



**"CX Social is my go-to tool!**

It shines and separates itself from other competitors with its robust capabilities, ease of use, and incredibly deep insights that are concise, organized, and actionable. It is an extremely valuable solution for me, the team, and the company as a whole."

**Jacques Abecassis**

SharkNinja

*Social Media Community  
Coordinator (North America)*

## Clarabridge's CX Social helps SharkNinja be more customer experience centric

**CHALLENGE:** SharkNinja had little visibility into agent activity and performance, a poor understanding of agent training needs and minimal insight into customer engagement.

**SOLUTION:** With its easy to navigate interface, user-friendly dashboards and ability to support multiple languages, CX Social was a clear choice for SharkNinja. The ability to extract deep insights, listen to and analyze posts, respond to customers in a timely manner, and disseminate insights easily between teams and stakeholders has been extremely beneficial. With CX Social, SharkNinja can now analyze agent activity and better understand customer concerns, allowing them to improve their products and quality of care.

### **SUCCESS HIGHLIGHTS:**

- Successful launch of a dedicated care line that has **reduced average handle time by 15%**
- High savings on operational costs by bettering agent benchmarking, activity, and staffing
- Better dissemination and communication of insights to stakeholders and teams such as legal, product, and quality

Clarabridge has a range of SaaS customer experience management solutions to help hundreds of the world's leading brands put customer feedback to work. Amongst these, CX Social enables companies to listen, analyze and gain insight into conversations online and in social media allowing them to develop relationships by identifying and engaging with customers in real time.

This is why leading brands trust Clarabridge to power their CX programs and drive a customer focused strategy.

The result: better customer experiences. For more information, visit <https://cxsocial.clarabridge.com>.



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