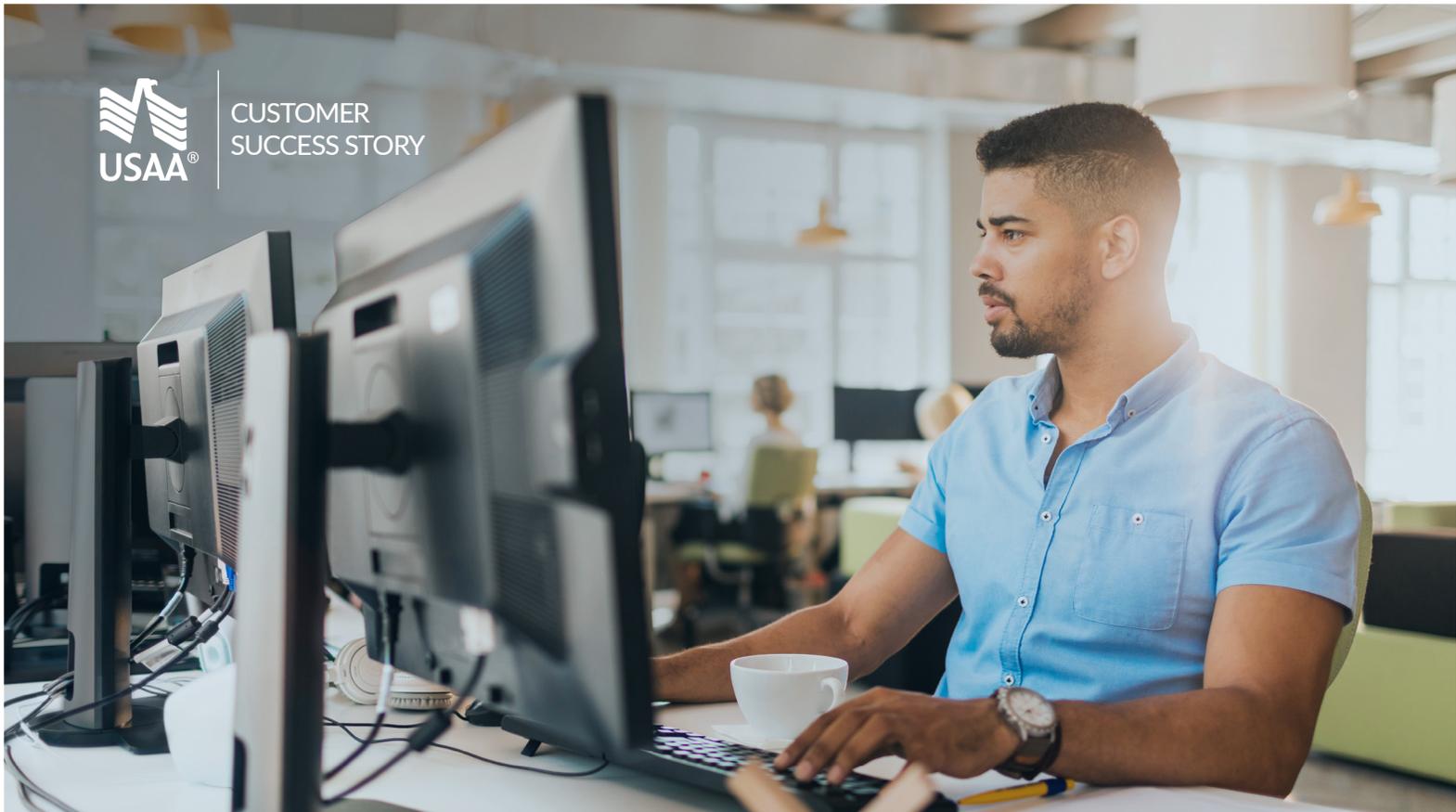




CUSTOMER  
SUCCESS STORY



TIME-ON-TASK SAVINGS WITH  
IMPROVED PROCESSES

**99%**

MANUAL PROCESSES REMOVED

**25+**

MSI (MEMBER SERVICE INDEX)

**91%**

EFFICIENCY IN MEMBER COMMUNITY  
MANAGEMENT AND RESPONSE

**+90%**

The USAA family of companies provides insurance, banking, investments, retirement products and advice to over 12 million current and former members of the U.S. military and their families. Known for its legendary commitment to its members, USAA is consistently recognized for outstanding service, employee well-being and financial strength. USAA membership is open to all who are serving our nation in the U.S. military or have received a discharge type of Honorable—and their eligible family members. Founded in 1922, USAA is headquartered in San Antonio.

## Goal

USAA's goal was to implement social support initiatives across multiple business units while providing superior social service and social network moderation. As social continues to strengthen as a channel of choice for servicing needs, member satisfaction through quality response and best-in-class service is critical to USAA. Their practice is to continually assess platform management, business process development, and conduct ongoing exploration while achieving support savings and cost reduction.

## Solution

USAA created a social media management strategy that drives social support savings initiatives, leveraging Lithium Technologies.



“We cut down the time it takes for internal social customer care documentation from 24 hours to 1 hour—a 95% time on task savings!”

—Heather Cronin, Executive Director, Social Business, USAA

## Tell us about your journey to implement support savings.

We determined the efficiency of social service processes with the identification of USAA's Enterprise Social Customer Care SLA across multiple business partners. We worked with Lithium to implement a social media management platform that would help us meet our support savings cost reduction goal. Together, we implemented Social Customer Care MSI (Member Service Index) in 11 major business units with six financial service business teams and trained 104 users in two days.

Some of the capabilities built within USAA's approved servicing solution include: real-time member name to social handle match, which is fully integrated into USAA's Client Relationship Manager (CRM), reducing time to validate a member's identity; Advanced routing techniques to get the right conversation to the right representative and an Early Warning System (EWS) to alert when there are spikes in conversation volumes and work queues.

## How have you improved visibility into your members?

USAA pulls social data from the social media management platform into USAA's CRM for a full 360 degree of view of contacts across channels. With the connection of data, USAA now has the capability for a full cross-channel strategy, allowing us to build and execute beautiful, personalized and seamless experiences for the member.

## How do you measure success?

We measure financial and non-financial benefits from the platform across multiple business units to help improve member service and experience. Our Enterprise Analysis and Report for senior executives is also listed on the CEO scorecard. In addition, we have developed an enterprise Social Quality Review/Social Quality Framework to help us continue to track improvements in servicing quality with stakeholders across the enterprise.

## Have you experienced time savings?

We removed 25+ manual processes while improving the member experience. We cut down the time it takes for internal social customer care documentation from 24 hours to 1 hour—a 95% time on task savings!

## What results have you experienced?

We've been able to meet our member's social customer service needs with speed and efficiency while realizing cost savings to help social service business units function more efficiently. The net result is a reduction in time on task for business processes and FTE savings.