



Design, Deploy, and Scale Legendary Social Media Experiences

Legendary experiences are the ones that leave your customers wanting to invest and reinvest in your brand. A strong social media customer engagement strategy creates memorable support experiences and meaningful connections that launch a domino effect of positive shares, likes, and mentions. It's no longer enough to be present and responsive, a new generation is engaging with your brand online, and they expect mind-blowing, memorable experiences.



The VXI Advantage

VXI's CX Advisory team combines over two decades of omnichannel contact center expertise with a flair for all things social. Our domain experts and practice leaders pair in-depth system enablement experience with years of operationalizing social media customer care programs to help our brand partners achieve industry-leading results.



Improved
response rates



Increased
customer LTV



Decreased
response time



Improved
NPS/CSAT

Our Solutions

Social media customer engagement success requires equal parts personalization, technology, and talent. At VXI, we have the right combination and a comprehensive suite of services to help your brand amplify the positive, mitigate risks, and boost NPS scores.

Social Media Strategy & Consulting



Current State Assessment

- People Assessment
- Process Mapping
- Technology Assessment
- Reporting / KPI Assessment



Future State Design

- Recruiting Assessments
- Training Creation
- Rules of Engagement
- Technology Optimization
- Quality Scorecard
- Reporting & Dashboards

Social Media Customer Care

Resolving More Issues in Channel, Fast.

Our team will monitor and engage both owned and earned mentions in search of common trends from customer service issues to frequently asked questions and complaints. Once uncovered, our team will react and respond using our proven framework for achieving legendary CX.

Social Media Community Management & Moderation

Increase Growth Rate & Active Members

Our brand ambassadors will develop and nurture the community by participating in discussions, finding new customers, and listening to the current ones.



Day-to-Day Moderation
Rule Enforcement



Customer Management
Questions & Issues



Relationship Building
Experts & Influencers



Content Creation
Thought Leadership



Platform Management
Featured Answers

Social Insights, Listening, & Triage

Decode the Voice of the Customer

Enhance your customer understanding, mine for insights, keep a pulse on the competition, and inform operational business decisions.



Get the Right Post
to the Right Team



Protect the Brand,
Mitigate a Crisis



Promote
the Positive



Provide Insight Back
to the Enterprise

Helping Leading Brands Quantify the ROI of Legendary CX

Compelling customer experiences can be challenging to design and even harder to deliver. Speak with one of our domain experts to learn how we've achieved the following results for other leading brands:

- Above 80 NPS Scores
- 2x the response rate within 4 months
- 51% improvement in the brand's flush rate
- 78% improvement in one brand's irrelevancy rate using keyword automation
- < 5-minute response times

Legendary starts here.



bit.ly/vxi-social-media