



# BNP Paribas Fortis Bank Improves SLAs and Streamlines Social Media Engagement



## BNP PARIBAS FORTIS

BNP Paribas Fortis is an international bank based in Belgium and is a subsidiary of BNP Paribas, a French multinational bank and financial services company.

### Challenge

As volumes of social data increased and more team members needed to engage on social channels, BNP Paribas Fortis needed a social media tool that would meet their increasingly complex requirements

### Solution

The team at BNP Paribas Fortis turned to Engagor to provide an end-to-end social customer service program, from monitoring, engaging and reporting on social media activities.

### Results

The team has been able to cut costs and improve their SLAs, responding to customers more quickly and providing a better online experience.

BNP Paribas Fortis has always been focused on improving the customer experience. However, as volumes of social data began to increase, the company's requirements for delivering an effective social customer service program became increasingly complex. They needed to be able to deliver an increasing number of social insights to many more people across the organization.

The social media tool they were initially using did not provide the right analytics, nor did it support their growing presence on social media, such as on LinkedIn and Instagram. It also did not give them the ability to deliver the right insights to the right team in real-time. The team at BNP Paribas Fortis needed a tool that would allow them to be prepared to handle any type of social communication, from offering customer service and launching marketing campaigns to handling crisis communication.

## A More Streamlined Solution to Social Customer Service

BNP Paribas Fortis chose to work with Clarabridge's Engagor solution for the complete end-to-end social customer service experience. The solution is currently used by approximately 50 people from 8 teams across the company, and is the main hub for BNP Paribas Fortis' social monitoring, engagement, and reporting activities. The social media team sits at the center of the company's social strategy, defining best practices, leading process change, outlining strategy, and managing the overall program. The team currently focuses on engagement via Twitter, Facebook, LinkedIn, YouTube, and Instagram, but also monitors specific key word queries and brands across all online channels.

## Social Collaboration across the Company

The social media team has built out a network of social savvy colleagues across the company who oversee social engagement for their line of business and area of expertise. For example, teams within the communications department, as well as customer care agents and community managers for both retail and commercial banks, have all been upskilled on their brand's specific tone of voice. For example, community managers for Hello bank!, their brand targeted to millennial customers, interact on social in a witty and fun tone of voice, whereas those from BNP Paribas Fortis communicate in a more direct tone.

The central social media team coordinates this network of social engagement, and collaborates with each team to make sure everyone is trained and well-supported. Teams across the company have responded very positively to switching over to Engagor from their previous tool. Engagor is faster, simpler to use, user-friendly, and provides a streamlined UX.

Clarabridge helps hundreds of the world's leading brands understand and improve their customer experience. Using advanced text analytics, Clarabridge transforms survey, social, voice and all other forms of customer feedback into intelligence used to empower confident, decisive action across the business. The result: happier customers. For more information, visit [www.clarabridge.com](http://www.clarabridge.com).



## Improved SLAs, Reduced Costs, and an End-to-End Social Customer Service Experience

With Engagor, the team has gained a global overview of their social customer experience. By offering an end-to-end experience, the team has been able to reduce the number of social tools they use, allowing them to streamline their social customer service processes and save time on additional training.

Engagor also enables the team to achieve zero inbox every day. Customer queries and comments are automatically tagged and routed to the right stakeholder or department in real-time for immediate follow-up. This enables the most knowledgeable person to respond to the customer query, ensuring that the company provides the quickest and most accurate reply.

Prior to using Engagor, social mentions had to be transferred manually between teams. This was a time-consuming process that delayed the follow-up process. With the improved internal processes, BNP Paribas Fortis has been able to improve their SLAs, allowing customers to receive more immediate feedback to their queries and a better digital experience. Most importantly, the team has been able to decrease their average handling times, and currently achieves a handling time of 10 minutes.

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## A Chat with Aude Bonaert, Head of Social Media at BNP Paribas Fortis Bank

Aude Bonaert is the Head of Social Media at BNP Paribas Fortis.

Clarabridge had the opportunity to chat with Aude about her experiences with managing social customer service, industry trends, and the future of social media within the banking industry. This is what she had to say:

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

**Bonaert:** The biggest challenge banks face is being able to authenticate customers over social in order to respond to customer queries. It can also be a struggle to integrate this process into the CRM tool. Since social media is such a public platform, there are many times where we aren't able to reply to a customer directly on social media. For example, we are unable to respond to questions around payments or wire transfers in order to protect the customer's identity and safeguard any sensitive information.

I see the future of social customer care evolving to be able to better handle sensitive information and customer authentication. This would help companies such as those in the utilities, telecommunications, and of course, the financial sector.

### Do you have any tips for social media teams working in financial services companies?

**Bonaert:** Protecting sensitive customer information is always a priority. Even if you aren't able to respond to a customer's question over social, make it a point to acknowledge the customer and redirect them to a better-suited channel. It is important that you make this interaction as personalized as possible. Don't use an automatic or generic response, such as "please call the contact center." Tell them upfront that you can't reply to their query over social media as it would risk their security. Let them know that their time is valued and that you want to safeguard their personal data.

**BNP Paribas Fortis manages to achieve zero inbox on a daily basis. What advice do you have for companies trying to achieve the same?**

**Bonaert:** Be proactive and set yourself up with a social media tool that automatically identifies the actionable comments that require follow-up and then routes the insight to the right person in real-time so that they can respond immediately. Prior to Engagor, we used a tool where we had to identify and transfer social comments manually between teams. This was time-consuming and slowed down our ability to achieve zero inbox, meet SLAs, and improve response times.

**You have over 50 people across 8 different teams engaging on social media. How do you make sure everyone is properly trained and communicates in the right tone of voice?**

**Bonaert:** When we started using Engagor, we dedicated a resource to conduct a deep-dive into the tool and become the Engagor "expert" for the team. This person then rolled out training programs across the company to upskill existing colleagues. Any new hires also go through this training.

The Social Media team sits centrally within the company and works closely with the different teams to make sure they understand our social strategy and how to communicate in the right tone of voice, and any new best practices or process changes. With this centralized structure, we ensure our teams are using the latest best practices and internal processes so that they can provide customers with the most accurate and informative responses in as near real-time as possible.

### How has Engagor helped your business?

**Bonaert:** With Engagor, we have gained a global overview of the end-to-end social customer experience, all in a single hub. We have reduced the number of social tools we use, streamlining our social customer care processes and saving time on additional training. We have also reduced our response times, and our average handle time is now 10 minutes.