



hhgregg's Social Customer Service Program Improves Call Response Times by 250%

hhgregg

hhgregg is a US-based retailer offering appliances, electronics, and furniture. Founded in 1955, the company now has over 220 stores across the US. They have been named as one of Internet Retailer's top 500 fastest growing retail e-commerce sites and also rated highest in Customer Satisfaction among the Largest Appliance Retailers in 2014 by J.D. Power.

Challenge

hhgregg was using an external agency to manage the brand's social channels and customer conversations. As feedback volumes grew, hhgregg needed a central hub where they could access all of their customer conversation history without having to scroll through individual email threads from the agency.

Solution

After evaluating 6 different tools, hhgregg chose Engagor to act as the central hub within their social customer service program. The team uses Engagor for community management, content management, reporting, and social listening.

Results

With Engagor, hhgregg has been able to improve their customer response times by 250%. hhgregg is also able to conduct competitive analysis, benchmark results, improve internal training programs, better allocate internal resources, and improve their delivery and warranty services.

hhgregg is committed to listening to and acting on their customer feedback. Since 2013, hhgregg had been working with an external agency to run their social care program. The agency manually scrolled through the brand's social pages and picked out individual posts to respond to. They then took a screenshot of the post, emailed it over to the customer services team at hhgregg, and waited till they received an email reply detailing the appropriate resolution. The agency would then reach back out to the customer via social with an updated response on behalf of hhgregg.

During the two years that hhgregg worked with their agency, feedback volumes increased significantly and the team at hhgregg knew they needed a more sustainable and scalable solution. They needed a central hub where they could access conversation history without having to scroll through individual email threads or Google documents. This hub would provide context to each new customer conversation, and make sure their customers received a seamless reply. They wanted to own the customer relationship.

Bringing Social Customer Care In-House

In 2015, hhgregg began looking for a technology platform that could act as a central hub for social customer service. They evaluated six tools and chose Engagor because of its real-time monitoring, publishing and reporting capabilities, excellent customer support, competitive analysis capabilities, and user-friendly interface.

The team now uses Engagor to monitor and engage with customers across Facebook, Twitter, Instagram, and YouTube. The brand has about 8000 mentions each week, and with Engagor, they are able to filter out the spam and non-actionable posts, leaving them with around 500 posts that need to be responded to and acted on every week.

Ownership at hhgregg

hhgregg took great care to figure out the best way to organize and manage their social care program. They debated between hiring a new full-time employee who would have full ownership of the initiative, and using their existing team. Ultimately, they decided to use their existing customer service team, primarily because the agents were already trained in customer service best practices. Leaning on the existing team also meant that hhgregg could have agents responding to customer queries every day of the week, including weekends, something that would have been near-impossible if only one employee was in charge of the program. The customer services team at hhgregg now handles all customer interactions that come in over their online chat, emails, phone, and social channels.

Clarabridge helps hundreds of the world's leading brands understand and improve their customer experience. Using advanced text analytics, Clarabridge transforms survey, social, voice and all other forms of customer feedback into intelligence used to empower confident, decisive action across the business. The result: happier customers. For more information, visit www.clarabridge.com.



Reporting and Benchmarking Results

The customer insights team uses Engagor to create reports detailing metrics such as:

- The number of customer service issues that come through each month, along with their level of severity, the type of issue, and the follow-up action taken.
- Average time to reply to a customer
- The number of unique customers who come through into social customer services
- The number of customer service mentions and what the biggest issues are

The insights team also uses Engagor to conduct competitive analysis and industry benchmarking.

The team sends these reports to executive management to make sure that customer service is an exec-backed, company-wide program. The customer insights team also uses the reports to help improve services and performance of their warranty teams, delivery teams, and training programs.

A 250% Improvement in Customer Response Time

Having one single hub to handle all social media comments has revolutionized hhgregg's customer relationships. One of the company's biggest goals was to improve their average time to reply to a customer. With Engagor, the team has been able to improve response times by 250%.

Using Engagor has also allowed hhgregg to improve internal processes. The customer services team is able to use reports to track high volume times and allocate their resources in order to better serve customers during peak hours. Agents love being able to easily search and access conversation history within a central hub, and the use of tags and canned responses makes customer engagement a lot easier. Managers can also set up approval workflows to review responses before they are published and to help train up new agents.

With Engagor, the team at hhgregg is set to make big strides in their social customer care program, from improving the customer's relationship and perception of the brand, to making it much easier for hhgregg to provide a personalized customer engagement.