

Streaming Media Giant Realizes **Significant Cost Savings and Expands Support Capacity** with Offshore Social Experience Management



Industry - **Media (Streaming)**

For streaming media companies, keeping customers happy is an essential strategy for maintaining a positive brand image and expanding their customer base. Providing exceptional support that includes effective social media customer care (social care) is increasingly important for the entertainment industry to retain customers in a highly competitive market.

Challenge

A longstanding U.S. streaming media client faced multiple challenges in managing its existing social care operations. Their internal solution was plagued by:

- High costs
- Poor response times
- Limited hours of coverage

Solution

ResultsCX transitioned the media company's social care operations offshore in less than 30 days to enable:

- Additional staffing capacity for seamless support
- Operational efficiencies
- Superior support response quality

Results

By taking social care offshore, the streaming media client realized tangible benefits, including:

- 62% reduction in labor costs
- 60% increase in FTE capacity
- 98% annual quality goal achieved or exceeded
- 98% monitoring and response goal met or exceeded
- 85% QA goal met or exceeded, increased to 90% after one year