



Case Study: OCBC Bank

Investing in Social Customer Service

Ranked the world's strongest bank in 2011 and 2012 by Bloomberg markets, [OCBC Bank](#) turns to Hootsuite Enterprise to streamline customer service, align communications, and engage with its growing social communities.

Oversea-Chinese Banking Corporation Limited (OCBC Bank)

OCBC Bank, formed in 1932, is the longest established Singapore bank. Part of a global network that operates as OCBC Bank, Bank OCBC NISP, and Bank of Singapore, the Bank has more than 630 branches and representative offices in 18 countries and territories.

What They Did

Increased Customer Engagement

The team that manages OCBC Bank's social media channels is led by Group Corporate Communications (GCC), but is spread across different business units. To effectively engage with their customers online and to help grow their communities, GCC needed to oversee all communications and enable collaboration between team members.

Using Hootsuite streams, keyword searches, and lists across a centralized dashboard, the team actively listens to all brand mentions across Twitter and Facebook. Tapping into Hootsuite Teams and Assignments, messages are assigned to the appropriate team members. Along with using Scheduler to automate publishing tweets at the most meaningful times, Hootsuite has freed up time and resources to focus on actively engaging with their customers.

These tools are integral in managing marketing campaigns, including a promotion for the Korean pop sensation, Girls Generation. When news broke that OCBC Bank's credit card customers would have priority booking for the Girls Generation concert, enthusiastic fans flooded OCBC Bank's Twitter feed with questions around how to get tickets. OCBC Bank's social team was prepared to monitor, engage, and track these brand mentions and conversations.

Improved Customer Service

As OCBC Bank grows their level of engagement over social media, there is also a corresponding growth in the number of enquiries received via their social channels. Hootsuite helps OCBC coordinate workflow between team members through case routing and tracking through [Hootsuite Streams](#), [Teams](#), [Assignments](#), and [Analytics](#). This helps OCBC Bank's Customer Service team stay organised and manage the increasing volume of cases.

The Results

As a result, the volume of emails being circulated among the team to resolve issues has dropped by 90%. Customised reports showed concrete results and areas for improvement, including the number of cases solved and average response times.

With the help of Hootsuite Enterprise, OCBC Bank is able to engage customers and streamline customer service enquiries while maintaining a secure social media presence.

