Have a **positive impact** in people’s lives.
The Bank in numbers

- **23,450** Employees
- **428** Branches
- **937** Banking machines
- **2.7 million** Clients
- **$485B** Assets under management and administration
- **$262B** Total assets
- **$7,166M** Total revenues
- **$2,232M** Net income
- **$20.0B** Stock market capitalization
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Customer Service Lessons using Social Media

The need for Customer Service on social media became actionable in August 2016 for our organization

The process and the objectives:

- Design a strong value chain for Social Media Management

  ➢ Leverage the Customer Contact Centre’s expertise to develop social media as a customer service channel
  ➢ Create a liaison function between Marketing, Customer Service, and Public Relations
  ➢ The task: To innovate and develop a new approach with social customer service
Key Milestones

October 2016
Community Management in the Customer Contact Centre:
Facebook + Twitter

September 2017
Messenger Chatbot
Increased workload + App Stores

July 2018
The model evolves: Increased internal influence
+ Instagram, Youtube, LinkedIn, Google my business

January 2019
New technology
SMM Software

Major increase in the number of interactions (+2100%)
Value-added benefits
Successes & Best Practices

Have a common voice between Public Relations, Marketing, and Customer Contact Centre to create a stronger brand DNA:

• We strive to be bold and creative for our industry, we are a happy bank with one clear mission
Successes & Best Practices

Build a “special unit” with ready-access to key decision-makers

• Critical to handle situations that might impact the organization’s reputation

• Required for social media governance
Successes & Best Practices

Increased level of Customer Service:

• Better service, better presence, better engagement
Successes & Best Practices

Successful integration of AI

• Introduction of a Facebook Messenger Chatbot, not without challenges!
Keep in mind
Managing the growth of your social media channels

• Capacity to handle an increased workload

• Products & Services knowledge across a growing team
Challenges

Technology

- Working natively vs through a software
- No software, no business intelligence
Challenges

Organizational structure

• Coordination and collaboration between the departments. How organizational learning occurs through experience

• Open communication with product owners to give the customer’s voice the place it deserves
In conclusion

Dare to be bold and different
A reflection of the heart of your brand

Trust your people
Allow for mistakes to be made for the sake of learning

Communicate, communicate, communicate
Internal collaboration is key