

Chapel Social Launches UK's First Outsourced Social Media Rapid Response Customer Care Centre

Written by Australian Business

LONDON--([BUSINESS WIRE](#))-- [Chapel Social](#) , a division of [Chapel PR and Marketing Ltd](#) , a leading global social media monitoring, management and engagement consultancy has designed, developed and built the UK's first state-of-the-art outsourced [Social Media Rapid Response Centre](#) . Offering the latest technology in social media customer service, active social outreach and customer engagement, the Rapid Response Centre will augment any global enterprise brand in the social media arena.

The Social Media Rapid Response Centre is a collaboration of some of the latest IT technologies, coupled with the hottest social media software, harmoniously brought together by Chapel's designers and engineers to provide the best in social media listening, crisis control, engagement and sales services in the world.

Chapel Social is already providing services for FTSE 250 brands through its social media rapid response centre, allowing for real time customer outreach and engagement. Through the use of a multi-lingual dedicated team of social media specialists for each client, Chapel Social provides the first port of call for all social media based customer enquiries and interactions with clients' brands.

The facility coupled with Chapel's expertise makes it possible to provide pro-active engagement, for example, if a client sells coffee, Chapel has the ability to reach anyone on social media who may tweet "I need a coffee" within a given proximity of any of the client's coffee shops. Chapel can then Tweet that individual with a special offer for a cup of coffee in one of the client's stores. Further, for example if a client has a travel business, if someone Tweets, "I need a holiday" based on their social profile Chapel can suggest destinations that are age/lifestyle appropriate. This increases the client's brand awareness, creates customer loyalty and is a new and innovative way to drive sales.

Each Social Media Rapid Response Centre is specifically designed to monitor clients' brands in real-time across all social media platforms, as well as providing a dedicated team of Social Media Customer Care Specialists, prepared to rapidly respond to any social media based interactions and queries. The combination of this sophisticated monitoring system, along with the highly trained Social Media Customer Care Specialists, Chapel Social is able to provide clients with the unique ability to service their clients on the social media platforms on which they are actively communicating.

“Each Chapel Rapid Response Customer Care Centre is specifically designed for our clients, and provides a guaranteed 99.98 per-cent up time for them,” said Jonathan Roberts, Social Media Director of Chapel Social. “When it comes to our Social Media Customer Care facilities, our clients have three support options. They can lease one of our Social Media Rapid Response Customer Care Centres in our facility and staff it with their own personnel. We can design and install the facility on their property and provide staff training, or we can provide a complete social media customer care solution located at our facility. Our trained multi-lingual specialist teams ensure proper tone of voice and rapid first response time in just minutes and in many cases, seconds.”

“At Chapel we believe that there are three key elements to any social media strategy; first, [social listening](#), you need to know what people are saying about your brand and your competitors, second you must develop a proactive [social media campaign](#) to drive awareness, create brand champions and drive sales, and finally, [engagement](#), this is customer care, and a must for any enterprise consumer facing brand,” said Linda Scott, Director of Chapel PR and Marketing Ltd. “We know with our social media care centres, coupled with our specially trained staff, we have increased sales by 30% for our clients and in many cases provided over a 100 percent increase in website traffic.”

The Social Media Rapid Response Centres feature eight large wall mounted monitors in front of rows of bespoke control desks where the Social Media Customer Care Specialists operate specially designed computers. While the larger wall mounted monitors present live 24/7 data analytics, visualisations and dashboards monitoring across all social media platforms, each trained Social Media Customer Care Specialist operates a computer specially designed for the task. These are equipped with speakers and a video conferencing camera allowing for meetings with regional marketing teams and coordination with live-location events teams. Three televisions are also mounted on the wall in each centre for the purpose of monitoring news feeds during, and in the event of, potential crisis situations.

Each Social Media Rapid Response Centre, although the same in principle, is designed specifically by Chapel Social for each client, and installed by our expert partner in IT and online security, [TekNet Solutions Ltd](#).

About Chapel Social

Chapel Social, a division of Chapel PR and Marketing Ltd, is a global full service social media consulting, monitoring, management and engagement agency that specialises in building the image (brand) of its clients, to promote their products and services, and reach their target audiences with highly effective and creative social media campaigns. Chapel Social integrates the world of marketing and business development to deliver exceptional marketing ideas that are successful, ultimately increasing our clients' sales. Clientele include enterprise B2B, B2C and specialist technology companies.

The Chapel Social team is comprised of knowledgeable bloggers, back link specialists, community managers, forum gurus, SEO experts and social media strategists and community managers who have worked with B2B and consumer brands through FTSE 250 companies, Fortune 500 companies and global privatised companies.

For more information visit the website at www.ChapelSocial.com .

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