

# How a Global Computer Leader Embraced China's Customer Care Channel of Choice

Learn How the Company Powers Customer Support with WeChat.

With 80% of customer inquiries coming from China, the company needed to refocus its care efforts to better support this market. With WeChat's domination of the digital space in the country, the company embraced the platform's ability to provide service and support.

## CHALLENGE

The company's challenge was meeting their growing customer support needs in the Chinese Marketplace.

## SOLUTION

The company rolled out a WeChat-focused customer support plan in China. The company looked to Sprinklr, which had already been involved in the company's social engagement and listening efforts, to help monitor and respond to customer queries using online chat.

## RESULTS



The company's follower base on WeChat has grown from 132.2k at the start of 2017, to **321.4k by mid-2018**.



New job creation as the company **doubled** its number of customer care agents for 2018.



The company has decreased its First Response SLA times by **1,500%** over the last year.



## The Challenge in China

With about 20% of the world's population living in China, the country represents a significant opportunity for large global brands. For the company, the stakes were even higher, as approximately 80% of the computer company's incoming message volume came from this one nation.

For several years, this steadily increasing stream of customer inquiries put a major strain on the brand's customer support resources, which were spread across multiple digital and physical channels.

The company recognized that in order to keep pace with customer service demands, it needed to make its support process more modern and efficient. Fortunately, a ready-made solution had emerged across China and Asia at large.

## The Many Faces of WeChat

In the rest of the global market, there isn't anything that compares to WeChat's popularity and range of functionality.

The platform, which has more than 1 billion monthly active users (most of whom are in China), provides the reach of social networks, the influence of review sites, the communicability of instant messaging platforms, and the geotagging ability of online maps. It's the equivalent of just about every app that's used on a daily basis, all rolled into one.

Using WeChat, a person can scroll their newsfeed to find local events happening nearby - similar to Facebook. They can then buy tickets, check-in at the appropriate time, order food, and share pictures and video of the experience - all without leaving the app. After the show's over, users can again use WeChat to find a place to get a drink or have some dinner, pay their tab, and secure a ride home. If there's a customer service issue at any point along the way, the app provides a window to resolution.

Given the platform's ubiquity and wide range of uses, the company realized something both bold and sensible: It should run its Chinese customer service effort on WeChat, providing an additional channel of support and meeting customers where they are.

## How the company Uses WeChat to Streamline Customer Support

In China, the massive volume of customer care requests make it imperative to solve problems at scale. Fortunately for service providers, advances in marketing automation have made it possible to reduce costs by moving from phone support - which is traditionally a 1:1 dedicated personal engagement - to various smart engagement methodologies on, you guessed it, WeChat.

Since about 40% of the company's incoming phone calls could be resolved with standard, pre-approved answers, it made sense for the company to invest in online chat-based services. And while the company had already been working with Sprinklr to strengthen its social engagement and listening efforts, it was using a different software for chat functions.

The team decided to bring everything under one roof, enlisting Sprinklr to help it monitor and respond to customer queries exclusively on WeChat.



## Benefits of the company's WeChat Strategy

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### 1. BETTER CUSTOMER SERVICE THROUGH AUTOMATION

Since engaging Sprinklr to harness WeChat, the company has improved its ability to truly know its customers. Through integrated CRM systems, complex automated workflows, and a hyper-efficient agent console the company can provide faster, more helpful customer experiences – a win for the brand and its customers alike.

### 2. FASTER RESPONSE TIMES

Since the company began using Sprinklr to move its customer support apparatus to WeChat automation and chatbots, it has decreased its First Response SLA times by 1,500% over the last year.

### 3. IMPROVED CASE OWNERSHIP FOR AGENTS

Using efficient case management and auto-assign features, each case is routed to the best-fit care agent. If a customer reaches out on multiple occasions, all messages are routed to the same agent to ensure a streamlined support journey. This also provides a more authentic person-to-person experience for customers.

### 4. ADDED SUPPORT WHERE IT'S NEEDED MOST

With QR codes added to the company's product packaging, customers can scan the code while opening a box to be connected with a care agent. This adds a level of comfort to the unboxing process, providing guidance when and where it's needed most.

## Key Results

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The success of the company's WeChat integration with Sprinklr has grown the company's follower base on the platform from 132.2k at the start of 2017, to **321.4k by mid-2018**. Having an engaged care team dedicated to listening and responding to customers has solidified the company's position as a trusted leader in China's tech space.

The growing use of WeChat support also led the company to double the number of customer care agents for 2018. While that may seem counterintuitive from a profitability standpoint, it's actually much more affordable than providing the same amount of dedicated phone support. Customers are also able to solve problems and get answers to their questions much quicker than through traditional methods.