



Press release

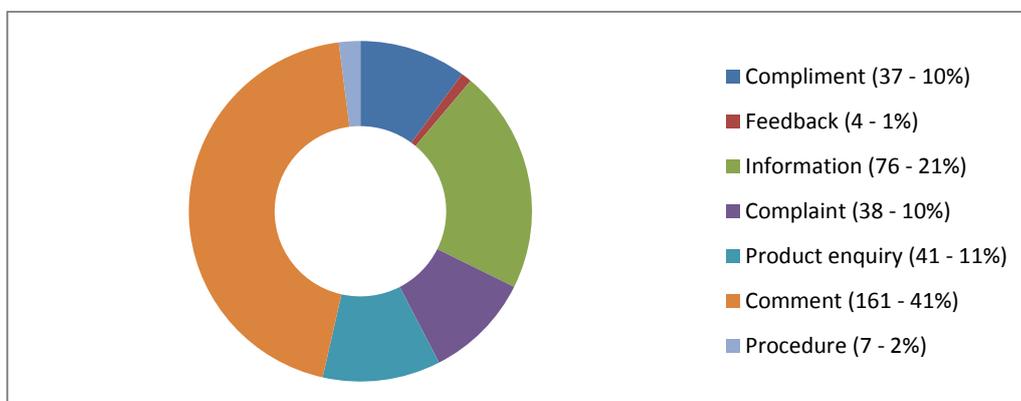
Brussels, 28 October 2013

KBC uses Twitter as a fully fledged communication channel for clients

KBC aims to meet the growing need among its clients to receive a rapid answer to short and simple questions. The number of questions submitted via KBC's Twitter account (@KBC_BE) has doubled in the space of a year, from an average of 15 per day to 30 per day. In light of this, KBC decided to monitor its Twitter account continuously and has duly set up a full-time webcare unit in the KBC-Telecenter, where a number of staff have been specially trained to respond to Twitter-based questions.

The @KBC_BE account can be used primarily to get answers to practical questions like 'How much does it cost to exchange or deposit my coins at my KBC branch?' or 'Where can I get a new card reader?' Initial indications reveal that the questions relate mainly to payments and KBC Mobile Banking. We have noticed that clients are very much aware of the type of questions suited to Twitter. However, most of the tweets received are simply comments. These are either forwarded within the company to be dealt with or receive an immediate response.

Table: Tweet categories



A medium like Twitter is perfectly suited for inclusion in the operations of a telecentre. KBC aims to reply to clients in the way they choose themselves. So, when a client submits a question via the KBC Facebook page, they will get an answer through that channel.

Anyone submitting a specific question to KBC via the Twitter account will be tweeted an answer.

Questions and comments requiring more attention and where the answer cannot be given in 140 characters are, however, dealt with through the familiar channels of the KBC-Telecenter, KBC-Helpdesk and KBC Ombudsman Service.

Like their colleagues in the KBC-Telecenter, the KBC Twitter Team are available from 8 a.m. to 10 p.m. on weekdays and from 9 a.m. to 5 p.m. on Saturdays.



@KBC_BE



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