Brands Failing In Timely Response To Customers On Social Media

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Brand behaviors don't even come close to syncing up with people's expectations on **social** media, according to new data from a recent Sprout **Social** study. People want a response, and they want it much faster than most organizations are either willing or able to give. According to Sprout's new consumer survey, the average person sees **social** media much differently than the average **brand**.

While **brand**s view **Facebook**, **Twitter** and **Instagram** as broadcast outlets for pumping out promotional content, consumers recognize these **social** channels as powerful portals for two-way dialogue.

90% of people surveyed have used **social** in some way to communicate directly with a **brand**. What's more, **social** surpasses phone and email as the first place most people turn to when they have a problem or issue with a product or service, according to the report.

Peoples Top Choice for Customer Care

Contact With Brand	% of Respondents
Social Media Communications	34.5%
Website/Chat live	24.7
Email	19.4
1-800 number	16.1
In-Store	5.3

Source: Sprout, May 2016

Following this trend, the Sprout Index shows that the number of **social** messages needing a response from a **brand** has increased by 18% over the past year. In spite of the high volume of messages that require a response, **brand**s reply to just 11% of people, says the report.

Promotions play an important role in a **brand**'s overall communications strategy, says the report, but the balance on **social** is way off. **Brand**s send 23 promotional messages for every 1 response given to their audience. By far the worst ratio in the past three years, even though

there are 10% more **brand** messages on **social** from a year ago.

Average Number of Messages Sent by **Brand**s

- Q1 2015   272
- Q1 2016   299

People would simply like to hear back when they reach out to your **brand**. If your responses lag for a bit, that's totally reasonable in the eyes of most people, but within an acceptable range of under 4 hours. After that, most people are out; in fact, they may even switch to a competitor.

People's wait time vs. **Brand** response

- Consumer expectation