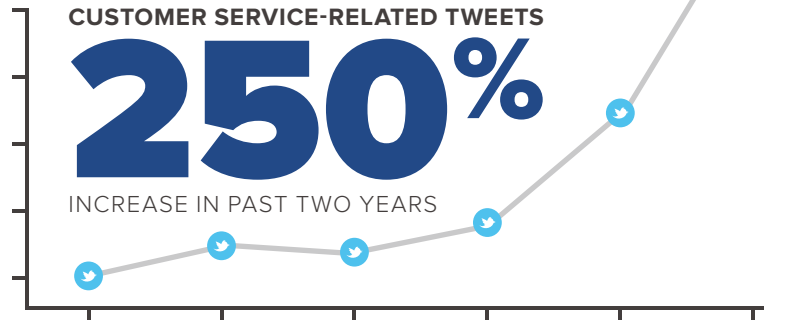
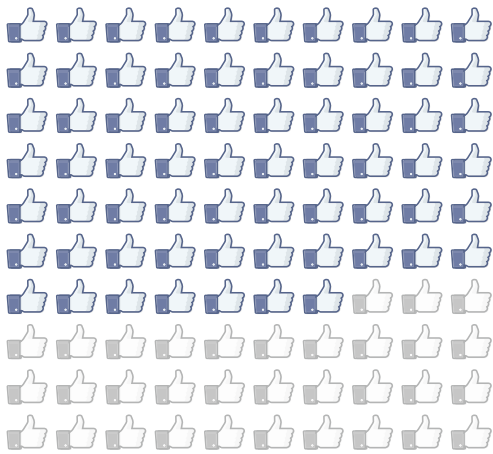


A strategic SYKES solution providing comprehensive, cost-effective global social media customer care.

**SOCIAL MEDIA: THE NEW FRONTIER FOR CUSTOMER SERVICE**

**67%** OF ALL SOCIAL MEDIA POSTS RELATE TO CUSTOMER SERVICE



**60%** OF CONSUMERS WHO REACH OUT THROUGH SOCIAL CHANNELS EXPECT A RESPONSE WITHIN 1 HOUR OR LESS



**90% OF COMPANIES WILL BE** CONDUCTING CUSTOMER SERVICE THROUGH SOCIAL MEDIA BY 2020



**7 OUT OF 8** MESSAGES TO COMPANIES ON SOCIAL MEDIA



REMAIN UNANSWERED AFTER 72 HOURS

**74%**  OF CUSTOMERS HAVE SPENT MORE DUE TO **GOOD CUSTOMER SERVICE**



CUSTOMERS WHO ENCOUNTER POSITIVE SOCIAL CUSTOMER CARE EXPERIENCES ARE NEARLY **3X MORE** LIKELY TO RECOMMEND A BRAND

 **\$41B** ANNUAL REVENUE LOSS DUE TO **POOR CUSTOMER SERVICE**

COMPANIES WITH A SOCIAL CARE PROGRAM GET A **7.5% YOY INCREASE IN CUSTOMER RETENTION** THOSE WITHOUT ONLY SEE A CHANGE OF **2.9%**



**FAILURE TO RESPOND** VIA SOCIAL CHANNELS CAN LEAD TO



A **15% INCREASE IN THE CHURN RATE**

# WHAT GIVES THE “EDGE” TO SMEdge?

## Solution Advantages



- **INDUSTRY EXPERTISE**

Proven track record in customer contact management, including digital channels

- **FLEXIBLE & CUSTOMIZABLE**

High-quality support designed for specific business objectives

- **OPERATING FRAMEWORK**

Extensive team training with ongoing quality assurance

- **PLATFORM INDEPENDENT**

Experience with multiple social media management tools & technologies

- **ACTIONABLE ANALYTICS**

Ongoing reporting with community insights, trends, opportunities, and agent performance metrics

- **SCALABLE, GLOBAL OPERATIONS**

Regional command centers across the world with multi-lingual support options

- **COMPLETE DIGITAL SUPPORT**

Expertise with consumer review sites and community forums, in addition to core social platforms

The majority of existing options may touch on one or, at best, a few of these factors.

SMEdge delivers on all of the above.

## LET'S START THE CONVERSATION

SMEdge transforms the digital and social landscape into a full customer service experience, across borders, languages and unique customer needs. Contact SYKES today to discover how SMEdge can give your company the competitive advantage in social care.

**SYKES**<sup>®</sup>

USA 1-800-867-9537  
Intl. +1-813-274-1000  
www.sykes.com  
SMEdge@sykes.com

 @SYKES\_SMEDGE