



How B Squared Media Used Human-Based Customer Care to Improve Customer Response Times by 3,791% on Social Media

Overview

brother International Corporation (USA) is a premier provider of home, home office, and business products based out of New Jersey (for the U.S. region). Brother is well known for its home and office printers, as well as its sewing and crafting machine lines and the P-touch labelers.

The internal team at Brother was tasked with handling all service requests and customer questions across multiple channels (website/email, telephone and social media channels). As the internal team had so many mediums to cover, social media monitoring was limited. The internal team was only servicing complaints on Facebook. They also had limited office hours – 9am to 5pm, Monday through Friday – and were therefore unable to reach out to many support requests in real-time.

Our Social-First Customer Care Solution

B Squared Media

B Squared Media, LLC was brought in to assist with the Customer Care process. The B Squared team was focused solely on the customer support needs on social media. We expanded the hours from eight hours each day, five days per week, to 15 hours each day, seven days per week (including weekends and holidays). The platforms managed increased from one, Facebook, to three. Additionally, all customer messages were address versus just the negative messages or complaints.



ORIGINAL CUSTOMER SUPPORT AVAILABILITY

8 HOURS/DAY
5 DAYS/WEEK
1 PLATFORM



WITH B SQUARED CUSTOMER CARE

15 HOURS/DAY
7 DAYS/WEEK
3 PLATFORMS





With the new Social-First Customer Care process, B Squared was able to address questions in real-time, providing responsive customer service, not only on Facebook but also across Twitter and Instagram as well. Along with the increased servicing hours, the team at B Squared was also able to expand to non-reactive engagement... a step the internal team just didn't have time for before. This was an important adjustment because 78% of consumers are more likely to buy from a brand or company after a positive experience¹ with that brand on social media.

How We Made It Work

1

Extended Community Manager (CMGR) Hours

Adding the B Squared Media team allowed the Brother team to expand from 9am-5pm Monday through Friday to 9am-Midnight seven days a week, including holidays.

2

Moved From Reactive to Proactive Coverage

Previous to working with B Squared Media, the internal Brother team only had time to focus on the negative support requests, or complaints, they received on Facebook. With the B Squared team in place, all mentions of the brand are being addressed. Additionally, using Social Listening, we are able to find and participate in conversations about the brand where they may not be mentioned. Social Listening has also allowed us to uncover micro-trends for the sewing industry as a whole.

3

Increased Social Media Platform Coverage

By adding the B Squared team to their social media accounts, Brother was able to service customers on Facebook, Twitter, and Instagram, versus only Facebook.

4

Extended Onboarding & Process Documentation

Because of a thorough onboarding period and a highly documented set of guides and processes, the B Squared team was able to act as an arm of Brother, and is now able to deliver a seamless experience for the customers.

¹ Source: <https://sproutsocial.com/insights/importance-of-social-media-marketing-in-business/>

Results



B Squared Media was able to reduce the average customer wait time on social media channels from 20 hours to 32 minutes — **a 3,791% faster response time.**



The B Squared team was able to increase the average messages handled per month from 56 to 2,229 — leading to **a 3,980% increase in messages handled.**

July 2019



20 hours, 13 mins

May 2021



32 mins, 19 sec

← **3,791%**

Faster Response Time

“*During the COVID-19 pandemic, we were faced with many new challenges on our social accounts and beyond. Although newly onboarded to our business at the time, the entire B Squared Media team jumped in with an all-hands-on-deck approach to assist our customers. B Squared Media ensured responses to our social communities were provided quickly while also successfully leaning into the Brother philosophy of providing consistent and courteous “At Your Side” support. The strategy and support of the B Squared Media team was invaluable during this unprecedented time and we are thankful to have them as part of our team.*”



Senior Specialist, Social Media
Brother International

Free ~~Consultation~~ Conversation

Talk is cheap. Advice is priceless.
Our consultation is free.



Brooke Sellas

Brooke Sellas | Founder & CEO

Book a 30-minute free conversation
with our CEO, Brooke Sellas, at:
bsquared.media/free-conversation