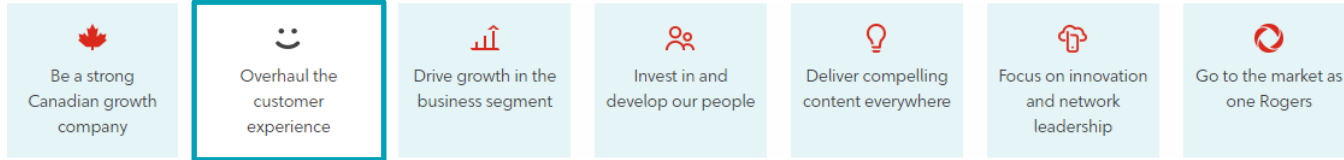


A Day in the Life of a Social Media Champion- Rogers Social Media

Danielle Kovac

What are our priorities?




A multi-year plan
to revitalize the company's legacy of
innovation and growth.

Social media support at a glance



Global Firsts!

 News Release

   Share

Rogers Announces Global First: Telecom Customer Care On Facebook Messenger

December 11, 2015

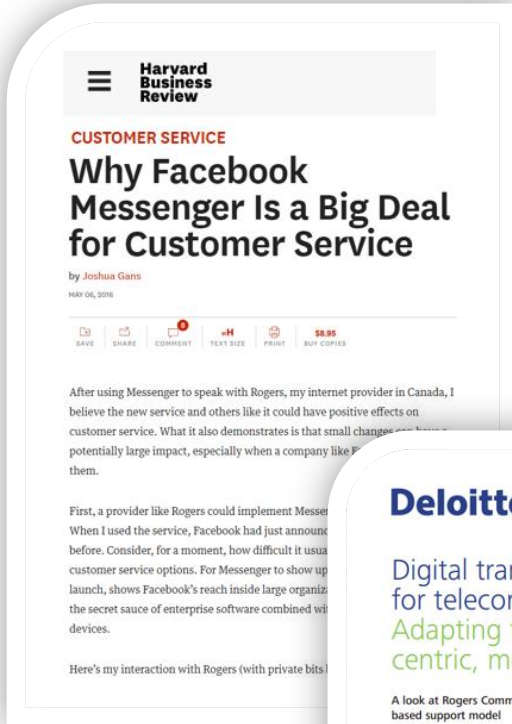
 News Release

   Share

Global First: Rogers and Twitter team up to make getting help #easier

September 15, 2016

What is the press saying?



Harvard Business Review

CUSTOMER SERVICE

Why Facebook Messenger Is a Big Deal for Customer Service

by Joshua Gans
May 06, 2016

SAVE SHARE COMMENT TEXT SIZE PRINT \$8.95 BUY COPIES

After using Messenger to speak with Rogers, my internet provider in Canada, I believe the new service and others like it could have positive effects on customer service. What it also demonstrates is that small changes can have a potentially large impact, especially when a company like Facebook is behind them.

First, a provider like Rogers could implement Messenger. When I used the service, Facebook had just announced its new customer service options. For Messenger to show up in the launch, shows Facebook's reach inside large organizations and the secret sauce of enterprise software combined with mobile devices.

Here's my interaction with Rogers (with private bits redacted):



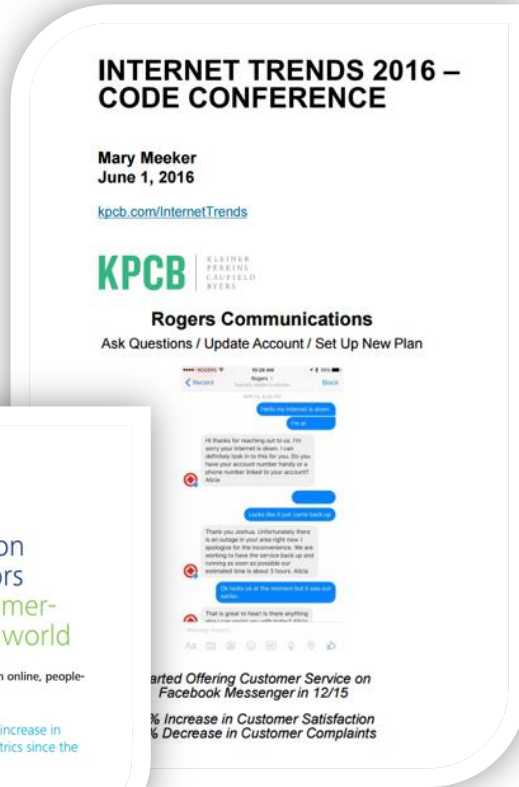
Deloitte.

Digital transformation for telecom operators

Adapting to a customer-centric, mobile-first world

A look at Rogers Communications' move to an online, people-based support model

Rogers has seen a 65 per cent significant increase in partner channel customer satisfaction metrics since the introduction of Messenger.



INTERNET TRENDS 2016 – CODE CONFERENCE

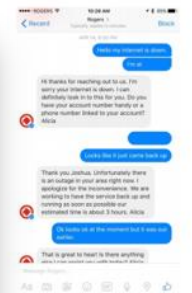
Mary Meeker
June 1, 2016

kpcb.com/InternetTrends

KPCB KLEIN PERKINS CAUFIELD BYERS

Rogers Communications

Ask Questions / Update Account / Set Up New Plan



Started Offering Customer Service on Facebook Messenger in 12/15

65% Increase in Customer Satisfaction
50% Decrease in Customer Complaints



What are customers saying?

I always get fast, responsive service via Twitter, and I really value that.

This has been such a cool experience to get help over Facebook messenger

Love twitter for customer service

Thank you for your help and its good to have help through messenger

Twitter service line is best. Quickest response.

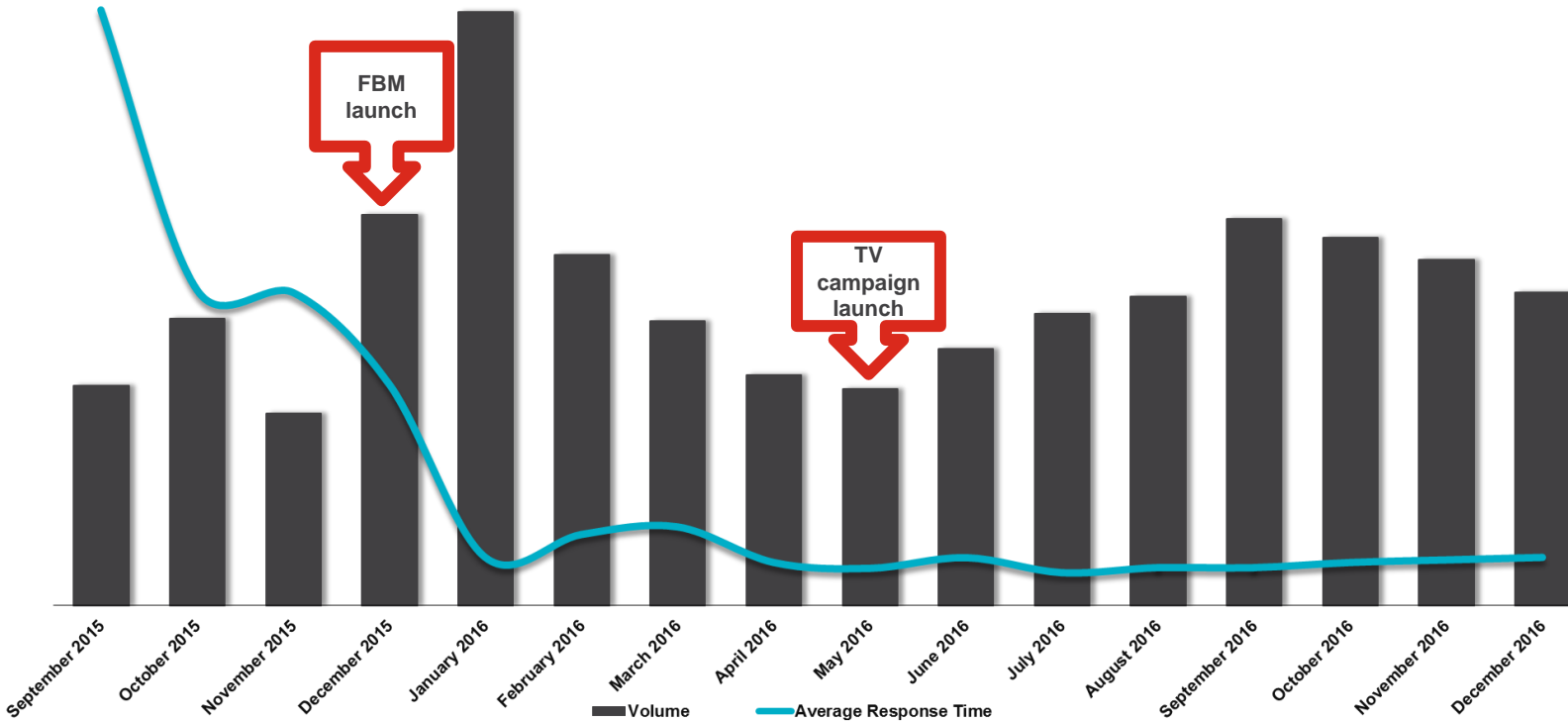
Love the ease of speaking with someone on Facebook. Service like this is why I will stay.

I love it! So many things can be solved by just using facebook and chatting about it.

Customer Service phone line was close Saturday night, but Sabrina was terrific in helping resolve my issues via Twitter!!

Had an awesome experience with the twitter team. Very responsive and informative . ALWAYS ! Rating this service 5 stars :)

A year in review



3x+

INCREASE IN
VOLUME YoY

91%

DECREASE IN
RESPONSE TIME
YoY

BEST
NPS

ALL CONTACT
CHANNELS

What were our top lessons learned?

- ✓ Be **prepared** for anything!
- ✓ You need to be a **good storyteller**
- ✓ Do not underestimate the importance of **connecting emotionally**
- ✓ **Promotion** is key and highly effective
- ✓ **Social is different**- don't get stuck in the traditional contact strategy approach





Thank you!

“The best is yet to come.”

Ted Rogers