



# Delivering Effective Social Customer Service: How to Redefine the Way You Manage Customer Experience and Your Corporate Reputation

*Martin Hill-Wilson, Carolyn Blunt*

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Social Customer Service is new. Social Media is the biggest thing happening to the customer service industry since the mid 1960s when modern day call centres were born. It is taking customers and organisations into untested ways of relating: transparently, collaboratively, instantly. The consequences of great and poor service are forever changed.

Customer appetite has promoted this form of interaction to the very front of a race to understand. How do digital brands and empowered customers actually behave?

Social Customer Service has become Marketing's R&D lab and a listening hub for the rest of the organisation. It is now where corporate reputations are most likely to be won and lost.

'Delivering Effective Social Customer Service' is a complete reference for achieving excellence in this new discipline. It caters to both novice and expert. It is perfect source material for service leaders and digital marketers to read together. Every CXO will recognise in the book a blueprint from which to build their next generation organisation. Even ambitious team leaders should snag a copy for instant subject matter expertise kudos!

The centre of the book offers an in depth self-assessment of the competencies that matter. The book is jammed full of strategic insight, action lists, best practice tips and interviews. All the resources anyone needs to build a solid strategy and roadmap.

Early adopter workshops based on the book have already taken place and will continue to be offered as another way of engaging with the book's key lessons. An online resource of the reference material is also provided. Options for an online community are under consideration.

This book is the first of its kind. A distillation of what has so far been collectively discovered. Then filtered and expanded through the collective experience of two leading authorities on customer service: Carolyn Blunt and Martin Hill-Wilson.

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