



SOCIAL MEDIA WITH A HUMAN FACE

OVERVIEW:

Industry: Travel & Hospitality

Geographies: Philippines

Solution: Social Media

Results:

- AegisLISAⁿ reduced response time from 2 hours to 30 minutes
- Responses were consistent with the client's brand personality
- Consistent high quality delivery across sites in Costa Rica, India, and Philippines
- Delivered native language solution and exceeded benchmark CSAT levels within the first 12 months

THE CLIENT:

The client is a leading low cost airline in South-East Asia.

BUSINESS CHALLENGES:

Consumers are increasingly turning to social media to express their concerns regarding airline service. More than 5,000 posts on social media sites (Facebook and Twitter) were directed at the client every day, with the number increasing rapidly and response times were deemed inadequate. Responses to tweets and comments were done only when the client's website manager was available. The client required a more efficient method to respond. The client's requirements included a personal touch for management of social networking sites and a faster way to provide feedback to consumer queries. The client needed this engagement to go live in 20 days.

OUR SOLUTIONS:

The client selected Aegis to provide its AegisLISAⁿ social media solution in 2012. AegisLISAⁿ was designed to help clients seamlessly deploy their social strategy. AegisLISAⁿ was deployed to get right into the conversation with customers, to instill faith in them about the brand's ability to reach them at a personal level. Aegis provided the following services:

- **Around the clock vigilance:** The introduction of AegisLISAⁿ to help manage the client's social media needs ensured a 24/7/365 response system.

CLIENT TESTIMONIAL:

“This remarkable success rate in such a short period of time has given us social media with a human face. Engaging through social media has become the norm for our customers.”

– VP, Customer Care

- **Addition of social media experts:** Dedicated social media experts responded to the queries posted by consumers within 30 minutes, as opposed to the two hours response time that was previously considered the norm.
- **Zero negligence:** 100% of queries posted, now receive responses.

KEY RESULTS AND BENEFITS:

Aegis achieved the following results over the first year of the engagement:

- Response times have been reduced from 24 hours to 30 minutes, which caused an increase in activity and engagement from the client's customers.
- The volume of posts and tweets has increased from 5,000 to 20,000 per month and are still being attended to 100%.
- The client is using AegisLISA[®] as a market differentiator and is gaining customer confidence as each day passes.