



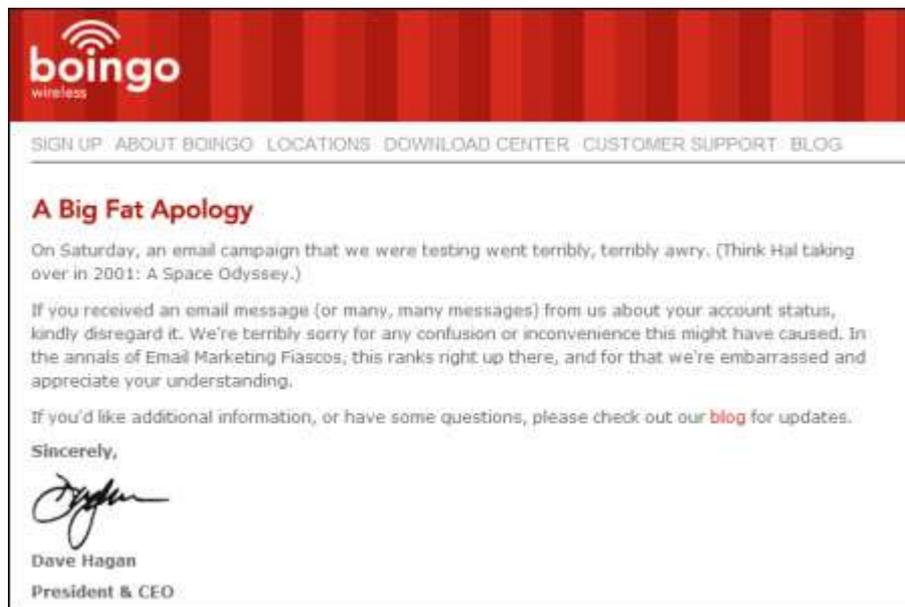
**Case Study: Boingo Teaches Us How to Handle
Social Media Crisis in Six Hours**

1. STATUS

On 10th of April 2010, the Social Media monitoring specialist of BOINGO Baochi Nguyen detected a series of tweets complaining about spam from Boingo. Nguyen was surprised, because those tweets were referring to a problem she had no idea about. Thanks to her fast response the crisis situation has been resolved for a record-winning six hours.

2. ISSUES

The issue in Boingo's social media crisis was that a test email was accidentally delivered to Boingo's clients by a third party mail software.



3. ACTIONS

The monitoring specialist Baochi Nguyen and the rest of the Boingo's team were really fast in resolving the manner. They:

- a. Informed the Director of Corporate communications.
- b. Informed the Boingo's email initiative team.
- c. Answered each client's concerns and questions.
- d. Instantly updated their website's home page, informing Boingo's customers about the technical issue.
- e. Conducted life-time chat with clients.
- f. Enabled comments under the blog posts.

4. LESSONS LEARNED

It best to be prepared in advance for a potential crisis situation. BEYOO ONLINE can help you set up a good risk and crisis management strategy. We know that in a situation like Boingo's social media crisis there are several important steps:

✓ **Coordinate with your team**

Internal communication is the foundation of successfully dealing with a crisis. Make sure you always keep in touch with your team. You are not alone when the going gets tough.

✓ **Pay attention to your customers**

Life-time answering your customers' questions and concerns, as well as updating them on a regular basis will reduce the negativity that a crisis can provoke.

✓ **Be the first and only source**

Update your homepage with regular statements and apologies if needed - your clients will appreciate it.

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BEYOO ONLINE ['bi: 'ju]: The process of joining two or more things together to form one entity...Be yourself!