

Protect Your Brand and Nurture Promoters with Social Media

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Business Velocity Enables T-Mobile to Engage and Execute

Engage to Execute

Families

Businesses

Individuals

Growth Strategy

Marketing Processes

Subscriptions

Velocity Kills. Slow Fast.





Transforming the Customer Experience

Krissy Espindola, T-Mobile
Director KM & Social Customer Service



Headquarters: Bellevue, Washington

Connection is good. In a world full of busy and fragmented lives, we at T-Mobile USA, Inc., have this idea that wireless communications can help. The value of our plans, the breadth of our coverage, the reliability of our network, and the quality of our service are meant to do one thing: help you stick together with the people who make your life come alive. That's why we're here.

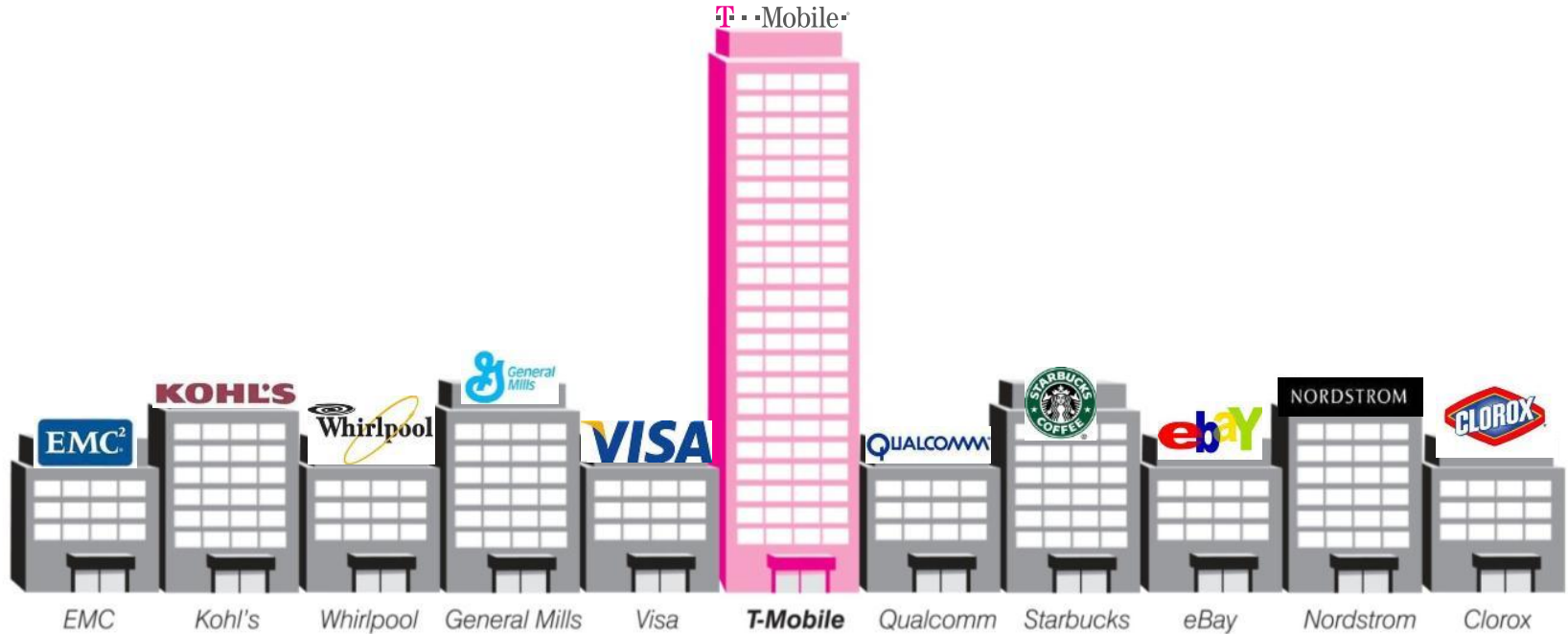
Coverage: T-Mobile USA is a national provider of wireless voice, messaging, and data services capable of reaching over 293 million Americans where they live, work, and play.

Number of Employees: Approximately 36,000

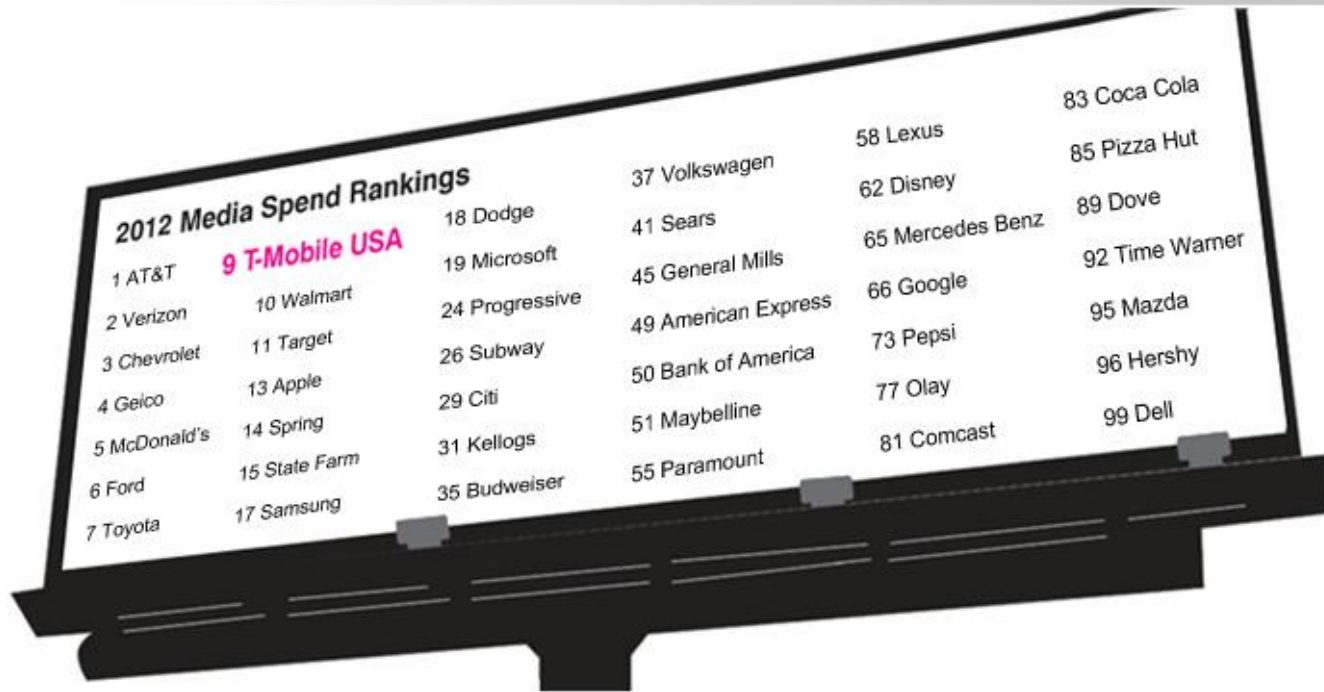
About T-Mobile: T-Mobile and MetroPCS became TMUS on the New York Stock Exchange on May 1, 2013. Together, we are the nation's 4th largest wireless provider, serving more than 42 million subscribers with our nationwide 4G network and about 70,000 total points of distribution.

Bottom Line? We're BIG.

We earn more revenue than a lot of major companies, including ...



Which means we spend a lot on advertising



Events cause activity to spike



Un-carrier
Announcements



iPhone Launch



T-Mobile &
MetroPCS
Merger

Increased traffic can...



AMPLIFY
Service Issues

Customers & prospective customers see negativity



Andrea Humphrey 😞 I ordered the white one had it overnighted just to find out that its the black/blue one so i call t-mobile and got transferred like 8 times cause no one knew how to deal with it and on the 9th time of being transferred I gave up so now im stuck with the black one when i wanted the white one



Everett Lee Probst Jr. Ok, while looking through my phone to see what I can delete to lighten the load, it freezes again and shuts off. Words can not describe my frustration. 😞

Potentially damaging perception of your brand

Growth of social in 2012



January
2012

- Begin resolving on social
- 517K Social Fans
- Team size = 7 FTE

August
2012

- Resolution Evolves - CRM tool implementation
- 1.3M Social Fans
- Team size = 10 FTE

December
2012

- Review of more robust tools to accommodate growth, drive engagement & automate resolution
- 2.6M Social Fans
- Team size = 16 FTE

May 2013

- New Tool (SAP) Implementation
 - Automate resolution
 - Maximize efficiency
- **3+M Social Fans**
- Team size = 23 FTE

What is our strategy?



Understand the conversations

Listen

Identify trending customer issues and trending topics - real-time to **course correct**

Monitor customer sentiment and identify **opportunities to improve**

Understand the **competitive landscape** and use intelligence to **guide our actions**



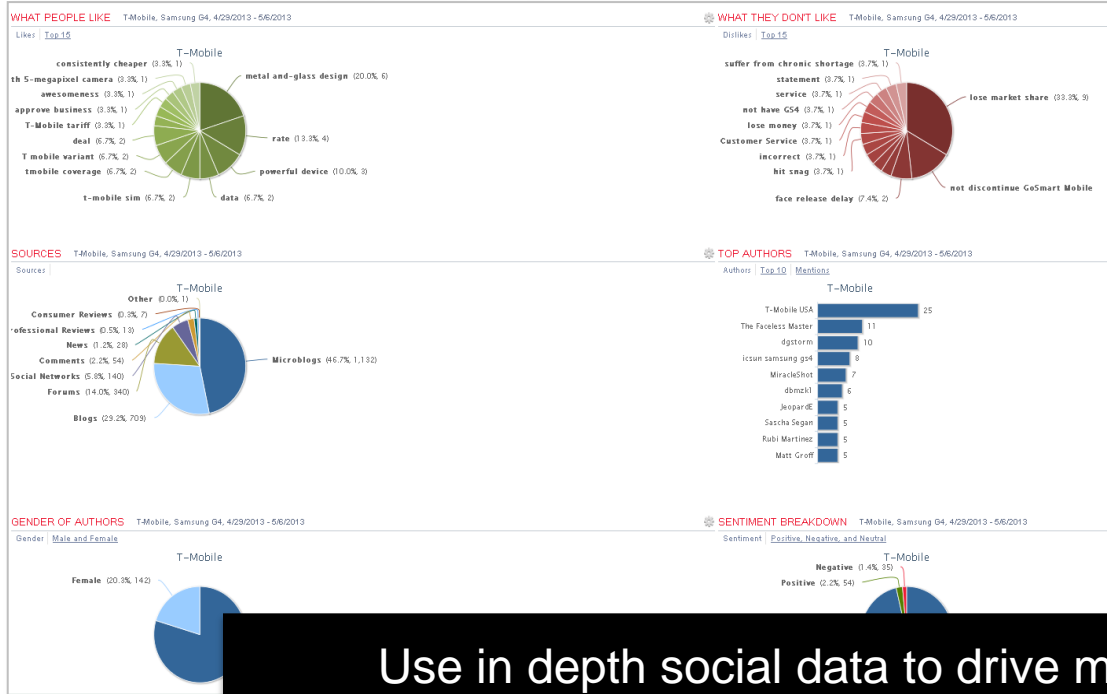
 **68 T-Mobile USA** @TMobile 28 Jun
Gigabytes are like toothbrushes – some things families don't want to share. RT if you agree. #ShareEverything t-mo.co/NGHa89
Collapse Reply Delete Favorite

118 RETWEETS 8 FAVORITES



Know your audience

Listen



Use in depth social data to drive meaningful strategies

T-Force - dedicated team for two-way conversations

Engage



Facebook

- 3m likes
- 1500+ connections a week



Twitter

- 184k followers
- 1000+ connections a week



Google+

- 33k followers
- 100+ connections a week



T-Force Email

- 900+ connections a week



T-Mobile Support

- 2m unique visitors per month

- **Ignite Social Media:** Top 16 Brands leading social customer service
- **SocialBaker:** Top 10 socially devoted global brand - 2nd Place with 86.9 response rate
- **LikeableMedia:** Top 40 Facebook pages
- **10% improvement*** in neg. sentiment since Nov

How can you be everywhere at once?

Engage



- Increase Productivity
- Streamline Conversations
- Enhance reporting

Allow the tough conversations

Resolve



Leigh Christie ▶ T-Mobile

April 25 at 3:55pm · 🌐

Hi T-Mobile,

I'm kinda confused about something. Why is the T-mobile network coverage so bad on MIT campus (in Cambridge). You'd think that technology universities (that are obviously highly influential on the kinds of phones people buy) would be one of your highest priorities. No?

cheers,

Leigh

Like · Comment



T-Mobile We'd be happy to look at this area more closely and if needed file a service request. When you have time please chat with us here <http://support.t-mobile.com/community/chat> -Lucinda

April 25 at 5:07pm



Leigh Christie Thank you! (Vanessa and Lucinda)... that's why I've stuck with T-mobile. No contract and extremely helpful employees. you rock.

April 25 at 5:08pm · 👍 1

Turn unhappy customers into advocates

Resolve

1

Show you care
through purposeful
engagement

2

Offer **quick
responses** in real
time

3

Provide a
**differentiated
experience**

4

Make positive
connections that
deliver on your
brand promise

*“Be THE World
Class brand
for social
engagement”*

Why does this all matter?



***The Service landscape
is evolving...***

To compete, companies have to meet customers
where they choose to engage



T-Mobile

T-Mobile uses SAP Cloud for Customer

- Engage customers at every step of the journey
- Earn their business by knowing them better
- Grow with them as their needs change



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