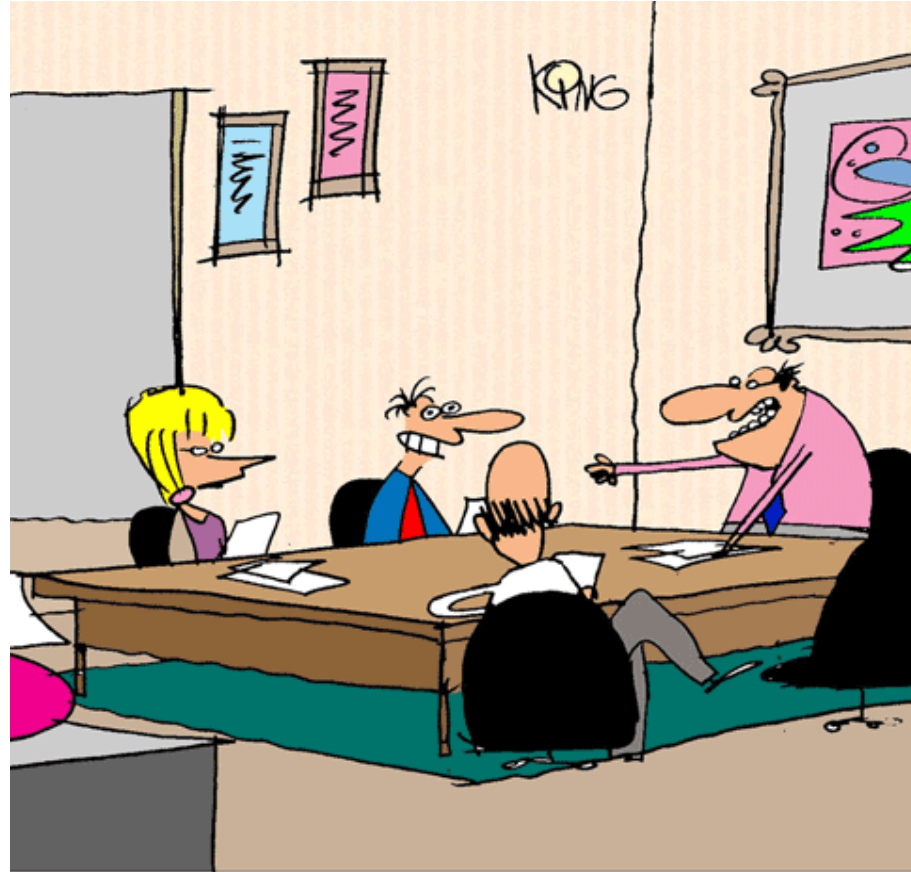


# Customer Support in 2013 and Beyond

Melissa Brookshire, DVM  
North River Enterprises



*“Congratulations to Larry here, who actually picked up his phone and spoke with a customer. This might be a breakthrough for our company!”*



**Petfood** Industry

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GLOBAL FORUMS FEEDBACK FOLLOW  
COMMENTS MULTIMEDIA  
NETWORK CONTENT COMMUNIT  
VIRAL MOBILE COMMUNIT  
INFORMATION APPS BUSINESS W  
MAIL **SOCIAL MEDIA** ENT  
MUSIC VIDEO MARKETING NEWS  
PODCAST FRIENDLY WEBSITE  
ONLINE INTERNAL INFO CONNECT  
AUDIENCE SEARCH ENTERTAINM  
PEOPLE RECOMMENDATION IN



[http://www.youtube.com/watch?v=\\_F6QYJ\\_WY6I](http://www.youtube.com/watch?v=_F6QYJ_WY6I)



50% of the mobile internet traffic in the UK is for Facebook...

Imagine what this means for bad customer experiences

34% of bloggers post opinions about products and services. Do you like what they are saying about your brand?...

**YOU BETTER**



**2/3 of companies were rated as “ok”, “poor”  
Brands Continue to Fail Their Customers  
experience**

**Employees should be educated and tech  
Call Centers Get Savvy for 2013  
savvy to win over customers**

**Most Business Complaints Resulting from  
customer Service Issues are Resolved in 4 hours or less**

**Why Customer Service is the New Marketing  
Savvy companies know – treat your  
customers like newspaper reporters**

**How Social Media is Just Another Service of  
communication and it is not going away**



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"Ok, how about this motto: 'If you are unhappy for any reason, we will feel really bad'."





## Who knows if the chickens ate GMO feed?





If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends

-Jeff Bezos





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# Getting Started



## Plan

- Team meets to assess current system
- Identifies needs

## Commit

- Management must be on board
- Develop guidelines
- Resources

## Act

- Start small
- Expand as program grows

# Resources

- “Leading on the Edge of Chaos”, Emmet C. Murphy and Mark A. Murphy
- Interview with Laurel Papworth
- Socialnomics, Erik Qualman
- Using Social Media for Customer Service - Are you reaping the benefits of this valuable resource? Donna Fluss - Posted Apr 1, 2012
- <http://www.business2community.com/social-media/6-social-media-trends-you-should-not-ignore-in-2013-0367709>
- <http://www.youtube.com/watch?v=oNFBwCKyK2w>
- <http://www.businessinsider.com/these-companies-are-major-brands-that-are-the-best-and-worst-at-using-social-media-for-customer-service-2012-6>







# Thank You



Melissa Brookshire, DVM  
North River Enterprises

Founder/Managing Partner

[www.northriverenterprises.com](http://www.northriverenterprises.com)

Office: 770.781.9992

Email: [nre@northriverenterprises.com](mailto:nre@northriverenterprises.com)