

Sky Betting and Gaming: Placing their Bets on Social Customer Service



ABOUT SKY BETTING

Formed in 2001, Sky Betting and Gaming is a British-based gambling company and one of the UK's fastest growing digital businesses, operating five major betting products as well as free-to-play games. They became an independent company in March 2015 in a deal with CVC Capital Partners and Sky which valued the company at £800m.



CHALLENGE

The Social Media team at Sky Betting and Gaming were looking at the next steps in providing continual improvement around their social customer service. They wanted more detail and analysis in order to better engage with social customers in real-time.



SOLUTION

The team selected Clarabridge's CX Social solution primarily for its speed and ease of use, as well as the tool's ability to deal with high volumes of data, perform deeper analysis into social trends, and track team performance and competitive benchmarking.



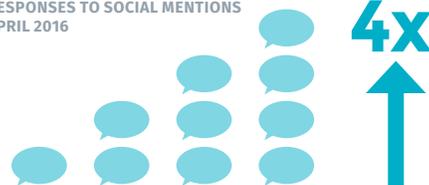
RESULT

Using CX Social has made the team more efficient at engaging over social channels. In the month of April 2016 alone, the team achieved a four-fold increase in responses to social mentions.

Rising Response Rate

Since implementation, in the month of April 2016 alone, the team achieved a four-fold increase in responses to social mentions. The team has also been able to consistently meet their target response time across social channels.

RESPONSES TO SOCIAL MENTIONS
APRIL 2016



CX Social, Clarabridge's social customer service platform, helps the world's leading brands provide immediate, scalable customer care over all major social media channels. CX Social is a powerful solution for interpreting customer feedback and engaging with customers on their preferred channel. The result: better customer experiences. For more information, visit www.cx-social.com.

A Streamlined Social Customer Service Program

Sky Betting and Gaming's Social Media team is responsible for providing social customer service to customers within the UK and Ireland. They currently use Clarabridge's CX Social solution for automatic tagging, routing, and categorization of all social mentions across multiple social platforms, primarily Twitter and Facebook. These capabilities allow a customer's query to be routed in real-time to the right agent for quick follow up.

Along with measuring team performance and tracking success metrics, the team also uses CX Social for competitive benchmarking. They currently send reports to key stakeholders across the business, detailing:

- **Team performance:** Total social mentions, total reply time, SLAs
- **Competitive benchmarking:** Average time to reply and response volume in comparison to top competitors
- **Social conversations:** Most popular social topics, tags, and customer price requests

Crisis Communication and Website Crashes

Website crashes, while infrequent, are unfortunately inevitable at times. For a company in any industry, website crashes can result in negative and frustrated comments from customers. Sky Betting and Gaming now use CX Social to talk to their customers on a 1x1 basis, letting them know what the situation is, communicating updates in real-time, and addressing individual concerns. The team has set up a warning system in CX Social, where an automatic alert notifies internal stakeholders if any criteria hits a specific threshold.

Faster Response Times and Competitive Benchmarking

The Social Media team has seen a number of key successes from their social customer service program:

Faster response times: Using CX Social has helped the team to improve the quality of their responses. For example, as soon as an agent begins working on a specific customer query, the message gets locked in CX Social, preventing other agents from accidentally working on it as well and duplicating efforts. In the month of April 2016 alone, the team achieved a four-fold increase in responses to social mentions. The team has also been able to consistently meet their target response time across social channels.

Tracking success: The team has been able to switch from a manual process to CX Social, allowing for better tracking and benchmarking of social performance. This has been a game-changer for the team with much deeper insights into the responses given and the response times.

Competitive benchmarking: With CX Social, the team is able to see more detail around how they compare alongside the competition on response times and volumes and around knowing if they excel in a particular area, for example goodwill gestures.

Sky Betting and Gaming are on a roll with their social customer care program and are consistently outpacing their top competitors in the social space.



Find out more by visiting www.cx-social.com

A Chat with Sky Betting and Gaming

Making betting better 140 characters at a time

Clarabridge had the opportunity to chat with Sky Betting and Gaming's Social Media team about their social engagement strategy. Here's what they had to say.



Liam Reddington
Product Owner for
CX Social



Can you tell us a little bit about your presence on Twitter?

Jonathan: A few years ago we had two separate Twitter channels – one for Sky Betting and one for Sky Bet Help. We merged the two channels in 2014, before removing @SkyBetHelp permanently in 2015. No one else in the industry was doing this at the time though, so we faced a lot of push back internally. Ultimately, it was the right decision to make, and we can now provide a more streamlined engagement with higher response times. It also means the customer has direct and easy access to our team, and will receive a response from the channel they first contacted.

How do you offer social customer service given that your customers are betting on games happening in time zones all over the world?

Jonathan: We have flexible teams so we can ensure that when we have a big event in a different time zone that hits overnight, such as the Super Bowl or US Open tennis, we're prepared to respond to any queries.

Often, team members have specific expertise in a sport, so many will be up watching the game anyway. There are people for whom being part of the night team works well, we just make sure we plan well in advance so we know what levels of support we're likely to need when. Our Social team currently works 7 days a week, 365 days a year.

How does the type of customer support vary between social and traditional channels?

Jonathan: Speed and immediacy are the two major strengths of the social channels; we don't use them for the more detailed or in-depth conversations as it's just not what our customers want. When a query becomes more complex, we then migrate across to our more traditional channels. Our social media platforms act as a barometer for any bigger issues —we see things break through social then migrate through our other channels.

What advice do you have for other social customer service teams?

Jonathan: I learned very quickly to whittle down the

number of channels we have across social platforms. For example, we don't always need to give each specific product its own social channel. The idea is to streamline your presence so that customers aren't confused about where to go for engagement and/or help.

Liam: Push for your organization to treat social as a traditional support channel. For example, why not push for your social channels to be included in the Help and Support information on your website? With volumes of conversations growing exponentially over social platforms, it makes sense for companies to treat it as a formal method of communication and make it easier for customers to get in touch via social.

Where do you see the future of social customer care going?

Jonathan: In the future, I see companies across all industries giving people not just customer service, but personal service. Social teams will be communicating with a customer as though they are sitting right next to them. Everything will be about making the conversation personal and being able to manage the process at scale. Social will become infinitely easier, both in terms of internal processes, and for the customer.