



7 DEADLY SINS

OF SOCIAL CUSTOMER SERVICE

1



**PUSHING
CONTENT
VS.
ENGAGEMENT**

**ASSUMING
CUSTOMERS
KNOW HOW
TO GET YOUR
ATTENTION**



3



**RESPONDING
SLOWLY**

**DEFLECTING
TO OTHER
CHANNELS**



5



**LACKING
ORGANIZED
POLICIES
& PROCESSES**

**UNDER-
ESTIMATING
TRAINING
NEEDS**



7



**OVERLOOKING
THE NEED
FOR CHANNEL
INTEGRATION**

To learn more, read the full article
by Karin Hurt of Let's Grow Leaders:

icmi.com/Resources/Social-Media/2015/05/7-Deadly-Sins-of-Social-Customer-Service