

4 BEST PRACTICES FOR YOUR SOCIAL HELP CENTER

You are using a powerful community platform to provide social help for your customers. But how can you engage your customers and stay on top of their most pressing questions? Here are some tips.

1. MAKE SEARCH EASY

Making it easy for your customers to find the information they need on your social platform has two main components, content and search:

- A. Make sure the product content on your social site is easy to find. You should publish your product content in short, meaningful topics so that customers reach the specific answer they need instead of a huge PDF or HTML document.
- B. Your customers are not always familiar with the exact terms that you use in your product content. Make sure that the search in your social platform is set up to search for similar terms and phrases so that your customers find what they're looking for.

2. ENCOURAGE QUESTIONS

Make it easy for customers to ask questions on your social site. One way to do this is with a "Get Help with Anything" group for users who need expert advice. You can also create product- or feature-specific discussion groups that are linked directly from customer newsletters and from your corporate portal so that customers immediately get to the right place to address each other's feature-related questions.



3. TRACK CUSTOMER QUESTIONS IN A DASHBOARD

Most social platforms allow you to track recent content added in your community. Filter this content to only show questions or discussions so that you can easily see which questions still need to be answered.



4. TRACK POPULAR TOPICS AND QUESTIONS FOR FUTURE CONTENT IMPROVEMENT

If you have published your content to your help center in meaningful topics, you can easily see which topics are getting the most “play” – i.e., what your customers frequently need help with. Enable customer ranking and comments on individual topics to see how well they answer these frequent customer questions. Use this information to improve your community content, keeping it up-to-date with customers’ needs and demands.

Using your social platform for customer help is a key strategy for customer engagement. By following the best practices outlined above, you can ensure a truly positive and engaging customer experience.