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## HOW TO USE SOCIAL MEDIA FOR CUSTOMER SERVICE

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# SOCIAL MEDIA

As social media becomes a main form of communication during this time, brands are leveraging various channels to connect with customers like never before. From Snapchat filters to Pinterest boards, there are many options out there that eye care professionals can employ to check in on their customers.

Here are some of the most effective:



## APPOINTMENT TEXT APPS

No-shows are a frequent bother of doctor's offices, but it's not hard to see why patients are so comfortable bailing on appointments; little engagement from the office prior to meeting. Apps like 10to8 and MindBody address this problem by connecting patients with eye care professionals via text once they've scheduled an appointment. Through a simple dashboard, you can set up reminders and confirmations for patients to receive directly on their phones. You can even customize the messages to match your voice!



## FACEBOOK MESSENGER

Facebook Messenger has been around for quite some time, but only recently have brands used the service to connect with customers directly. Simply being on-call to answer questions about inventory or insurance through your company Facebook page can strengthen trust with your customer and reinforce your reputation as a responsive and prompt ECP.



## TWITTER

Brands have flocked to Twitter for customer service in such high numbers recently, you might be surprised to find a service rep quicker if you "@" them than if you call them directly. Consider setting up a support Twitter account to answer pressing questions when customers ask. Keep in mind, though, that Twitter is a very public platform. Make sure to meet all complaints with respect and patience.



## GOOGLE REVIEWS

One of the key criteria customers consider when looking for an eye care professional is proximity; how far do I have to travel to get my frames? Google Maps is a useful tool for this, and Google helpfully includes reviews from other users for each optometrist search result it generates. Businesses can "claim" these pages and offer responses to these comments. Even if it's a simple "thank you" for a glowing review, this engagement communicates to prospective customers that you value their feedback.

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