# Social evolved: Serving the new digital consumer.

Never before have businesses and customers had a more direct line of communication to each other. With Verizon Digital CX Social Engagement, you can leverage that connection to serve your audience better.

## How vital is social engagement?

Social is the opposite of passive. That's true for both consumers and brands. Actively listening to and engaging with customers when and where they choose is the new norm.

**90%** of consumers try to reach out to brands on social media. [1]
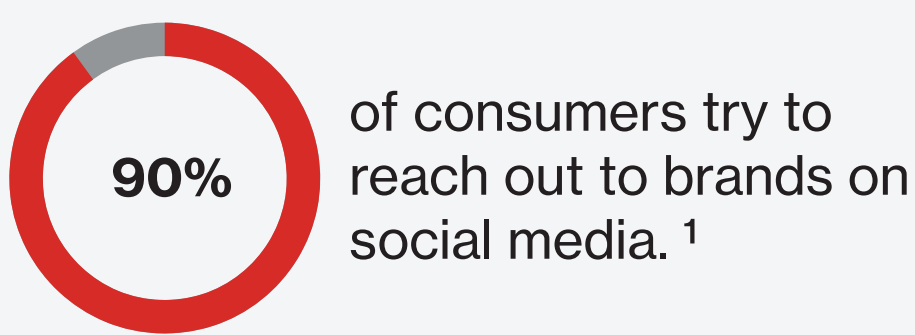
## Timing is everything

Your customers aren't just sharing rants and raves, either. They're reaching out for answers. And they expect a response...fast.

**36%** of consumers will publicly shame a brand when their questions or complaints are ignored. [1]

1 in 3 will switch to a competitor. [1]

## Your new secret weapon

Listening is Verizon Digital CX Social Engagement shines. It helps surface the most relevant and actionable posts from the noise, so you can act quickly to address them.

The average amount of time users will wait before taking other action. [2]

The average response time for brands on social media. [2]

| 4 hours | 10 hours | 24 hours |
|---------|----------|----------|

## Join the conversation

Not only does it see when someone's hand is raised, it also intelligently monitors the social landscape, spotlighting key influencers and emerging conversations around your brand and related topics, so you can measure sentiment—or choose to chime in at a critical moment.

**150 Million**
Users who have conversations with businesses through Instagram Direct each month. [3]

## Sharpen your marketing efforts

An in-depth knowledge of your audience also makes your social ad campaigns more impactful.

- Coordinate and track through one unified dashboard
- Monitor performance alongside engagement
- Resolve issues by routing high-priority posts

**Connect with customers on their terms.**

**Listen to and join relevant conversations as they're happening.**

**And sharpen your overall social marketing approach.**

**All with Verizon Digital CX Social Engagement.**

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**Learn more at verizonenterprise.com/digitalcx**

[1]Source: https://www.v12data.com/blog/90-percent-social-media-users-reach-out-retailers-why-social-media-your-secret-weapon/0
[2]Source: https://sproutsocial.com/insights/social-media-statistics/#engagement
[3]Source: https://blog.hootsuite.com/social-media-advertising-stats/