

CASE STUDY

QOQA



CREATING POSITIVE SHOPPING
EXPERIENCES FOR **HAPPY, LOYAL**
CUSTOMERS ON SOCIAL

ABOUT QOQA



Industry

eCommerce

Headquarters

Switzerland

Countries

Switzerland

Founded

2005

Products

Range of daily special product offers (QoQa, Qooking, Qsport, Qwine)

CX Social service

Monitoring, analytics and engagement

MANAGING
**4 DIFFERENT
ECOMMERCE
BRANDS IN 3
LANGUAGES**



When QoQa was founded 10 years ago, they immediately embarked on social media and created a basic Facebook page. In the beginning, every employee chipped in and manually managed the different online shops (QoQa, Qooking, Qsport, and Qwine). Nowadays, the company is a successful, profitable business located in Switzerland and has streamlined its social customer service efforts. With the rise of social customer service, QoQa immediately noticed the need to **build brand loyalty in the long run and deliver a positive customer experience on a one-on-one level.**

Nowadays, QoQa doesn't broadcast on social media but **engages meaningfully and mindfully** with their customers:

QoQa isn't just an ordinary eCommerce brand. We have a totally different vision of how we do business than what people expect of eCommerce brands: we don't just focus on daily affordable offers but also on building a 100% happy, loyal customer base through social customer service and offering the latest top products selected by a team of experts. Each day comes with a totally different offer. Social media is the ultimate place to instantly connect on the fly with our customers and provide a relevant offer tailored to their needs.

Mathieu Pereira - Digital Marketing Manager QoQa





Challenge

Streamline & Centralize Social Media Efforts

One of the most challenging aspects of QoQa's social media presence is standardizing the use of social media throughout the entire company. Everyone needs to be on the same page when dealing with customers through social media. Unfortunately, there was no clear, uniform follow-up procedure on customer questions. That's why QoQa started the hunt for a tool to **pull and organize all data on social media in just one place**.



Solution

Decluttering the Inbox With Smart Folders

Today, there's one person responsible for each online shop. Although managing the three Swiss languages (French, Italian, and German) can be quite tricky, **QoQa organizes the multi-language incoming messages effortlessly** by [sorting them under separate Smart Folders](#). By creating a separate Smart Folder for each shop, QoQa structures the way they reply to all incoming mentions and delegate responsibilities.

Mathieu Pereira, QoQa's Digital Marketing Manager, is in charge of managing the brand's social media presence and quickly following up on messages that require an immediate action (e.g. messages that have been in the inbox for more than one hour). He keeps the customer service agents informed and makes sure everyone is agile and on top of their game. QoQa strongly believes in **open communication and transparency** to make the customer service workflows work.

Because we're still quite a small company, in terms of employees, we like to talk to our colleagues face to face whenever issues appear and discuss things upfront. It keeps us on our toes.

Interesting Fact: QoQa has a strict Zero Inbox policy. If a mention needs no further action, social media messages will be resolved immediately. They believe that, in order to meet your customers' needs, it's crucial to instantly deal with questions and keep your inbox clear of clutter.

Hi Jozefien Verhaeghe,

We have found unresolved mentions older than 5m in folder [Aging Tasks](#) of mailbox **Customer Service**.

Unresolved mentions older than 5m:

2

Oldest
1h 59m 3s

Median
1h 20m 33s

This incident has been open since 10m 55s ago (on Wednesday, September 17, 2014, 15:31:10).

Open Folder

[Edit alert settings](#) if you want to receive this notification more or less often.

All times are in timezone Europe/Brussels.

Do you no longer want to receive these emails? [Unsubscribe](#)
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CX Social Tip:

Mentions in the Inbox older than one hour? [CX Social sends you mobile push notifications or emails as a reminder](#). SLA alerts allow any social media team member to quickly follow up on any message and keep a close eye on the real-time status of your inbox at all times.

15:31

woensdag 17 september



Engagor nu

[alert] 1 unresolved mention older than 5m for folder Aging Tasks in mailbox Customer Service (account Engagor)

schuif om te bekijken



Challenge

An Integrated Social Media Engagement Strategy

QoQa isn't just an ordinary eCommerce brand and wants to put their **own, unique stamp on their social media presence**. Before using CX Social, they didn't really have a clear view on their social media engagement strategy.

- How can we reflect our personality on social media?
- How can we create as many positive customer interactions as possible?
- And ultimately, how can we create brand loyalty through social media?



Solution

CX Social's Unified Inbox

Thanks to CX Social, QoQa now has a holistic view of how to create a **more comprehensive customer experience** and provide true value to their customers. By centralizing all aspects of social media management in CX Social's unified inbox, QoQa is able to dedicate time and attention to each individual interaction and provide all customers with a smooth reply.



QoQa.ch Suisse @QoQa_ch · 14 nov.

Tu la veux cette Twingo? Télécharge l'app QoQa, active les notifications et RDV demain ! qblog.ch/fr/post/view/7...

TU LA VEUX ?
TÉLÉCHARGE L'APP ET RDV SAMEDI !



One of the key elements in QoQa's unified engagement strategy is the brand's **tone of voice**. It reflects their goofy and quirky personality simultaneously with their core brand values. Another important part is their role as a thought leader in the eCommerce industry. QoQa doesn't simply showcase their cool set of products, they provide true added value by using the power of professional videos (e.g. a series of wine trips called '[Qwine on Tour](#)') to help connect their users with relevant content about their products. That way they also show they're not just an 'ordinary' eCommerce brand. CX Social's unified inbox plays a key role in this: QoQa not only keeps an overview of all the incoming mentions, but also tracks the performance and content marketing efforts as well.

QoQa isn't just a shop. We're experts in our field and we look for the best (sometimes local) products available in the market across Europe and Switzerland. We aim for each shop to be the reference for the latest technological products and really push forward our expertise with a lighthearted touch.



Qooking Suisse

28 janvier, 15:43 · 🌐

Découvrez comment notre blogueur Qookinator s'inspire pour concocter la recette quotidienne de Qooking! Et toi qu'est-ce qui t'inspire quand tu cuisines?





Challenge

Create an Allround Positive Customer Experience

QoQa wants every customer to be happy and have a meaningful customer experience. This isn't always easy because every company gets their share of angry customers and faces questions like:

- How can we turn a negative situation into something positive?
- How can we increase positive sentiment on social media?



Qwine Schweiz

10 décembre 2014 · 🌐

Tessiner Spitzenmerlots, sympathische Winzer und die coolste Tankstelle der Schweiz. Lust auf « Wine and Film » ? Hier gibt's den passenden Tropfen <http://www.qwine.ch/de/offer/view/8650>

[Voir la traduction](#)





Solution

Customer Service Workflows & Sentiment Analysis

Let's start with the basics: find the right people with the right skills. QoQa hired experts to take on customer support for each shop and language who are able to smoothly handle and deal with angry customers. Their philosophy is simple, yet effective: **QoQa personally addresses EVERY customer and try to find an original way to reach out to them.**

Even if customers don't really ask questions or directly address QoQa on social media, the brand still manages to start a conversation or add some words of kindness. With the help of CX Social's advanced monitoring capabilities, the brand is able to track every mention and **seize every opportunity to boost customer sentiment.**

Although QoQa has already set up smooth customer service workflows in CX Social, they still manage "non-social" customer service as well through phone or mail. To reduce the number of phone calls and workload on social media, QoQa created a forum with FAQs as a type of self-service customer support. However, QoQa also believes that having an **extensive customer forum is not enough: people don't always want to be obligated to search through a forum for information.** They just want to ask questions and get the answer. That's why they will never try to find the easy way out: every customer is king!

CX Social Tip:

Get the maximum return for your social media efforts: go beyond your own social media profiles and [set up an advanced keyword search to not only track '@-mentions'](#) but also **grasp the entire scope of your brand on social media.** Set up separate projects for campaigns, competitor analysis, industry trends, etc. Discover those conversations that truly matter, and make sure you're not missing out on any opportunities.

SUMMARY



Thanks to CX Social, social media management has become a lot less time-consuming for QoQa. The eCommerce brand has cut down on all inefficiencies and **dedicates more effort to reflecting on their social media activities and deep-diving into the analytics**. Nowadays, their quirky personality truly resonates with their customers on social media.

Listening to customers is the foundation of QoQa's social media presence. Through CX Social's in-depth, unparalleled analytics, they are able to showcase their product expertise through social video campaigns and build customer loyalty by keeping a close eye on the sentiment analytics of their social media presence.