

SOCIAL ENGAGEMENT BUILDS BRAND LOYALTY

Reviews & Community Management

Personalized engagement with customers on social channels, review sites and community forums allows brands to connect on a deeper level with the people who drive their business. Not stopping short at answering questions and solving issues, SYKES cultivates relationships with customers, optimizing brand perception and building loyalty.



SYKES' social engagement strategy for a global tech hardware leader resulted in +81% engagement, +28% impressions and +24 NPS® points.



DIFFERENTIATORS

What makes us unique?

While many brands and customers only engage on social channels when support is needed, SYKES builds experiences through high-value, positive interactions. Our highly-measured approach to managing community forums and social media channels drives higher satisfaction scores. It also encourages customers to write more positive reviews, amplifying our presence and cultivating organic brand advocacy.

BENEFITS

What does this mean for you?

SYKES looks at your online presence in a holistic way to ensure that your company is finding new customers while building loyalty with its existing ones:

1. Connect With Your Customers

- Positive space for service and marketing
- Proactive solutions for positive and negative mentions
- Promotional giveaways to inspire positive reviews

2. Analyze the Results

- Sentiment determination to craft better responses
- Insight analytics to see the big picture
- Newsjacking to identify social trends that meet brand goals

3. Build Brand Advocacy

- Amplified reach across all social channels
- More organic mentions and positive reviews
- Boosted customer satisfaction scores

SYKES does it better with:

- ✓ Informed approach and interconnected data across channels
- ✓ Support that addresses the problem — and creates an advocate
- ✓ Proactive community engagement
- ✓ Surprise and delight giveaways
- ✓ Direct messaging to create shared experiences

