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| Entry submitted by | | | Bill Gerth | | | Company | USAA |
| Name | | Bill Gerth | | | | Title | Director, Social Business |
| Email | William.Gerth@usaa.com | | | | | | |
| Phone number | | | 484-300-3951 | | Your Lithium Community User ID | | Gertht96 |
| Type of Lithium Customer  (check all that apply) | | | Community  Social Media Management for Service (formerly known as Lithium Response)    Social Media Management for Marketing (formerly known as Lithium Reach) | | | | |
| Your Community  Name | | | Communities.usaa.com | | | | |
| Your Community  and/or social channel URLs | | | <https://twitter.com/usaa>, <https://twitter.com/usaa_help>, <https://communities.usaa.com/>, <https://www.facebook.com/USAA/>, <https://www.youtube.com/user/usaa>, <https://www.instagram.com/usaa/>, | | | | |
| Company Background Overview (100-word max) | | | USAA provides a full range of highly competitive financial products and services to the military community and their families. Serving millions of members USAA is one of the only fully integrated financial services organizations in America. USAA has earned its member’s trust by providing years of award-winning service through a comprehensive suite of financial products and advice. Members rely on USAA’s world-class employees who are committed to delivering superior service. USAA’s members expect excellence in customer service from a financial services organization that has served generations of military families. Service, Loyalty, Honesty and Integrity, USAA stands ready to serve. | | | | |
| Company image | | | usaa_vrt_r_rgb_sld_blu | | | | |
| Entry Category | | | Digital CX All-Star | Social Marketing Champion | | | Social Support Champion |
|  | | | Support Savings Titan | Topline Titan | | | Surprise & Delight |
|  | | | Digital Design Excellence |  | | |  |

**Digital All Star:** Recognizes a brand that creates consistent, frictionless customer experiences across digital touchpoints. Demonstrate how leveraging technology has powered a successful holistic approach to delivering world-class digital customer experiences. *(300-word max for each question)*

**1. Tell us about your digital customer experience:** When and why did digital CX become a focus and priority for your organization and what technology(ies) did you decide to implement to help you, and what problem(s) does it help solve

Member experience is a key priority at USAA as we work to provide seamless, personalized interactions for each member. In 2018 USAA is pushing the boundaries beyond traditional channels to ensure excellent support on the member’s channel of choice. Lithium has supported innovation around Apple Business Chat and SMS to expand the breadth of service options on mobile. Additionally, USAA is working towards a full 360\* view of channel interactions. By connecting member data, USAA now has the capability for a full cross-channel strategy, enabling execution of personalized and seamless member experiences.

USAA is improving the existing member experience through technology:

* **Social CRM:**
  + **Author Indicators**: Due to the anonymity social can offer users, it is becoming harder to hyper-personalize engagement as consumer expectations rise. In 2018, USAA implemented author indicators enabling front-line service representatives (MSRs) to identify members within SMM once they post to USAA managed social pages for faster resolution.
  + **Social Data as a Service (DaaS)**: By capturing and storing closed servicing conversations with members, USAA can offer DaaS to partners. Now, USAA can automatically store social servicing conversations related to Financial Advice to meet compliance regulations and offer invaluable historical insight to fuel innovation across the enterprise.
  + **Social Conversation Summary**: Through a custom integration between Lithium and USAA’s CRM, all MSRs can view conversation tags from member interactions. Previously only Social MSRs had such visibility, potentially creating a disjointed experience. By exposing social conversation tags and offering a holistic view of servicing concerns, MSRs can provide consistent, personalized care.
* **Alerts for MSRs**: When sensitive issues arise on social, frontline MSRs must be informed of special handling requirements. Through Lithium’s keyword and author alerts, communication can quickly disseminate to MSRs for handling impacted authors or individuals mentioning specific keywords. Such alerts create efficiencies for managers who previously relied on email.
* **Twitter Survey Pilot:** Lithium’s social survey offers USAA immediate feedback post-engagement to ensure member satisfaction and identify pain points to improve the servicing experience.

**2. What are the benefits of having both a community and a social media management platform for your organization?** How does it improve your strategy for digital customer engagement?

Customers need a forum to connect with other members going through similar life experiences outside of the USAA brand, while simultaneously having a direct line to connect with the brand. Through the USAA Community, members can connect on a deeper personal level, receiving support from each other that goes beyond a transactional relationship. Content from USAA fuels discussion while allowing room for members to establish friendships and engage in dialogue on topics of importance in their lives. Additionally, members who engage with community have a higher propensity to convert on USAA products.

The USAA Community also extends and amplifies marketing efforts through personalized storytelling. During the Hawaii volcano, USAA Community published content that offered resources to support members during their time of need. Working across business units, USAA was able to pull together content and publish resources in less than 36-hours to guide those impacted by the catastrophe in what to do before, during and after such an event. By tapping into the member’s perspective, content becomes deeply personal and strengthens engagement with the brand and with peers simultaneously.

Through social media management on managed social properties including USAA Community, members can confidently turn to USAA for direct and immediate support concerning matters that span from sensitive, private topics to broad information.

**3. What are your digital results?** Please provide your business outcomes and results because of your digital customer experience approach in quantifiable metrics (e.g. revenue, Net Promoter Score, cost savings).

* **Social CRM:**
  + In July 2018, USAA instantaneously **matched 15% (previously not available) of social authors who posted servicing concerns** on managed social properties as members before any initial touch point. This cutting-edge capability is outside of our Opt-In member database and will continue to increase.
  + Time to member impact **insights was reduced from two weeks to instantaneous** with social author indicators, impacting speed-to-insight to make informed decisions.
  + Process improvement includes increasing efficiencies in processing a member’s information.
  + Tracking Social Conversation Tags through DaaS enables USAA to understand ongoing member pain points and provide optimal care more efficiently.
* **Member Insights & Engagement**
  + Share of relationship with community participants is deep; asset value for engaged community participants is $35 million
  + Early Warning System is integrated into Unified Command Center to alert the business to severe weather events and show where damage has occurred and take action to protect members.
  + Twitter **Survey Pilot** results showed a higher response rate from previous social surveys; from **<10% to a 60% response rate with Lithium**. 70% responses gave USAA a high score for satisfaction
* **Social Servicing**
  + MSI (SLO) 91% Month over Month
  + 6 million unique direct community visits per year
  + Average Handle Time **5.83 min Month over Month**
  + Average Speed of Answer 25 min Month over month for USAA to respond to the first post in a conversation thread



