User Love: How a Top 10 iOS and Android App Gets Great Reviews while Cutting Support Requests by 49% with In-App Support

COMPANY PROFILE
TEENS ♥ THEM

PicCollage is a Top 10 iPhone, iPad and Android photo app in the US, U.K., Japan and many other countries. They have over 38 million downloads as of Summer 2013, and over 12 million monthly active users. Android users account for a third of these.

Over half of their customers are teenagers, who give them feedback like, "This app is awesome. I love it. If it was a human, I would marry it. <3"

Only 10% of those customers use web-based support, which makes in-app mobile support via UserVoice all the more important. Here's how we're helping them retain users, learn what is important to them and support their increasingly important Android customer base.

CHALLENGE
SCALING POCKET-SIZED SUPPORT TO MILLIONS OF USERS

PicCollage has become insanely popular with their teenage users by "making them love us," said Ching-Mei Chen, PicCollage's co-founder and Head of Product.

They do that by building a mobile-first product with an intuitive design, providing impeccable support, and by really "getting" their user community. PicCollage understands that when their customers need support, it needs to be a non-event; the UserVoice SDK for iOS and An-

droid delivers just this with quick and easy, in-app engagement.

But showing the love to millions of teenage users worldwide can be a challenge when you have fewer than 15 employees.

That's why Chen's favorite UserVoice feature is Instant Answers, which responds to users' questions as they type by searching the company's knowledge base. It lets users help themselves for many common questions. PicCollage even has a separate Japanese knowledge base to provide Instant Answers to their Japanese customers.

For PicCollage users requesting support within the company's iOS or Android app, 49% of them get help with Instant Answers.

Before the UserVoice SDKs, PicCollage relied on an email link for customer support. "We used to get blank emails," said Chen. "When we had a problem, we would get literally hundreds of blank emails a day." Not exactly a great way to solve customer problems.

The UserVoice SDKs allow PicCollage to not only keep users in-app while solving their questions or engaging around new product functionality, but also it has reduced junk email requests due to blank emails by 74%.

"You can't just hit the send button with a blank message," said Chen, "which makes things on our side a lot easier."

UNDERSTANDING THEIR USER COMMUNITY = GREAT REVIEWS

Of helpdesk requests that don't end in Instant Answers, nearly two thirds of the remaining customers still send messages, but not necessarily with questions.

"Most of the time it's 'I love your app,' or feedback like, 'I'd like you to add a certain feature,'" said Chen.

That feedback is invaluable. It gives them a feel for who their users are and what is important to them.

"Let's say 90 percent of the users requesting a new feature are tweens who want to make a pretty collage really quickly and easily," said Chen. "That tells us that this feature doesn't have to be as robust as another that caters to more advanced users. Feedback gives us a picture of our user base, which helps us figure out how to better balance resources and prioritize features," she added.

UserVoice's feedback forms help PicCollage encourage good reviews. Users see a pop-up asking the question, "Do you like PicCollage?" The "Yes - Give Five Star Rating" button routes them to the iTunes App store or Google Play store. As of Summer 2013, PicCollage is a 5-star app on the iTunes store and has 4.5 stars on Google Play.

The other buttons say "Send Feedback" and "Skip." "If you're not happy with PicCollage, instead of just hitting a "No" button, we'd rather you tell us why you're unhappy," said Chen. The Send Feedback path allows users to read others' feedback, letting them vote up requests or add their own.

"You actually end up discovering other people's feedback and it makes you want to leave some sort of constructive feedback yourself," Chen added.

ADAPTING TO ANDROID MARKET'S CHALLENGES

With their Android user base multiplying, PicCollage wanted to give these users the same mobile-centric support their iOS users were getting.

While the number of potential Android PicCollage customers is huge, they bring a host of new hardware and OS configuration issues. Trying to diagnose problems via email was like working blind.

"If an Android user contacts us via email support and we have to ask them configuration questions, they often just drop out," said Android Product Manager Angela Ting. Not good for a customer-facing app that counts on repeat engagement.

Chen added, "Even if they know what Android OS means, who knows where to find it? If this wasn't my day job, I wouldn't know where to find it either."

With the Android UserVoice SDK, PicCollage gets all the configuration information from a user's device, which is particularly important given the multitude of Android devices. This speeds up diagnosis and debugging and keeps users from dropping out of the process.

The PicCollage-UserVoice story began on iOS, but within the past year the Android market has grown to be a third of their customers. Chen looks forward to spreading the love to all their new Android customers with a little help from UserVoice.

49%

TICKET REDUCTION

↓**74%**
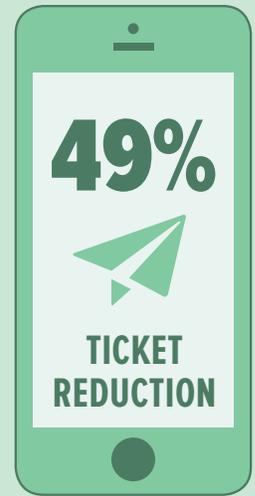
IN JUNK EMAIL

ABOUT USERVOICE

UserVoice is the leading provider of customer engagement tools for web and mobile app–based businesses. Engage users early and often with UserVoice's holistic approach to user feedback, support, knowledge management and satisfaction ratings. UserVoice helps companies to understand their users, keep them happy, reduce support costs, deploy informed products and increase customer retention. Easy to set up and even easier to use, UserVoice embeds directly in web apps, websites, iOS and Android apps, and Facebook pages - going where users already are. Join the more than 120,000 organizations—Rackspace, SwiftKey, Microsoft, Zynga, HipChat, to name a few—using UserVoice to listen to their users' voices. For more information and to get started for free today, visit uservoice.com.