



# Aramex Transforms its Social Media Channels into a Social Customer Care Powerhouse

**aramex** Aramex, based in Dubai, UAE, is a leading global provider of comprehensive logistics and transportation solutions. It offers a wide range of specialized services including International and Domestic Express, Freight Forwarding, Logistics and Supply Chain Management, e-Commerce and Record Management Services throughout its network spanning over 350 locations across 60 countries.

## An Overflow of Customer Comments and Social Engagement

Aramex had initially established its Social Media team as part of the Global Marketing team. The Marketing team was responsible for handling all questions asked on social media and attending to customers' requests. Over time, the questions became increasingly focused on support questions, such as logistics, shipments, and tracking packages. The Marketing department needed a more specialized team to handle these queries, and in 2011, the Customer Service team took over the social customer service program.

As Aramex's customer base grew, the Customer Service team started seeing their social data volumes triple year over year. The team was unable to efficiently provide social customer care at such a large scale. They needed a more powerful tool to oversee their social engagement program. They wanted a tool that was integrated across the most popular Social Media platforms, and that would act as a one-stop solution for social engagement, team collaboration, and reporting capabilities.

## The Start of a Social Care Program

In early 2012, Aramex began looking for a social media management tool, and after a rigorous search, they chose to work with Engagor.

Social media operations are run centrally out of Aramex's main support office. Three teams share ownership over the social media program: (1) Customer Service, (2) Corporate Communication, and (3) Marketing. They all collaborate together through Engagor, keeping direct lines of communication and reporting with the company's top management and executives.

Using Engagor, the teams share reports on customers' interaction, feedback trends, and social activity across regions.

## A Close-the-Loop strategy

Aramex has cultivated a strategic six-step process for handling social media engagement. The company answers all questions and inquiries, both those directed at them (such as a post left on their Facebook page), as well as those just indirectly mentioning them (for example, if someone talks about Aramex to a friend on Twitter).

Engagor allows the team to efficiently and automatically identify critical issues, assign levels of priority, initiate case management for cross-team collaboration, categorize feedback topics, and close-the-loop on all customer comments. This process is a clear indication to Aramex's customers that the company cares about their feedback, and most importantly, actively listens and follows-up on it.

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## **A Focus on Continuous Reporting**

For Aramex, the only way the company is able to grow and improve its social care strategy is by continually reporting on it and benchmarking results. Aramex uses Engagor analytics to create customized reports, relevant to individual stakeholder needs. The reports are sent to the Aramex management team and offer an overview of the most important insights, such as trends in the number of mentions and followers, trends within customer comments and topics, sentiment analytics, and the geographic distribution of negative and positive customer service tweets. The reports are used to tailor internal processes, improve agent engagement, and to fix areas of negative sentiment.

## **Improved Customer Engagement**

One of the biggest challenges that many companies face with social engagement is that it is extremely easy to get overwhelmed by having to sift through large volumes of spam, unrelated, or non-actionable social comments. For Aramex, this is no longer a problem. With the help of Engagor, Aramex is able to automatically prioritize customer mentions through notifications, filters, and folders. This increases the team's productivity and effectiveness. It gives the team better visibility into how customers think and engage with the Aramex brand globally. The Aramex teams can also easily collaborate across departments, breaking down silos and improving customer response and handling times.

From a company that began testing the waters with social marketing campaigns, Aramex has embraced social media and has transformed into a social customer care powerhouse, driving a strategic and successful customer engagement program.