



CUSTOMER
SUCCESS STORY



RESPONSE RATE WITHIN 2 HOURS

82%

FACEBOOK FANS

273k

INCOMING POSTS PER MONTH

12k+

INCREASE IN POSITIVE SENTIMENT
CONVERSION

250%↑

In 2014, after the history-making first Open Enrollment under the Affordable Care Act, Covered California was faced with a decision. There were thousands of incoming posts and messages on its social channels from customers seeking assistance, however Covered California needed a way to efficiently and timely respond to all incoming messages.

Through their marketing agency, they chose to invest in their social channels by turning them into functional marketing and customer service platforms. However, Covered California needed new tools that could provide a robust, responsive customer support channel and an efficient social marketing and publishing platform.

“The key words to describe Campbell Ewald’s platforms for managing Covered California’s social media marketing and social customer care are speed and efficiency. We are now faster and more effective, and that’s the reason we switched to Lithium Social Media Management.”

— Arman Belding, Senior Digital Strategist, Campbell Ewald
(Covered California’s agency of record)



To hear more about how Covered California is scaling social and content marketing with Lithium Social Media Management, watch their success story video.

[Click Here](#)

What prompted you to seek a social marketing tool?

Many companies have a content development team and a customer support team. We have one team, and a small one at that. This means that when we work on social marketing content and publishing, that takes away from our resources working on customer support. We wanted to get back to helping our customers, so it quickly became clear that we needed an efficient tool.

What features of Lithium Social Media Management are most beneficial to your team?

We appreciate Lithium Social Media Management's ability to bulk upload assets, the opportunity to leverage Klout Data to schedule the best time to post, and the content discovery that recommends relevant content for our social audience.

Tell us why you were looking to improve your social publishing tool.

Our team has become leaner over the past few months, so we needed to find ways to be more efficient.

What benefits have you seen with Lithium Social Media Management?

Our team uses these benefits of Lithium Social Media Management:

- Ability to track past conversations with customers.
- Tagging options to see the types of comments and issues that are coming in, which allows us to alert management when needed. We're often called the "canaries" of Covered California.
- Ability to share conversations amongst our team.
- Robust analytics.
- Leveraging Klout Data.
- Easy user interface and an intuitive platform.



Thank you. The service on [Facebook] has been a lot better than over the phone.

-Patricia B.



Again, I love that tweeting @CoveredCA leads to quicker results. This is the future kids.

-Ashley S.



UPDATE! I'M GETTING HELP. YAY @CoveredCA! Never expected @Twitter to help me make this happen!

-Go Z.



Want to read more digital customer success stories? Download our eBook of success stories from top brands winning with social.

