



RELATION DESK

**PLATTFORM FÖR
KUNDSERVICE I SOCIALA MEDIER**





EXPLOSION

I MEDDELANDEN I SOCIALA MEDIER

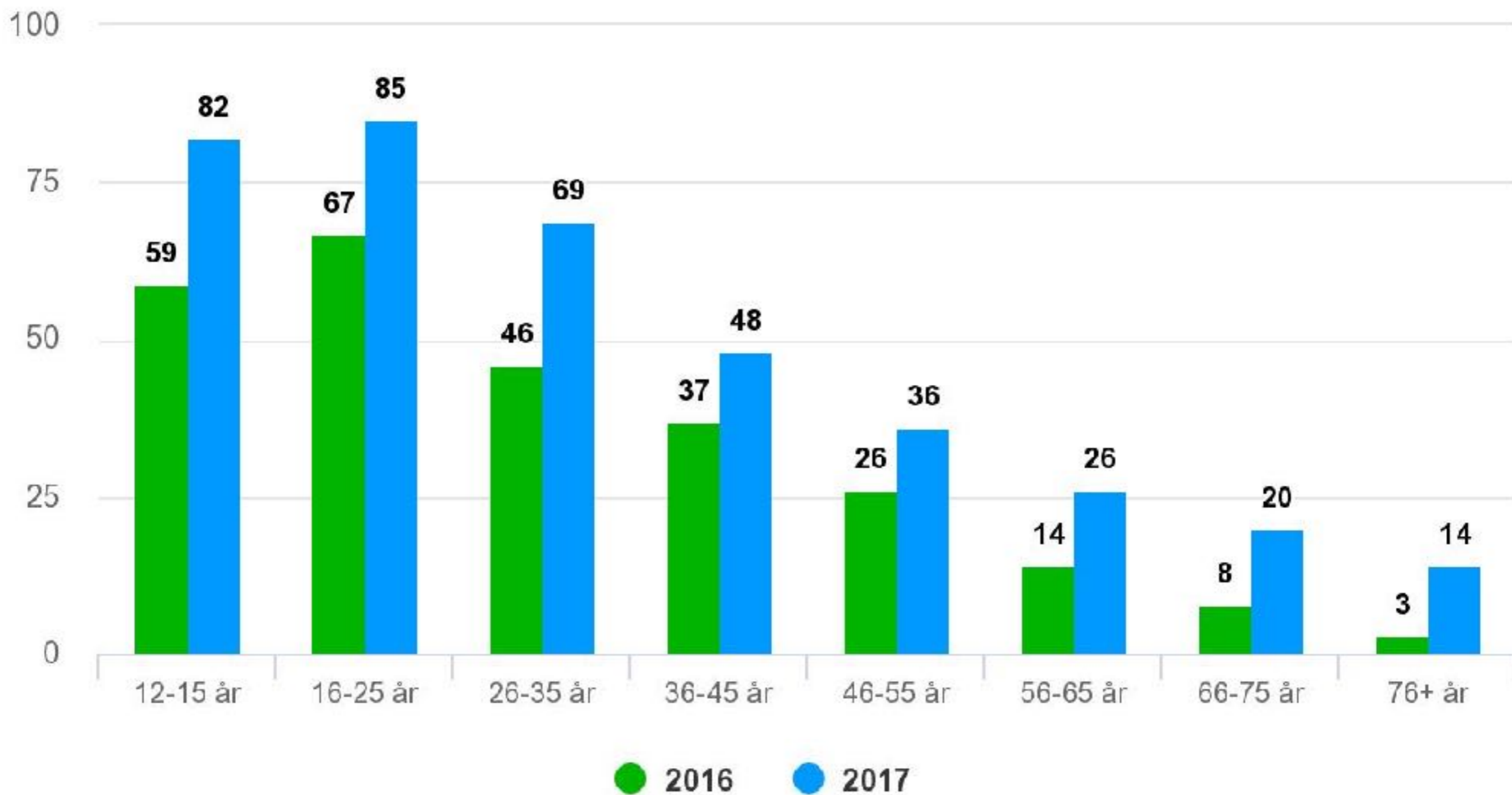
Swedbank



**130 000 svar
via Facebook**

Chattar dagligen

Diagram 4.5. Andel internetanvändare (12+ år) som dagligen skickar direktmeddelanden eller chattar fördelat på ålder 2016 och 2017.



A nighttime photograph of a cityscape, likely Stockholm, featuring a large, illuminated tower (the Stockholm City Hall tower) and a bridge over a body of water. The lights from the buildings and bridge are reflected in the calm water. The sky is a deep blue, suggesting dusk or dawn.

MÅNGA
UNDERSKATTAR HUR STOR
EN KRIS I SOCIALA MEDIER
KAN BLI

MEN MÅNGA
ÖVERSKATTAR HUR LÄNGE
EN KRIS I SOCIALA MEDIER
LEVER

ORGANISATION

The background of the image is a blurred photograph of several people sitting around a table in what appears to be a meeting or conference room. The people are out of focus, and their features are indistinct. The overall color palette is muted, with greys, browns, and soft blues. The word 'ORGANISATION' is superimposed in the center in a large, bold, white, sans-serif font.

A top-down view of a person's hands drawing a flowchart on a whiteboard. The person is wearing a brown leather watch on their left wrist. The flowchart consists of several rectangular boxes connected by lines, with some boxes containing text like 'MARKETING' and 'SALES'.

5 STRATEGISKA TIPS

5 OPERATIVA TIPS

A top-down view of a person's hands writing in a spiral notebook. The person is holding a blue pen. The notebook has a white cover and a spiral binding on the left side. The page contains some handwritten notes and a small diagram.

5 TRENDER

5 STRATEGISKA TIPS

1. **LEDNINGEN FÖRSTÅR SOCIALA MEDIER**
2. **SAMARBETA ÖVER ENHETSGRÄNSERNA**
3. **HA EN STARK HJÄLTE SOM LEDER SoMe**
4. **DEFINIERA MÅL OCH STRATEGI**
5. **DEFINIERA DET OPERATIVA FLÖDET**

5 OPERATIVA TIPS

1. **SVARA SNABBT: ÄVEN "VI UNDERSÖKER"**
2. **FÖRBERED FORMULERINGAR**
3. **FÖLJ UPP KUNDEN**
4. **TYDLIG POLICY FÖR VAD SOM RADERAS**
5. **TÄNK ALLTID: MÅNGA KOMMER LÄSA**

5 TRENDER

1. EXPLOSION I **ANTAL MEDDELANDEN**
2. STARKARE **KÄNSLOR**
3. **OUTSOURCING AV KUNDSERVICE**
4. MINDRE, **SPECIALISERADE ENHETER**
5. **KUNDERNA FÖRVÄNTAR SVAR SNABBT**

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