

cbsi Social Media Survey September 2015

Do you currently own a smartphone or tablet?	RR%
YES - Smart Phone	43.4%
YES - Tablet	8.6%
YES - Smart Phone AND Tablet	47.8%
NO - Neither	0.0%
No Responses	0.0%

Do you have any Social Media Accounts (e.g., Facebook, Twitter, Google+, etc.)	RR%
YES	91.3%
NO	8.6%
No Responses	0.0%

Which Social Media accounts do you have currently? Please select all that apply.	RR%
Facebook	85.7%
Twitter	42.8%
LinkedIn	66.6%
Google+	23.8%
SnapChat	14.2%
Instagram	66.6%
Pinterest	61.9%
Vine	9.5%
NO	0.0%
Other	9.5%

Via what device do you use to access your Social Media Accounts most often?	1	2	3	4	5
1 = Always, 2 = Often, 3 = Sometimes, 4 = Rarely, 5 = Never					
Smart Phone	43%	33%	19%	0%	5%
Tablet	14%	14%	24%	14%	33%
Computer (e.g., laptop, desktop)	19%	48%	19%	10%	5%

Do you ever use Social Media to contact a Customer Service Department for services or products you use (for inquiries, complaints, etc.)?	RR%
YES	34.7%
NO	56.5%
No Responses	8.6%

In using Social Media to contact a Customer Service Department for services or products you use (for inquiries, complaints, etc.), which Social Media resource do you use most frequently?	1	2	3	4	5
1 = Always, 2 = Often, 3 = Sometimes, 4 = Rarely, 5 = Never					
Facebook	25%	13%	38%	13%	13%
Twitter	25%	13%	13%	0%	50%
LinkedIn	0%	0%	0%	25%	75%
Google+	13%	0%	25%	0%	63%
SnapChat	0%	0%	0%	13%	88%
Instagram	0%	0%	25%	0%	75%
Pinterest	0%	0%	25%	0%	75%
Vine	0%	0%	13%	0%	88%

Why do you use Social Media to contact a Customer Service Department? 1 = Always, 2 = Often, 3 = Sometimes, 4 = Rarely, 5 = Never	1	2	3	4	5
Resolve a problem with a product or service	25%	63%	0%	13%	0%
Ask a question about a product of service	13%	25%	25%	38%	0%
Receive a discount / coupon	0%	50%	25%	25%	0%
Change / adjust travel reservations	13%	25%	13%	13%	38%
File an insurance claim	0%	0%	25%	13%	63%
Voice a complaint	25%	38%	38%	0%	0%
Track an order / check status of an order	13%	25%	0%	25%	38%
Earn points for loyalty programs	13%	38%	13%	13%	25%
Express gratitude or compliment an experience	25%	25%	38%	0%	13%

When making a Social Media inquiry / complaint, how quickly do you expect to receive a response?	RR%
Immediately	8.6%
2-4 hours	8.6%
24 hours	13.0%
48 hours	4.3%
1 week	0.0%
No Responses	65.2%

Do you notice a difference in the immediacy or type of response you receive when contacting a company's Customer Service unit via Social Media?	RR%
BETTER response experience compared to traditional channels (e.g., phone, email, mail, etc.)	21.7%
WORSE response experience compared to traditional channels (e.g., phone, email, mail, etc.)	0.0%
No difference	4.3%
Varies ... Depends upon situation	8.6%
No Responses	65.2%

Do you interact with your Bank or Financial Institution via Social Media	RR%
YES	17.3%
NO	73.9%
No Responses	8.6%

Have you ever considered interacting with your Bank or Financial Institution via Social Media?	RR%
YES	0.0%
NO	73.9%
No Responses	26.0%

In using Social Media to contact your Bank or Financial Institution (for inquiries, complaints, etc.), which Social Media resource do you use most frequently? 1 = Always, 2 = Often, 3 = Sometimes, 4 = Rarely, 5 = Never	1	2	3	4	5
Facebook	0%	0%	25%	0%	75%
Twitter	0%	0%	25%	0%	75%
LinkedIn	0%	0%	0%	25%	75%
Google+	0%	50%	0%	0%	50%
SnapChat	0%	0%	0%	0%	100%
Instagram	0%	0%	0%	0%	100%
Pinterest	0%	0%	0%	0%	100%
Vine	0%	0%	0%	0%	100%