Reputation

5 Ways Retailers Can Leverage Social Listening to Improve CX

What better way to find out if your products resonate with your customers than going straight to the source? Social listening is the best way to do that. By leveraging the right tool, you can collect the data you need to improve your customer experience and edge out your competitors.

1

Content Strategy

Your content should be aligned with your target demographic's needs and interests. Luckily, social listening allows you to directly see what your audience is interested in. Setting up the proper monitors lets you see posts relevant to your audience, along with the content they like and share. Your marketing team can leverage this as inspiration for content of any kind — from blog articles discussing practical pet accessories to social media posts highlighting individual animal hospitals and everything in between.

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2

Real-Time Messaging

Sometimes a crisis comes out of nowhere. But social listening can help to stop it in its tracks. Your tool should allow you to monitor customer sentiment around certain keywords, whether that be your brand name or a product you sell. Your team can set up alerts to see when sentiment plummets, thanks to situations ranging from product shortages to poor customer service. This allows you to get ahead of that crisis before it spins out of control.

Sentiment score: -89

Negative   Neutral   Positive

🔴 -89   😶 0%   ◌ 80%   ⌷ 50%   🔔 93

This is why they are losing customers. They aren't listening to the consumer. They should know better.
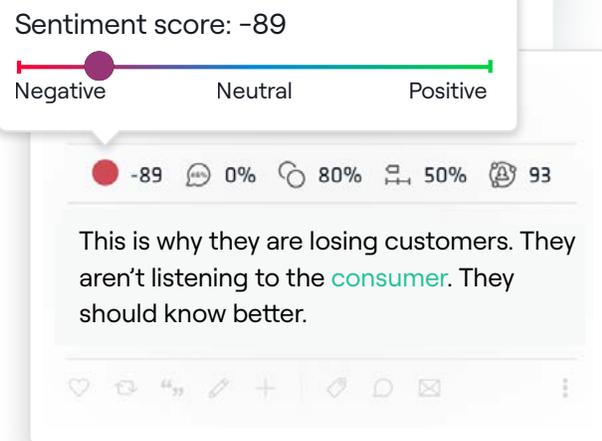
3

Competitor Analysis

Monitoring competitor performance with social listening is a strategic way for your business to get ahead. You can create a monitor specifically designed to track your top competitors in the industry. Consider tracking their mentions, campaigns, customer sentiment, and audience breakdown. That way, you can understand what works and what doesn't for your target demographic.

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4

Create Connections

Customers want to feel like someone is on the other side of a brand's social media page. As social listening allows you to see untagged mentions of your company name, closely monitoring customer chatter will give you an easy opening into joining the conversation. Did a customer share a picture of a new car from your dealership? Reach out and ask if you can reshare on your own page.

5

Analyze Topics and Trends

A tool like Reputation's offers a look into trending nouns and adjectives, with a visual display of which words pop up the most in conversations. Your team can take that data and apply it to product releases and updates.

For example, let's say a clothing item you sell is trending within your monitors. You can click into the applicable dashboards to see the context of that conversation. If the chatter says the item is defective, you can promptly respond to the feedback to ensure your team is on the problem.

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company
time nissan
today x car toyota
model ferrari stock twitter
jeep
musk porsche
people cars hyundai
lexus lamborghini
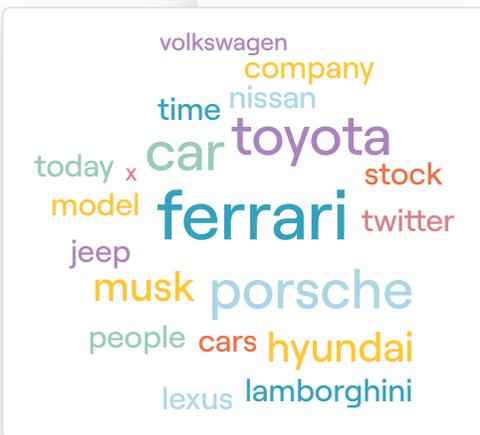
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