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Note generali Includes index.

Nota di contenuto Cover; Title page; Copyright page; Contents; Foreword; A Quick Introduction to Reading This Book; Chapter 1: Where Were You When It All Changed?; The politics of social transparency; Chapter 2: Understanding Social Customer Behaviour; Customers and their use of social networks; Service expectations; Chapter 3: The Ecosystem for Social Customer Service; Big picture perspective; Mapping the territory; Visualizing the ecosystem; Operational considerations; Customer data; Chapter 4: The Roadmap for Social Customer Service; Chapter 5: Using Peer-to-Peer Support in Your Service Strategy
Community dynamics - why it works How peer-to-peer support fits with other channels and support infrastructure; The benefits of peer-to-peer support; Examples of peer-to-peer support; The outlook for peer-to-peer support; Chapter 6: How to Use Facebook for Social Customer Service; Setting up and operating Facebook as a customer service facility; Performance levels; Chapter 7: How to Use Twitter as a Service Channel; How people use Twitter; Why some organizations

won't get involved; What's the business case for Twitter?; Twitter as part of your multi-channel strategy
1. Channels multiply rather than die 2. There is no such thing as a "killer" channel; The Twitter workflow; Chapter 8: Reputation and Crisis Management; When does a drama become a crisis?; Crisis best practice; Facebook and community best practice; Chapter 9: The Legalities of Social Interaction; Privacy, copyright and data protection are your responsibility; Who owns the content on social media profiles?; Retweet recourse; Mixing staff and social; The right to privacy?; Chapter 10: One Agenda: PR, Marketing and Customer Service Working Together; Why One Agenda?
1. Develop a common view of customers 2. Do joint business planning and projects; 3. Merge customer analytics; Final thoughts; Ending or Beginning?; Index

Sommario/riassunto	Social Customer Service is new. Social Media is the biggest thing happening to the customer service industry since the mid 1960's when modern day call centres were born. It is taking customers and organisations into untested ways of relating: transparently, collaboratively, instantly. The consequences of great and poor service are forever changed. Customer appetite has promoted this form of interaction to the very front of a race to understand. How do digital brands and empowered customers actually behave? Social Customer Service has become Marketing's R&D lab and a listening hub