Jawwy

IN ANNUAL SUPPORT COST SAVINGS	CSAT	RESPONSE TIME IN 2 MIN ON CHAT	RESPONSE TIME IN 15 MIN ON SOCIAL
$1,495K+	**64%**	**98%**	**95%**

Jawwy from STC is a new digital mobile experience for today's digital generation in Saudi Arabia. It is 'personal mobile service in an app.' It has its own SIM, app, and freshly designed digital channels for buying and receiving support. With the app, users can build, manage, and share their plan in real time, giving them complete control over the services they buy and use.

Goal

To improve customer self-service and peer-to-peer support via vibrant, responsive communities, and to increase customer satisfaction and NPS scores.

Solution

Lithium-powered communities and Lithium Social Media Management (SMM) for Service.

Lithium

> "We have connected our support portal with our community, which by default is used for SMM for Service responses, and that is the beauty of using Lithium to connect community with customer response-leading us to increased self-care and peer-to-peer support."
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> —George Attia, VP Customer Care, Jawwy from STC

Tell us about your social care initiatives?

Our recent initiatives were focused on self-care and peer-to-peer support on community, and how to increase customer satisfaction and NPS. We wanted to maintain our Social Media strategy and escalation process while keeping in mind crisis management as these would help us achieve our Social Media Care targets. To do that, we focused on ongoing FAQ updates and established an easy-going user-friendly community, forums, and blog. We also focused on how to increase customer response rates to show customers that we care with a highly trained team to deliver the best quality service, resulting in happy customers and an increased FCR rate.

What were your requirements to select the best SMM & community management platform?

At Jawwy we were looking for one platform to manage all social interactions, including strong community forums with a smooth interface that put less stress on our customer care team, while providing the best-in-class experience to Jawwy Customers. After exploring many platforms and vendors, we found Lithium SMM and Community platforms met both our needs and expectations.

What do you like most about Lithium SMM?

We wanted a user-friendly interface for the customer care agents to manage interactions across all channels with strong peer-to-peer support with a strong gamification tool that supports Jawwy's overall strategy.

In addition to the knowledgebase that supports both customers and employees, it also supports self-care initiatives.

How do your community and SMM work together to help your customers?

Our customers were having trouble finding locations that sell our recharge vouchers. We heard our customers' feedback and immediately updated our portal with a map locater—once this was done, we updated our community with the FAQ and how to recharge in both languages. We didn't stop there, though; we didn't only want the customers to find it on the community. We also wanted to feed that FAQ to customers that ask the questions on our Social Media platforms, so we trained the agents to use the KB on Lithium Social Media Management (SMM) for Service to direct them to the map locater.

Having done that, we have connected our support portal with our community, which by default is used for SMM for Service responses, and that is the beauty of using Lithium to connect community with customer response—leading us to increased self-care and peer-to-peer support. Since then, we have seen an increase in recharge cards sold and less customer queries in regards of voucher locations.

What's next for Jawwy social customer care and community plans? ?

We are looking to integrate more digital channels in the near future, including WhatsApp once it's available for enterprise, text messages and also improving the self-care further through more how-to-videos for the most common questions.

Lithium