

# Hello

Customer Care Re-Imagined



# We're the conversation company.

B Squared Media is a boutique digital marketing agency and the industry's premier social media customer care specialist. We're **re-inventing outsourced customer care** by engaging in meaningful online conversations that result in unique market insight, satisfied customers, sales leads, and loyalty.

## Our Mantra:

Think Conversation, Not Campaign.™



# What's the difference between customer service and customer care?

**Customer Care** is essentially how well YOU take care of your customers. How much do YOU care? How far will YOU go to find the right solutions for your customers? "Care" is not just transactional, but means a focus on service as a strategic extension of your brand to create **new business value**.

Social-first Customer Care is actively listening to your would-be and current customers' needs. It's truly **proactive** (and **ongoing**). And when we say 'online customer care' we're talking about proactive listening and answering through your website or social media channels.

Wherever you **take care of your customers on social media**, that's Online Customer Care.

To clarify, here's what online customer care **isn't**:

It's **not** customer service.



It's **not** customer support.



It is one part of customer experience (CX).



# How Online Customer Care Creates Unique Value



Increased sales conversions



Unique customer data and insights



World-class customer experience



Speedy complaint resolution



Dramatically lower service costs



Improved customer loyalty



Personalized customer connections



Proactive customer education



AI-powered data analysis and self-service options



Competitive advantage

# How B Squared is different

B Squared Media offers the industry's premier social-first customer care solutions, using teams of highly-skilled Community Managers who build strategies around social media customer support and triage.

We're **re-inventing outsourced customer care**. Our difference is an obsessive focus on you and your online customer conversations. We don't just check a social media box for you. We **engage in meaningful online conversations** that result in unique market insight, satisfied customers, sales leads, and loyalty.

We use Artificial Intelligence and a **team of super smart humans** to proactively meet your customers' needs. Our team is the partner of choice for customer care with many recognizable and sizable brands! Let B Squared transform your reactive customer service to **proactive customer care**.

B Squared Media team members have experience with some of the biggest brands on the planet, including:

The logo for Brother, featuring the word "brother" in a blue, lowercase, sans-serif font with a registered trademark symbol.The logo for Applebee's Grill & Bar, featuring a red apple icon above the word "Applebee's" in a black, serif font, with "GRILL & BAR" in a smaller, black, sans-serif font below it.The logo for Dell, featuring the word "DELL" in a blue, sans-serif font inside a blue circle.The logo for Smoothie King, featuring a red crown icon above the words "SMOOTHIE KING" in a red, sans-serif font.The logo for Adidas, featuring three black stripes above the word "adidas" in a black, lowercase, sans-serif font with a registered trademark symbol.The logo for Cinnabon, featuring the word "CINNABON" in a white, serif font inside a blue, rounded rectangular frame with a decorative border.



## Glean Actionable Insights From AI and Social Listening

Utilizing chatbots to decrease human capital and AI (artificial intelligence through social listening) to highlight customer sentiment. **We take care of the AI integration so you don't have to.**

Educating internal teams on qualitative and quantitative data around your brand, industry, and competitors.

## Customer-Centric KPIs With Deep Reporting System

Using consumer conversations to help with business growth in all sectors, not just sales and marketing.

Using **conversational marketing** (real-time conversations with your would-be or actual customers) as conversation plays a part in every step of the customer journey.

## Example Deliverables To You and Your Customers

10-minute response time.

Monitoring your channels before/after-hours (or during "regular" hours), week-ends, and holidays.

Educating the customer about your products or services.

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brother®

*When I look back on this crazy year, I am so incredibly thankful that the B Squared Media Team has become a part of the Brother family. With their help we have significantly increased response times across several of our top social accounts, truly demonstrating our At Your Side service philosophy. Additionally the one-on-one personalized engagement has allowed our customers to understand that we are listening and our communities are very important to us. The B Squared team no matter what is thrown their way have provided service with a smile even when people haven't been very nice. Thank you B Squared – You are all truly AWESOME SAUCE!!!!*

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**KELLY HODRICK**

Manager of Social Media Strategy at Brother International Corporation



# We are the partner of choice for:

**brother.**  
at your side

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**NCTE** National Council of  
Teachers of English

**Wolters Kluwer**

**fenceworks**

**iVamosPay!**

**Hunterdon**  
Gastroenterology  
Associates  
Medical Experts in the Treatment of Digestive Diseases

At B Squared Media, we work with a range of clients, from startups to enterprise-sized brands — including large, recognizable companies and mom-and-pop shops.

Our many happy clients have partnered with us to help them with numerous services, from online customer care to social media management, paid advertising, social listening and more.

# Thank you

Say "hello" with B Squared to find out what we can do for you.

For more information or a free consultation, please contact our founder & CEO  
Brooke Sellas at [brooke@bsquared.media](mailto:brooke@bsquared.media).

