



“CX Social is pretty spectacular and is truly helping our business. It goes beyond any typical social media management and analytics tool by helping us answer what we don’t know, what we should know, and how to get to those answers. This is very profound for both our team and the company as we grow very rapidly.”

Chris Sherland

Ibotta

Director, Ibotta Care

CX Social helps Ibotta evolve from being reactive to proactive to their customer needs

CHALLENGE: Individual social network monitoring and ad hoc customer care was becoming incredibly difficult for Ibotta to manage with their growing business. They needed a way to manage large volumes of social tickets, track all social interactions, pinpoint customer issues, and integrate with their customer service software to bring new customers easily in the fold.

SOLUTION: With 200 mentions a day on social media, thousands of service tickets per day, CX Social helps manage these large volumes of data and streamline the workflow by integrating seamlessly with Zendesk. The solution also provides historical context and easy pull up of cases to provide a better social care experience. Furthermore, agent performance and tracking, agent staffing schedules, analyzing unknown pools of data, and understanding sentiment is now possible with CX Social.

SUCCESS HIGHLIGHTS:

- Seamless integration with ticketing software enables bringing social customers to become a part of the larger customer universe
- High efficiencies due to better understanding of agent activity, performance, and staffing needs
- Operationalized social care and proactive support to meet growing customer base and demands