

StubHub

CASE STUDY

StubHub Rocks Social Customer Service with Khoros Care & Marketing

Khoros 





We knew that our customers were on social and expected to receive support within the channel. With Khoros Care and Marketing, we now have a trusted relationship with customers on social like never before.



Mary C. Hill

Customer Service and Social Media Manager, StubHub

Executive summary

Online ticket exchange brand StubHub knew they needed to adapt their customer care efforts to include social channels in order to meet the expectations of their more than 1.2 million social fans. To improve the customer experience and facilitate the buying and selling of tickets to major events — often on short notice — StubHub not only needed robust social care and marketing plans, they also needed a unified social platform. With the help of the Khoros Care and Marketing solutions, StubHub set out to tackle their goals.

Before partnering with Khoros, StubHub took a reactive approach to their care efforts on social: customers would make inquiries or leave comments and the digital team would respond. But in order to foster a positive customer experience on social, StubHub set out to take a proactive approach to connecting with and responding to fans while also working to build fan trust in the brand. Monitoring fan sentiment and responding to their customers in-channel were two important goals for StubHub's social strategy. StubHub chose the Khoros Marketing and Care solutions to address their challenges and goals. With the Khoros Marketing solution, StubHub has been able to easily surface trending topics and they've taken advantage of team monitoring as well as the Monitor Wall. With Khoros Care,

StubHub now has crucial visibility into both what their fans are saying in real time and how their agents are performing. Keywords make it easy for StubHub's social team to prioritize fan communications — now the social team can see Tweets coming to StubHub's executives immediately and complaints are flagged according to their priority topics. With Khoros Care, StubHub can be truly proactive with their customer communications, and they've been successful in building fan trust.

As a result of implementing the Khoros Marketing and Care solutions, StubHub's response time is now the best it's ever been on social — in fact, StubHub's response time on social improved by 300%. Now StubHub can track fan communications and respond, all in one platform, and they never miss important messages. StubHub can also easily keep track of what their fans are talking about on social and they can jump in to add to the conversation or address confusion or complaints. Overall, StubHub's partnership with Khoros has reinvigorated their presence on social media and created happier customers within the channel.

How they made it work

Customized

tags and keyword searches to improve response efficiency

Prioritized

reporting so that the entire team could see the value of the solution with in-depth analytics

Moved

beyond reactive fan conversations to proactive communications by filtering incoming messages

Improved

the customer experience of all fans by scaling their social response ability

Results

After Stubhub implemented the Khoros Care and Marketing solutions, their response time on social went from an hour to fewer than twenty minutes, on average. Even better, they can now review between 9,000 to 12,000 inquiries a week without their team becoming overwhelmed or missing crucial communications.

3000%

improved response time

2000%

growth on Twitter

30%

growth on Facebook

“

Khoros offered us a great way of responding to customers and prioritizing customer issues, easy-to-use reporting options, and a great support team.”

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