagement, and are guaranteed consistency, so each conversation starts where the last ended.

Leverage a modern customer service CRM that can create a unified home for all your customer data, regardless of the source, not only the data generated from customer conversations on social. This ensures that you're able to deliver personalized, high-value conversations at scale, and build customer relationships for life.

Kustomer – now a part of Meta – helps businesses grow by delivering exceptional customer service via phone, email, chat, text, social, messaging and more. Kustomer enables fast, personalized, and efficient customer and agent experiences using complete customer visibility, seamless omnichannel conversations, intelligent automation and easy, no-code customization to adapt to change. See why growing brands like Hopper, Ring, Glossier, Stella&Dot, Rappi, Sweetgreen, and others use Kustomer to build the enduring customer relationships that drive better business results. Learn more at **Kustomer.com/Demo.**