

# HOW TO: SOCIAL STUDIO:

## Set Up Social Customer Service

### Deliver exceptional customer service on social channels.

Learn how Social Customer Service lets your service agents use Service Cloud to respond to issues that come in from customers using social media via Social Studio and Automate. In this Accelerator, we'll show you how to set up Social Customer Service so that your marketing and service teams can work together more effectively to deliver great customer service.

### What it can do for you.

- Increased marketing and service team efficiency
- Increased customer retention

### How It Works

A Certified Specialist will work with you over the course of 2 to 3 weeks. Customer expected time commitment is 4 to 6 hours.

#### Overview:

Our Specialist will review the details and timeline for this Accelerator, will conduct a high-level overview of Social Customer Service including a brief product demo.

#### Discover:

Our Specialist will conduct a deep dive into how Social Customer Service works and the different triage options for social posts. Specialist will also work with customer to prepare for the working session and cover any outstanding discovery questions.

#### Working Session:

We will provide a guided implementation of the components needed to make Social Customer Service successful. We'll go through a product functionality checklist in your Service Cloud Sandbox, , walk through implementing three rules in Automate, and walk through configuring the "Send to Service Cloud" Macro in Social Studio.

#### Sign Off/Q&A:

Our Specialist will review any outstanding questions before evaluating the business outcomes and completing the customer survey.

### ADDITIONAL INFORMATION

#### Premier or Signature

Time you will spend on this Accelerator: 4-6 hours

#### GOAL

Achieve Faster ROI

#### INTENDED USER

You want to set up a Social Customer Service program that integrates Service Cloud and Social Studio so that teams working in Social Studio and Service Cloud can work together.

#### PREREQUISITES

- Must have Marketing Cloud Premier or Signature Success Plan
- Service Cloud Enterprise, Unlimited or Professional Editions
- Must have Social Studio Package: Analyze & Engage
- Must have Social Studio Automate
- Business sponsor committed to Accelerator output and success criteria
- Willingness to complete a customer satisfaction survey at the conclusion of the Accelerator

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To schedule your 1-on-1 Accelerator, visit [our Help Portal](#), or contact your account executive or success team today!

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