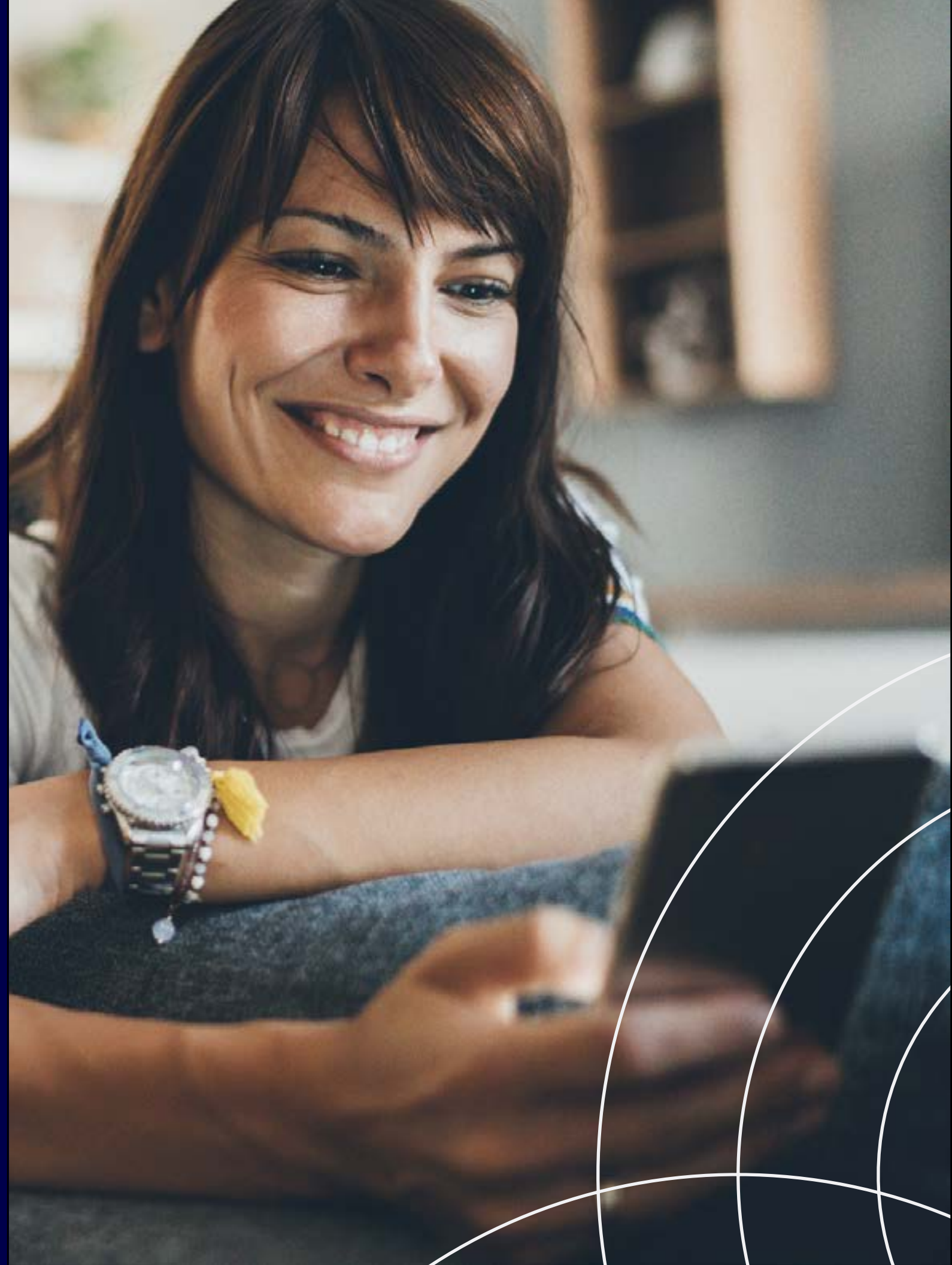




CASE STUDY

# How Rogers Became the World's First Telecom Provider to Offer Customer Care on Facebook Messenger





We wanted to be where our customers were, and we wanted to be able to interact with them in an easy and convenient way, so we worked with Facebook to become the first telecommunications provider in the world to offer customer support through Facebook Messenger.



Danielle Kovac

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Director, Office of the President,  
Rogers Communications

# Executive summary

Rogers Communications Inc. is a Canada-based telecommunications company that has evolved along with changing technology since their inception nearly 60 years ago. Rogers onboarded Khoros Care to empower their customer engagement team and to access valuable insights through analytics and reporting. They decided to take their customer care goals even further and overhaul their customer experience by offering support 24/7 on social media. They would work toward delivering an outstanding customer experience through the integration of Facebook Messenger. To accomplish their goals, Rogers leveraged Khoros Care to support their first-on-the-market launch of customer support via Facebook Messenger.

Before Rogers onboarded Khoros Care, they were looking for a way to help their growing team keep up with the demand for customer support. They needed an intuitive tool that team members could seamlessly onboard. With Khoros Care, team members could self-train and be online with the platform in a matter of hours, streamlining the scaling of Rogers' support staff. Rogers had already partnered with Khoros to develop their Khoros-powered community, so they knew that once their team members were trained with Khoros Care, working within the platform would be easy and the support offered by Khoros would

be thorough. Furthermore, Rogers has employees in three different regions in Canada — teams that never meet in person and who work 24/7. Khoros streamlines operations and supports high-level performance from all team members, no matter their location. With Khoros Care, Rogers was able to launch Facebook Messenger as an around-the-clock means of customer support. Before Messenger, every communication for the care team was filtered through one queue, but with Messenger supported by Khoros Care, the Rogers care team can now easily prioritize customer communications into relevant queues for faster, better service.

Rogers launched customer support through Facebook Messenger because they wanted to bring their customers the best service in the world. Customers can now reach them through Facebook Messenger to ask questions, make changes to their accounts, and more. Rogers' social care agents manage all of those communications through Khoros Care. Not only are their customers receiving quicker service — they reduced response time from 45 minutes to under 15 minutes across all social channels — overall, customers are more satisfied.

# How they made it work

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## Nurtured

customer relationships by providing a personal connection with the brand on social media

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## Transitioned

to 24/7 customer support with Facebook Messenger, powered by Khoros Care

## Enabled

seamless customer-agent engagement on Facebook and Twitter via private and direct messages with the support of Khoros Care

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## Empowered

a large support team across multiple regions to self-train and get online with Khoros Care quickly and seamlessly

# Results

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Onboarding Khoros Care with Facebook Messenger resulted in a 72% increase in partner channel customer satisfaction for the social media support team, giving the team the highest score across customer contact channels at Rogers. Rogers also consistently earned Facebook's Very Responsive to Messages badge.

72%

increase in partner channel customer satisfaction

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4x

increase in social volume

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15min

or less response time



Our goal was to deliver a better experience for our customers, and we saw a substantial increase in social media customer satisfaction following the launch of Facebook Messenger, supported by Khoros Care.



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