

Top 3 Predictions for Social Media Listening in 2013

Prediction 3: Customer service will become as important as conversion for retailers.

Advice 3: Retailers, you need to fine-tune your listening services and enable your customer service team to respond to customers in an acceptable time frame.

Prediction 2: We'll start to see real time social media insights being used to develop retailers' commercial strategy.

Advice 2: Don't just listen to mentions of your brand, but widen your search to include your key product lines too.... then strike up a conversation with potential customers.

Prediction 1: Retailers will start to empower employees to engage with customers in social channels.

Advice 1: Retailers must put a Social Governance document in place to support the company's social vision and help explain how staff can be involved. We can help you do this here at Summit.

Tracey Latham – Head of Social Listening

If you have any questions or would like to know more please email me:

Tracey.Latham@summitmedia.com