Lithium

Social Traveling Safety Procedures

Stay a step ahead and offer a delightful experience with Lithium's Social Media Management

1 Lost baggage, customer venting on social

1 Monitoring system in place to quickly route upset customers to care agent

2 One-click connection to baggage team provides agent with needed information

3 Customer assured bag is on the way

2 Flight delays due to weather-things bubbling up on social in terminal

1 Spotted via command-center analytics

2 Agents alerted when personal information is shared

3 Manage in-channel via private message

3 Loyalty program member left Kevin at home

1 Integrate all internal data (loyalty, social, CRM)

2 Ability to connect **offline** and **online**

3 Surprise and delight them by sending an Uber for Kevin

4 Holidays approaching—are we staffed appropriately?

1 Productivity metrics used to create baseline staffing summary

2 Team-view performance dashboards keep agents aligned on service goals

3 AI/bots further enhance agent performance by handling routine issues

5 Snakes on a plane, phones come out as situation goes viral

1 Scalable platform to handle unexpected volume spikes

2 Crisis plan activated as agent teams swing into crisis mode

3 Post-event analysis fine-tunes crisis plan for future events

7 steps to avoid customer experience turbulence

The shift to mobile means social is part of day-to-day customer care, creating new challenges and opportunities for travel brands. Next-generation digital customer service:

1. Detect and manage crises as (or before) they happen: Listen to real-time customer sentiment to identify potential issues and incoming traffic thresholds.

2. Protect passengers from disclosing personal information: tTake digital conversations featuring sensitive customer information offline and into private channels.

3. Insulate customer service agents from unexpected volume spikes: Handle 100x-1000x the normal volume of incoming posts without crashing.

4. Operate at scale to maintain SLAs and improve CSAT for passengers: Delayed flights and other travel issues, require an ability to automatically filter, prioritize and route at scale.

5. Share detailed analytics around business metrics and customer satisfaction: Easy-to-understand data informs agent productivity.

6. Ensure archiving, customer contact center integration and permissions/controls capabilities: Track the conversations customers have with your brand across channels.

7. Stay innovative with new technologies: Your platform should grow and evolve with your digital customer care initiatives.

If your social customer care platform isn't addressing these needs, you could be in for a rough landing. To learn more, go to: **lithium.com/airlinedcx**

Take digital customer support to the next level

Lithium is the leading digital care solution that brings Customer Support and Marketing together to rally around a better customer experience. With Lithium, your team can efficiently handle more conversations, fully operationalize your teams, and report on the business impact you are driving.

For additional information about how Lithium can help you provide a better customer experience across your digital channels such as Facebook, Twitter, Instagram, LinkedIn, WeChat, YouTube, SMS, Communities, and more, please visit **lithium.com**

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