CONSUMER INSIGHTS ON SOCIAL MEDIA – GLOBAL REPORT
What drives customers to talk about their customer experience on social media?

ABTRAN
This is Service
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Executive Summary

Summary of key findings
Today’s brands are being built by their customers. Customers with a smartphone in their pocket are taking to social media channels to voice their praise, issues and concerns. In this report, we investigate the factors that drive customers to post about their customer experience on social media sites. We also delve into the demographics, geographies, behaviours and industry trends that are driving customer behavior and impacting brands across the fast-moving social media CX landscape.

Stand out on Service

‘Service’ is the main driver of positive sentiment for 2016 amongst the worldwide audience. It isn’t value for money or an amazing refund/return policy that motivates customers to positively post their CX on social media sites. Typically, it’s their perception of having received a stand-out, omni-channel experience.

Don’t discount the ‘Human Touch’

Posts driven by positive interactions with staff are a significant source of positive customer service content. Knowledgeable, well-trained and empowered staff are often the only difference between a positive and negative experience for today’s customers. An empowered and valued work force is key to driving satisfied and loyal brand advocates.

Demographics & CX online behaviour

Between 2010 and 2016, the U.S., U.K. and Canada accounted for 86% of the total volume of CX related posts on social media sites. In 2016, the gender of those posting on social media across both positive and negative customer service experience is nearly 50:50 across male and female categories. Users posting positive customer experiences are more likely to be interested in CX specific topics, CRM and information security. In contrast, users posting predominantly negative customer experiences on social media show more interest in topics like Bollywood, soccer and cricket. Between 2010 and 2016, the volume of positive
and negative CX posts generated by the ‘35 and Older’ age groups decreased significantly. This is reflected in a dramatic increase in share of CX posts from the ‘Under 35’ category (see Milennial Factor).

‘Millennial Factor’

Millenials are becoming an increasingly significant customer group with the means and appetite to voice their customer experiences on social media. 2010 to 2016 saw a 20% increase in those aged under 35 posting about their CX on social media.

Anticipating Millennials’ needs results in peer-to-peer influence and positivity that can’t be monetised or manufactured.

‘Taking Technology to the next level’

‘Technology’ as a CX driver has seen a 26% decrease in positive comments from 2010 to 2016. Customers are no longer ‘wowed’ by apps. Today apps are simply expected by users and positivity around Technology is more focused on how companies are using it to improve their experience and interactions.

‘Changes in sector sentiment’

The Transport sector saw the largest and most dramatic change between 2010 and 2016 with positive posts increasing from 34% in 2010 to 96% of total posts in 2016. These numbers reflect changes in the transport sector as a whole with data pointing to a growth in ‘ride-sharing’ apps, and improved automation. The Health and Government sectors generated the largest volume of negative CX posts in 2016, while the Financial Services generated the largest increase in negative CX posts from 13% in 2010 to 22% in 2016. Poor service and/or rude staff were the primary drivers of negative CX posts for 2016.
Introduction

The introduction of mobile technology has driven the social care revolution. Since the first smartphone was launched in 1994, numbers have increased to over 2 billion smartphone users in 2016, with these numbers expected to rise to 2.87 billion users by 2020.¹ With over 176 million social media users worldwide, the penetration of smartphone use has resulted in an astronomical rise in volume of all types of social media updates across multiple platforms.² When these volumes are consolidated, they form a readily accessible bank of social care data that can be used to identify trends and behaviours across a worldwide audience. This data is without company or industry bias and is formed purely from the opinions of customers without coercion or expectation.

This report takes publicly available social media data collected using customer service keywords to build an overview perspective of what drives positive and negative customer experiences. Additionally, the report drills down into specific sectors to determine key demographics, conversation drivers and sentiment across the customer service industry as a whole. This reports looks to identify key online trends and topics that can be used to improve and expand customer relations and to understand the behaviour of customers on social media.

Methodology

The timeframe for this report is from the 1st of January to the 31st of December 2016 and incorporates data from a worldwide audience.

Using Crimson Hexagon² (a leading social media analytics platform providing customer insights to top brands and agencies), this report was developed using Boolean strings of keywords and brand names to search for public online mentions across - but not limited to - Twitter, Facebook, YouTube, forums, blogs, review sites, Instagram and news sites.

Due to the significant volume of content posted across social media channels on a daily basis, only a selection of data that adhered to specific customer service terms and criteria was used.

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³. https://www.crimsonhexagon.com/
1. Demographics and Geography

Are global volumes of CX posts on social media increasing as much as we think they are?
As our online activity and day-to-day lives become more interconnected, there is a perception that there is a corresponding large scale increase in social media use and social media posts from across the globe. However, is this in fact the case?

Increases in social media CX posts 2010-2016
At the end of 2016 46.1% of the world’s 7.43 billion people had access to the internet. This represents a significant increase from 2010, when only 29.2% of the global population (6.92 billion) had access.4

Over the past seven years internet users have increased by 7.4%, from 2.02 billion to 3.42 billion. This increase of 2.02 billion users has seen a corresponding upsurge in social media CX posts over the years which can be seen in Figure 1. The volumes show that not only is social media use growing, the volume of customer complaints and compliments is also increasing with people becoming more and more comfortable with taking to social media to voice their concerns, issues and praise about the companies, brand and sectors they interact with.

Figure 1. Increases in social media CX posts 2010-2016

Where is everyone?

We have seen that there is a clear increase in global volumes of CX related social media posts from 2010 to 2016 and that this increase is across both the positive and negative experience dataset. The next question is where are these posts coming from?

Audience insights - geography

The geographic origin for the posts can be tracked using a combination of geo-tagged coordinates from mobile devices, user profile information, time zones and languages to determine the countries, regions and cities from where their posts have originated from.\(^5\)

The geographical data for 2016 for both positive and negative interactions shows that the geographical origin of CX related social media posts is in line with the penetration rates of social networks. The largest concentration of posts originating in the United States of America, which accounted for 44.23% of the total, and where 59% of the North American population connected to at least one social media platform.\(^6\) The next highest concentration of content is from the United Kingdom which accounts for 38.67% of the total, followed by Canada constituting 3.53% of total posts.

These countries remain the top three sources of CX related social media posts when the timeline is brought back to 2010. The top three cities for content is also in line with the above with London, New York and Los Angeles accounting for the top three locations from 2016 back to 2010.

\(^5\) http://www.crimsonhexagon.com/platform/frequently-asked-questions/technology
Who is everyone?

It’s clear from the volumes and geography analysed above that the volumes of CX related social media posts have dramatically increased since 2010 and the sources of these posts is concentrated in North America and the United Kingdom. Let’s now look at the people behind the posts and what we know about them.

Demographics

In Figures 3 and 4 below, the demographics of people discussing their customer experiences are tracked and reported by both age and gender. Ages are calculated using a probabilistic approach incorporating various government census data, and gender is calculated using the names and data provided by users’ public profiles.

In terms of gender, data was analysed from both positive and negative experience sources from 2010 through to 2016. This examination showed an initial marginal preference for males to post about their CX experiences. However, in 2016, the gender of those posting on social media about both their positive and negative customer services experience is divided nearly 50:50 male and female.

**Figure 3: Gender breakdown of CX-related posts for 2010 and 2016 (Source: Crimson Hexagon)**

**Figure 4: Age breakdown of positive posts 2010-2016 (Source: Crimson Hexagon)**

Positive Experiences

In Figure 4, the ages of those posting on social media about their positive experiences has seen a slight shift away from the dominant age group, with content from those aged ‘35 and Older’ decreasing from 90% in 2010 to 77% in 2016 and a corresponding increase in CX related social media content from those aged under 35.

Negative Experiences

The age of those posting about their negative experiences has changed in a similar fashion to the positive dataset as can be seen in Figure 5. Here, the age demographic of customers posting negatively have seen a more significant change with negative content from those aged ‘35 and Older’ decreasing from 85% in 2010 to 58% in 2016. The change in age demographics show that millennials are becoming an increasingly significant customer group with the means and appetite to voice their customer opinions on social media platforms.

Customer Affinities

Another method of understanding the people who post about their CX on social media, is to track their interests and concerns. Using this method, we can then compare and contrast the interests of those who post about positive experiences versus those who post about negative experiences. This analysis shows whether these groups share common interests while providing an insight into their customer service experience expectations.

On the left of Figure 6, below, we see that users posting about positive experiences are more likely to be interested in customer experience, CRM and information security. In the middle of the graphic, we can see the commonalities between the audiences in terms of shared interest across world news, fashion, science and technology. In contrast, users on the right, posting about a negative customer service experience on social media, show more of an interest in less CX-specific topics such as Bollywood, soccer and cricket.

The data shows a trend for people who are interested in CX and technology to be more inclined to post about their positive experiences, whilst those showing an interest in more mainstream pursuits are more likely to post on social media about negative CX experiences.

Figure 6: Positive and Negative CX-related posts based on user interests (Source: Crimson Hexagon)
2. Drivers

What drives customers to post about their CX on social media?

In this section, we explore the factors that drive a customer to publically post about their negative or positive customer experience on social media sites.

Here two methods have been used. Firstly, the 'Topic Wheel' which visualises the data to identify overarching themes and trends. The second 'Conversation Drivers' method, groups posts of a similar nature together to identify factors driving the largest volume of mentions.

For the purpose of this document the below is a reference guide for terms used within:

 Experienced is the combination of every aspect of the customer journey. This includes, but is not limited to, brand perception of staff, product, price, service, and functionality.

 Service is how easy it is for a customer to complete a transaction or fulfill need with a company.

Topic Wheel<sup>®</sup> – Positive Customer Service Experiences

From the visualisation in Figure 7, we can see that service is the dominant, overarching theme and a key driver when it comes to customers rating a company or posting about their experience publicly on social media. Here, great service relates to the support team available to the customer together with service-related technology.

Another significant driver of positive CX can be seen in the frequent appearance of the word team in the topic wheel. Staff play a key role in influencing a customer’s perception of a brand regardless of whether it’s a face-to-face, online or voice interaction.

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8. Visualisation of data is an efficient method of ascertaining insights into the audience and their posts in regards to certain topics. The topics toward the centre are the more common themes while those on the outside are connected with the inner themes and represent smaller portions of the overall conversation. The topic wheel visualisation is composed of 10,000 posts chosen at random from the overall the database of both positive and negative posts curated from the 2016 dataset.
Product also dominates segments of the wheel with purchases, product and quality frequently mentioned.

Overall, the visualisation shows an intrinsic connection between exceptional service, product and a strong customer service team when it comes to providing a positive experience.

**Topic Wheel – Negative Customer Service Experiences**

This dataset shows a similar narrative to the Positive Customer Experience Topic Wheel with segments relating to staff and service dominating the visual. However, unlike the Positive Customer Experience Topic Wheel, these mentions are dominated by negative encounters with staff.

Poor experiences with staff members either in person, on social media, or over the phone dominate all segments of the wheel. The competency of staff and the lack of a timely resolution are particular drivers of customers posting about their negative experiences on social media sites.

Mentions relating to quality of service are also found in the topic wheel, especially with mentions of still waiting and no response featuring throughout the segments. By comparison, references to the product itself are very limited with only minor references featuring on the visualisation in Figure 8. This serves to illustrate the importance of having a well-informed team while giving customers the choice to get in touch with that team when they choose.

The dominance of these highlighted themes illustrates the importance of well-trained and empowered staff to driving positive CX and to maintain happy online customers. Inversely the data serves as a cautionary tale about the consequences of not investing in these areas and the damage it can do if unaddressed, to a brand’s online perception and reputation.

**Conversation Drivers**

In this section, we group together similar posts captured via the ‘Conversation Driver’ method to understand the factors that drive customers to post about their positive and negative CX on social media. This breakdown is completed separately across positive and negative posts to understand the content drivers in each dataset and to determine influencing factors across both groups.

**Conversation Drivers – Positive Customer Service Experiences**

Positive experiences are the Holy Grail for companies that actively engage with their customers on social media. Research has shown that 71% of customers who have a positive experience via social media are likely to recommend the company.\(^9\) With data from Facebook also showing that on average every Facebook user (1.79 billion people) is connected by an average of three and a half other people,\(^10\) it has never been so important to foster and develop a positive customer experience.

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In Figure 9 it can be observed that despite fluctuations in volume over time, Service, Experience and Staff are the top three motivators for customers to post a positive comment on social media. In 2016 these three factors accounted for 79% of all posts reviewed.

Other strong motivators include the sense of having purchased a quality product or having interacted with helpful and effective staff members either in person or via social media.

**Breakdown of Positive Customer Experience Posts**

**Technology**

As technology’s place in our lives has only increased during the same timeframe, how can this decrease in positive comments be explained? A reason for the 26% decrease in posts could be found within the sample of posts from 2016.

One of the largest changes observed for positive customer experience motivators is ‘Technology’ where there has been a 26% decrease in positive comments from 2010 to 2016. These changes were not reflected by a corresponding increase in negative comments but rather a decrease in sentiment driven posts from customers over time in regards to ‘Technology’. In 2010, apps were only emerging and were well received by the general public. Now apps are expected by users and positivity around Technology is more focused on how companies are using it to improve their experience and interactions.

The posts highlighted are typical of content found from 2010 with large volumes of tweets and posts commenting on new apps and websites. However, over the period from 2010 to 2016, we see a marked decrease in similar posts, while at the same time research conducted in 2016 shows that 90% of customer’s mobile time is now spent in apps.¹¹

Customers have become so accustomed to having the information they require via apps that the experience has become ‘de rigueur’ and no longer elicits an emotional response from customers unless something exceptional happens. Companies that are using technology in new and innovative ways that the customer hasn’t seen or experienced before is now what’s driving positive response. For instance, a website that isn’t mobile responsive, has counter-intuitive navigation, has high load times or a lack of self-serve options all lead to a poor User Experience (UX), potentially generating negativity.

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¹¹ [http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/]
Service

Service is the main driver of positive sentiment for 2016 among the worldwide audience.

When we look into positive conversations around ‘Service’, there are two posts that exemplify Service within the context of this report i.e. how easy it is for a customer to complete a transaction or fulfil need with a company.

The first example is from Fitbit where a customer had an issue with their product and a single phone call quickly resolved the issue in an easy and effective manner. Further to the customer posting a glowing review of the company based on their service encounter, they also resolved to buy more Fitbit products. In another example, this time from Delta Air Lines, the customer has had an easy service encounter with changing her flight. She has found the whole process so simple to complete she has gone online to publically thank Delta.

Both of these posts show how customers recognise the value and worth of a great service encounter with a business where their needs or requirements are dealt with in a simple, effective and straightforward manner.

Experience

Experience was the second highest driver of positive customer experience posts in 2016. The following social media posts illustrate the power of a positive customer experience.

In these posts, all aspects of the customer journey combine to generate a positive customer experience. In both posts, the customer was more than happy with the service or product they obtained. When combined with a positive human interaction (in terms of great installers or a customer service advisor), this ensured the overall experience was hugely positive.

Again this underlines the huge importance of empowered and highly trained staff to ensure a positive customer experience. Here, relying solely on technology as a contact channel can be a risk. While customers may be satisfied interacting with your online self-service options day-to-day, they also expect to be able to access human support when they need it and expect this level of service to be as easy as the online equivalent.
These posts are driven by customer interactions with staff members on social media, over the phone and in person. Posts driven by positive interactions with staff members are the third largest source of positive customer service content.

The volume of these posts shows in this age of technology and automated services, that a human interaction still has the power to change the customer’s perception of a company, brand or product.

In the example for this category, an employee helped a customer out with a simple gesture whilst still carrying out their job. This gained the company a huge amount of positive publicity, through the employee’s ability to handle the situation in an empathetic, human way.

Staff are an extension of a brand and experiencing the human side of a brand is extremely powerful. As the need for human interactions decreases, it’s important that when they do occur, they are to an extremely high standard.

Conversation Drivers – Negative Customer Service Experiences

Similarly to positive customer experiences, negative interactions generally revolve around service experiences and people rather than a tangible reason such as faulty goods. In fact, the primary reason for people complaining on social media arises from a poor interaction with staff, which accounts for 36% of all posts calibrated in 2016. The next highest reason for negative CX posting on social media in 2016 was ‘Poor service’ at 20%, followed by ‘Wait Times’ accounting for 10% of the total.

Historically, the data shows (Figure 10) significant changes in the drivers between 2010 and 2016 with ‘Technical Issues/Website’ dropping from 29% of the total in 2010 to just 10% in 2016. This drop corresponds to the reduction in positive posts in relation to ‘Technology’. Here Technology has become such an interconnected part of our lives that unless it goes very wrong, people don’t typically mention it in their CX related social media comments.

The data also shows that posts in regards to staff members has remained a huge driver of negative posts, increasing from 28% in 2010 to 36% in 2016. These numbers show that human interactions are a significant source of contention amongst customers. Tracking the causes of negative customer experiences can be of enormous benefit to companies to help improve their customer service performance.

In our digital world, people put their trust in online reviews and ratings. Therefore, negative reviews can impact the company over the short and longer term.
Breakdown of Negative Customer Experience Posts

**Rude Staff**

Rude staff was the main driver of negative customer service experiences in 2016. In this category the customer perceives (whether true or false), that the staff member/assistant/customer service representative they dealt with did not provide them with the level of help, personalisation or etiquette they expect from a superior customer experience.

In these two examples it’s clear how the customers’ negative experience impacted their perception of the brand, and how they can then use their experience to influence perception of the brand to a wider audience.

In an age where customers typically rate each other’s experiences above corporate messaging or communications, this type of publicity can be extremely damaging to a brand.

**Poor Service**

Posts driven by poor service are the second largest source of negative customer service content.

These are driven by situations where a customer felt their service encounter was negative, causing them to post to social media in order to voice their annoyance.

**Wait Times**

These posts are driven by customer complaints regarding waiting times for help/assistance in stores, on social media or over the phone. While the length of time it takes for a query to be resolved is the main source of frustration in this category, off-shore locations (i.e. where English might not be the first language) and response times to emails and messages also contribute towards this negative conversation driver.

In both posts highlighted, the customer has been keep waiting for customer service and this has resulted in a great deal of frustration on their part.

Human interactions are decreasing due to advancements in self-service technologies. However, for more complex queries, it needs to be easy for the customer to connect with a support team member. Here, customers expect staff to be fully equipped and empowered to resolve the end-to-end query without escalating or checking with another team member.
3. Sectors

Sector Breakdown

Customer expectations vary by sector. For instance, customers expect a higher or more involved level of care from hospitals and doctors within the Healthcare sector than they would expect from broadband or cable providers.

Over 3.3 million relevant posts for 2016 were collated using a collection of customer service-centric terms and broken down into a number of key sectors to show the varying levels of positivity versus negativity and year-on-year changes in volume.

The sectors analysed are as follows:

- Financial Services
- Government
- Health
- Utilities
- Transport

All data is drawn from a worldwide audience from 2010 to 2016. For a more detailed breakdown on individual sectors please contact DigitalServices@Abtran.com.
Sector Breakdown – Positive CX Experiences per Sector

Sectors examined are broken down by volume and positive posts versus negative customer experience posts. In Figure 11, below, we can see that in 2016 the sector that generated the largest amount of positive mentions was the Transport sector.

In comparison with 2010, the Financial Services sector generated the largest volume of posts analysed comprising 62% of the total. It can also be seen that the volumes for Transport have increased dramatically from 2010 to 2016 by 27%.

![Figure 11: Positive CX posts by sector 2010 and 2016 (Source: Crimson Hexagon)](image)

Sector Breakdown – Negative CX Experiences per Sector

Interestingly, in the negative experience dataset in 2016, there is no clear sector that dominates. Instead the Health, Government and Financial Services sectors all generated significant volumes of negative posts, with the Health sector marginally ahead with 32% of the posts within the dataset (Figure 12).

A retrospective examination shows that the leading sectors for negative experience posts in for 2016 were consistently the same in the preceding years. The largest change noted was within the Financial Services sector where the volumes of negative CX posts increased from 13% in 2010 to 22% of the total in 2016.

Transport remains the biggest mover across sectors analysed, with the volume of negative posts decreasing dramatically from 29% of the total in 2010 to just 2% of the total in 2016.

![Figure 12: Negative CX posts by sector 2010 and 2016 (Source: Crimson Hexagon)](image)

The Transport Sector

The Transport sector saw the largest and most dramatic changes in the years between 2010 and 2016 with positive posts increasing from 34% in 2010 to 96% of total posts in 2016 (Figure 13). These numbers reflect changes in the Transport sector as a whole, with people changing how they interact with transport services and their brands.

More and more people especially in America are choosing to rent their cars as it is less expensive than buying them. The data points to a growth in ‘ride-sharing’ apps, and improved automation within the
sector. All of these factors have led to transport being increasingly an online service corresponding to an increase in positive social media mentions as customers use the services and post online reviews about their experiences. Customers are increasingly becoming ‘Smart Users’, attuned to being online and expectant of instant resolutions and responses. This has in turn led to a change in how the sector has operated, a change that is clearly evident through the rise in positive sentiment for the Transport sector on social media.

**Figure 13: Positive/Negative Transport sector posts (Source: Crimson Hexagon)**

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**Financial Services**

The Financial Services sector has also seen changes in sentiment volumes, with positive mentions dropping from 87% in 2010 to 53% in 2016 (Figure 14). It has become increasingly automated over the past few years with the arrival of online banking, virtual banks and banking apps. These innovations have greatly improved the Financial services sector for digital customers and have led to an increasing amount of positive mentions.

**Wei Qiang @ OCBC Bank**
Serangoon garden branch, officer jasper sng helped me with my debit card application. Good customer service attitude from him.

**@supermorgy**
I thought @BO is the worst bank, it’s actually @Metrobank There’s no truth that u are in good hands! Very disappointed w/ Customer Service

**Figure 14: Positive/Negative Financial Services sector posts (Source: Crimson Hexagon)**

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However, the largest driver of comments, both positive and negative, for the Financial Services sector concern the service experience that people receive when they interact with a Financial Services employee. People are increasingly dependent on online banking and it is seen as an inconvenience when they are forced to visit their local branch. This heightened emotion means that
encounters with staff are highly charged so it takes very little for the customers’ perception to change for both the positive or the negative. This again is testament to the value of the ‘human safety net’ while providing an exemplary online service offering.

**Health**

Sentiment in the Health sector has been consistently more negative than positive in the years from 2010 through to 2016, which can be seen in Figure 15. The sector is also almost entirely reliant on human to human encounters and appointments with a lesser degree of automation and online services used in the Health sector compared to the Financial Services sector. However, there is an increased emphasis on customers going onto social media to write and rate reviews of doctors, dentists and hospitals, this activity is driving significant online content.

Long wait times and unhelpful staff are big drivers of negative sentiment in the sector, whilst good, effective service and helpful staff remain the principle drivers for positive sentiment.

**Figure 15: Positive/Negative Health sector posts** *(Source: Crimson Hexagon)*

![Positive/Negative Health sector posts](image)

**Government**

The Government sector has seen predominantly negative customer posts from 2010 through to 2016. Within this period, we can see very little significant change in volume on Figure 16, with positivity decreasing from 26% in 2010 to 20% in 2016. Bureaucracy, paperwork and wait times are significant drivers of negative citizen experiences.

**Figure 16: Positive/Negative Government sector posts** *(Source: Crimson Hexagon)*

![Positive/Negative Government sector posts](image)
As we’ve previously seen, today’s customers are becoming increasingly connected, ‘tech savvy’ and impatient. The need to physically visit a location such as the Tax or Post Office and queue for service increases negativity around the sector. Here, customer expectation around the availability of online self-service technology is less evident than in other sectors.

In the second example to the right, a staff member has gone out of her way to deliver a positive customer experience.

Utilities

In the Utilities sector, positive and negative sentiment has varied throughout the timeframe of this report as can be seen on Figure 17. For instance, positive sentiment shifted from 47% of the total in 2010 to 76% in 2014 and back down to 59% in 2016.

The main drivers of negativity with the Utilities sector are primarily disruptions to services, slow connections and difficulties with customer service. Positive sentiment is often driven by interactions with customer service when a customer’s problem was resolved efficiently and helpfully.

The Utilities sector is in a challenging position given that a lot of services provided are also those that facilitate online access. Here, any disruption to mobile or broadband services is likely to be voiced on

**Figure 17: Positive/Negative Utilities sector posts (Source: Crimson Hexagon)**
Conclusion

This report investigates customer drivers for posting about their negative and positive experiences online. Here we’ve shown that positive conversations are mainly driven by the customer’s overall experience (both people and technology based), whilst negative conversations are largely driven by wait times, delays and issues with staff members.

Overall, online volumes are increasing, with the penetration of both smartphones and social networks making it easier for customers worldwide to publish their opinions, (both good and bad). Here, brands need to remain focused on key trends ensuring that the services they provide address the following emerging themes:

Don't Discount the Human Touch

The Contact Centre, as we once knew it, is dead. Artificial Intelligence, the Internet of Things (IOT) and Digital and Analytics have disrupted the industry. However, there will always be a need for more complex, emotional interactions to be handled by a CX expert. This report highlights the important role staff still have to play in the Digital Era. Customers expect to interact with customer service staff when technology and self-service fail short or when it comes to handling more complex queries. Here our data has shown that empowering staff and ensuring they are proficient and knowledgeable in their role, helps to enhance customer satisfaction and the corresponding perception of the brand on social media channels.

Taking Technology to the Next Level

Over the last few years, technology has become a part of our everyday lives. Customers are no longer impressed with mobile apps; they want to be wowed. Simply put, they want services that are convenient, easily accessible and that address their individual needs.

The Millennial Influence

In the past, broadcast media and marketing communications were the primary channels used to inform and influence the general public. However, in recent years this has started to shift. With the rise of Millennials
and the introduction of data sharing sites and apps, customers are now driving the conversations and trends in customer experience. Peer-to-peer selling has emerged as a growing phenomenon with companies investing more and more time and effort leveraging key online influencers and the millennial network. Here, organisations that are most likely to succeed will put the customer at the centre while delivering a stand-out omni-channel service experience.

About Abtran

Abtran is a leading provider of customer and business process management services, employing 2,300 people globally, across Ireland, the UK and Asia. Abtran has a rich heritage in working collaboratively with organisations across Utilities, Financial Services and Government sectors to achieve greater commercial value and to deliver a better, more connected customer experience.

Abtran securely validates and processes the identities of thousands of applications daily across grant, licence and registration processes. The capability to provide an end-to-end, voice to non-voice package enables us to fully own the customer journey and to deliver a better, smarter and more connected service experience. Clients benefit from an open and transparent partnership approach and a range of flexible delivery models, including the best mix of outsourced and on-site service delivery. For more information visit abtran.com or email the team: info@abtran.com.

About Digital Services

Abtran has been at the forefront of delivering award-winning digital services since 2010. We work with highly regulated organisations across Utilities, Transport and Government to deliver a great digital service experience to our client’s customers.

We offer a range of services across stages on their digital journey. From a full in-depth service review to digital media and customer engagement, our dedicated team of experts have assisted a number of leading service organisations launch digital customer service capabilities into the market and to grow share-of-voice within competitive marketplaces.

Through our Digital Listening & Reporting services, we provide timely customer insights by monitoring online commentary and brand. These insights empower our clients to make informed decisions that are tailored to customer needs, helping to drive loyalty and positive brand sentiment. For more information on our services please visit abtran.com/services/digital or email the team: digitalservices@abtran.com.