Social Media Customer Care Training Course: Response Standards, Escalation and Reputation Control

14 – 18 December 2026
Milan

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Programme Summary

Social media customer care is the subject of this one-week training course for heads of customer service, social media and digital engagement, taught at managerial level and ending in an operating plan for one service team. Customers now raise complaints in public, where every slow or careless reply is read by other buyers. The programme moves from response standards to triage, public complaint recovery and reputation measurement, using prepared case records from a retailer and a telecom operator. Mars Training Centre UK delivers this programme on social media customer care to mixed-organisation cohorts.

The Business Case

Leaders who set clear response standards, route messages to the right owner and recover complaints in public protect the way customers talk about the organisation. Where social channels are left to a few staff with no rules, replies vary, serious cases stay in the queue and small complaints become widely shared posts. The programme works on the measures below.

- Customer Retention: Improves when unhappy customers are answered quickly and their cases are closed in a private channel.
- Reputation Exposure: Falls when risky posts are spotted early and escalated to a named owner.
- Service Cost per Contact: Reduces when triage and routing rules remove repeat handling.

Principles and Evidence Base

- ISO 10002: The international guideline for complaints handling in organisations, applied in Session 1 to shape the complaint process on social channels.
- Triage and routing model: A method of tagging each message by type and urgency and sending it to an owner, applied in Session 2 to build the escalation matrix.
- Response-time measurement: The practice of tracking first response and time to resolution, applied in Sessions 1 and 4 to set targets and report results.

Intended Participants

- Leaders who own customer service performance across phone, email and social channels.
- Managers who run social media or digital engagement teams that answer customers in public.
- Professionals who set service standards and approve tone of voice and community guidelines.
- Managers who report service and reputation results to an executive committee.

Typical settings include retail, telecommunications, banking and public services.

Learning Outcomes

1. Participants will be able to construct response standards and community guidelines for social channels.
2. Participants will be able to design a triage and escalation matrix that assigns every message an owner.
3. Participants will be able to diagnose weak points in a public complaint exchange.
4. Participants will be able to evaluate reputation risk signals and prioritise them for action.
5. Participants will be able to construct a scorecard that reports response and resolution results.
6. Participants will be able to justify an operating plan to an executive committee.

Programme Structure

Day 1: Social Media Customer Care Standards

What does good social media customer care look like, and who sets the bar?

- Social Channel Service Map
- Response Time Standards Sheet
- Community Guidelines and Tone Charter
- ISO 10002 Complaint Handling Review
- Service Demand and Volume Profile

Day 2: Triage, Routing and Escalation Design

How is each message sorted, owned and passed on before it goes stale?

- Message Triage Matrix
- Tagging and Routing Rules
- Escalation Matrix
- Private Channel Handover Script
- Queue Ageing Report

Day 3: Public Complaint Recovery

How is an unhappy customer won back in front of an audience?

- Public Reply Pattern Library
- Apology and Remedy Decision Grid
- Difficult Customer Response Cases
- Moving a Case to a Private Channel
- Recovery Follow-Up Log

Day 4: Reputation Risk and Measurement

Which signals show a service problem turning into a reputation problem?

- Sentiment and Mention Monitoring Plan
- Reputation Risk Register
- Viral Complaint Alert Thresholds
- Response and Resolution Scorecard
- Executive Reporting Dashboard

Day 5: Social Media Customer Care Operating Plan

Do the standards, rules and measures join into a plan a director can approve?

- Applying the Session 1 Standards Sheet
- Testing the Session 2 Escalation Matrix
- Rehearsing the Session 3 Recovery Cases
- Checking the Session 4 Scorecard
- Completing the Operating Plan

Methodology

The programme is a simulation built on prepared records from a retailer and a telecom operator: message streams, past complaint threads, brand guidelines and monitoring reports. Participants sort live-style queues, reply in public, hand cases over, read the signals and defend their decisions to peers acting as an executive committee.

- Suggested activity: Triaging a mixed queue of messages against one escalation matrix.
- Suggested activity: Rewriting a poor public reply and agreeing the remedy.
- Suggested activity: Reading a monitoring report and deciding which post needs a director.

Capstone Output

Each participant completes an operating plan for one service team. It holds response standards, community guidelines, an escalation matrix, a recovery reply library and a monthly scorecard. At work it goes to the executive committee for approval and becomes the basis for team briefings, staffing decisions and reviews of results.

Frequently Asked Questions

Is social media customer care training suitable for managers new to social channels?

Yes. Social media customer care is taught through prepared cases and templates. You need responsibility for customer service or digital engagement, but no technical or platform expertise.

Which standard does social media customer care rest on in this training?

Social media customer care here rests on ISO 10002 for complaints handling, together with a triage and routing model and response-time measurement for targets and reporting.

How is the operating plan from social media customer care training used at work?

You take the operating plan to your executive committee, use its escalation matrix to brief your team and keep its scorecard for monthly service reviews.

How does social media customer care differ from general customer service training?

Social media customer care centres on public replies, fast triage and reputation signals, while general customer service training centres on service skills across all channels.