

BANKS HAVE CONNECTED TO TWITTER HEARTBEAT; INSURERS ARE LAGGING

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Tweets don't spark enough dialogue yet

Recent research conducted by VODW took a closer look at how Dutch service providers are dealing with web care via Twitter. A striking outcome is that over half of the 300 tweets that were part of the research remained unanswered. Banks react the most to tweets (78%) while insurance companies react the least (37%).

Twitter sets new standard for response time

The research among service providers shows that telecom providers and banks are quick to reply on Twitter: 52% of their answers come within 2 hours, and even 90% within a day. Among insurance and utility companies, the percentage of quick replies to tweets is lower: 71% of their Twitter replies are sent within a day, and 43% of the answered tweets show a response time within 2 hours. This is a remarkably good performance by banks and telecom providers, because they have to deal with 5 to 10 times as many tweets as insurance and utility companies.

Even within 140 characters it's possible to show empathy

A large number of service providers go overboard in dealing with customers' questions in a very business-like manner, with only a few positive exceptions. It seems that many service providers have a formal tone of voice as guidance for replies. That's a shame when you consider that service providers can distinguish themselves by showing more empathy, even if you only have 140 characters to show your sympathy.

More tweets automatically lead to a better performance

Telecom providers and banks are doing well on Twitter with regard to response time. They also know their way around Twitter when it comes to handling the tweet and showing empathy. Utility and insurance companies still have to catch on to Twitter's pace. A possible explanation is that the number of tweets at insurance and utility companies is much smaller (tens a day at most) than the number of tweets at telecom providers and banks (more than 100 a day). Apparently, the daily confrontation with customers leads to a better Twitter performance.

Note, not for publication:

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