



CASE STUDY

How StarHub Built an Award- Winning Social Platform





Our Khoros-powered community has truly helped us fully harness the power of social media. It has enabled our company to better engage with customers. It also has empowered today's digital and social customers to engage with us and even co-create with our brand.



Darren Choo

AVP of Social CRM, StarHub

Executive summary

As Singapore's first fully-integrated information-communications company, StarHub provides world-class information, communication, and entertainment services. StarHub wanted to evolve into an engaging social business, thereby positioning StarHub as a global leader in social media. To accomplish their goals, StarHub built a Khoros-powered community where customer support inquiries could be resolved efficiently, they could leverage the efforts of superfan advocates, and they could garner global recognition as a leader in social media.

StarHub realized that their customers had become more vocal: they didn't hesitate to speak up when the brand didn't perform up to their expectations. However, StarHub also noticed that their customers were willing to partner with them to create a better product and customer experience. StarHub sought to address both their customers' needs and their own with a robust social media presence. StarHub's goal was to build long-term relationships with their customers, but they found it challenging to do so on existing social media platforms. They decided instead to launch their StarHub Community, powered by Khoros, to manage both the challenges and opportunities of social media.

StarHub's Khoros-powered community has helped them manage customer feedback in a structured, constructive way. Now, customers can quickly find answers to their questions on the community by searching for the relevant discussion thread. The positive, constructive tone of StarHub's community helps them better manage customer service queries and also build a community of superfans. StarHub conducted a poll and found that 43% of their customers visited their community for service support and 82% received an answer. These customers did not have to speak to the call center to resolve their issues, which led to higher customer satisfaction.

How they made it work

Built

a Khoros-powered community to invigorate and support the development of their social media presence

Leveraged

community feedback to build a better product and brand

Employed

the Khoros community gamification system to surface superfans who now share their expertise with other members

Inspired

trust between their customers and the brand by providing an open, transparent hub for authentic interactions

Results

StarHub's Khoros-powered community had a tremendous impact on their organization, saving \$500K in customer support costs and supporting 1K community posts per month. StarHub has received awards locally, regionally, and internationally for their exceptional community.

32_k

total community members

\$500_k

customer support savings

\$2.8_m

in sales revenue generated

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Through our community, we have managed to turn a customer who might have become angry before into one of our top advocates.

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