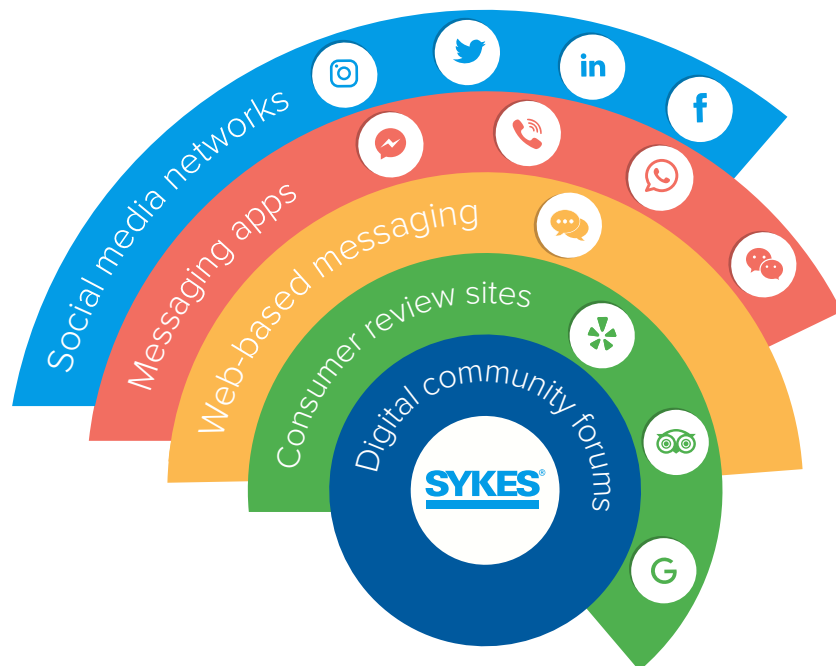


Social Media & Customer Experience (CX): Customer Support & Beyond

Social media is a key component in the digital CX ecosystem. Consumers now turn first to this ever-changing, ever-growing space to communicate with and about brands. That's why it requires expert management and consultation to give customers the best possible social media brand experience. Learn more about SYKES' multilingual social media CX solutions.

> What Does "Social" Mean?

Great question — we get asked this one a lot. The term refers only to social media networks like Facebook, Twitter and Instagram, and while those powerhouses are still included in the definition, it means so much more. Let's break it down. Through SYKES, brands communicate and engage with customers across the digital ecosystem, including:



> Why Should I Include Social in Our Brand Strategy?

Social media is where your current and potential customers are, and they expect you to be there, too:



Answering customer questions on social prompts **48%** of consumers to purchase*



75% of marketing leaders see direct ROI from social efforts**



88% of consumers are less likely to buy from companies that leave complaints unanswered on social media***

> Ok, You've Convinced Me to Invest in Social — But Why SYKES?

You're full of good questions! And this one's easy — here are five reasons SYKES is the right partner:



We Have the Social Chops: SYKES' social media support solution wasn't born yesterday. We have more than a decade of proven experience and 100+ programs under our belt. We've provided social media support for some of the most recognizable brands in the market, spanning all verticals (including specialized industries like healthcare and financial services). AND our multilingual capabilities allow us to support 20+ languages.



We Think Strategically: SYKES designs custom, strategically-connected digital ecosystems for our brand partners, so no two social programs look alike. First, we scope out your digital "house" to get a feel for where you are and where you should be. Then we build the perfect framework to meet the unique needs of your brand and customers.



We Support the Entire Social Customer Journey: SYKES believes best-in-class customer service and marketing on social go hand-in-hand. That's why we offer social solutions and capabilities for both proactive and reactive customer service and brand advocacy. With social media moderation, listening and engagement — including surprise and delight initiatives — we've got all bases covered.



We Include Social Analytics: SYKES recognizes the power of data, so we study your current social efforts, analyzing consumer insights along with emerging and real-time trends. Then we use that data to make recommendations for optimization and expansion.



We Love All Platforms: SYKES is platform- and tool-agnostic. We offer experience and direct relationships with all key players in the space. We can even work within your current vendor relationship or help you select a new one based on where you are in your social journey.

*<https://sproutsocial.com/insights/data/q2-2017/>.

**Salesforce, *State of Marketing Report*, 2017.

***Sprout Social Index.