



Case Study

How PCH processed 322,000 items in a month with 3 agents -
and halved their response times.

conversocial

How Publishers Clearing House used Conversocial to efficiently process 322,000 items a month with 3 agents – and halved their response times.

Publisher's Clearing House (PCH) is a leading multi-channel direct marketer of value-based merchandise, magazines and promotional offers and a leading provider of digital "play and win" entertainment. The brand's growing family of online properties boasts a highly engaged fan base, necessitating top-tier customer service and a consistent brand voice. Through their use of Conversocial, the PCH team is able to internally prioritize and assign key issues, ultimately empowering them to quickly and efficiently interact with customers to answer questions, manage conversations and monitor content on the brand's social networks.

For Publisher's Clearing House, which sells merchandise and magazine subscriptions in addition to its sweepstakes and prize-based websites, social customer service isn't just a means to respond to social inquiries, but also a platform with which to put a face to a brand and communicate directly with a loyal and active audience.

And "active" is putting it mildly. In July alone, fans and followers mentioned PCH both directly and indirectly on Facebook and Twitter a total of 240,343 times. The sheer volume was enough for PCH to seek a platform to effectively and efficiently respond to inbound queries.

Rather than simply respond from a standard brand handle, though, PCH wished to provide customers with even more personalized interactions. To accomplish this, the company decided to create personas that its community management team could use to respond on public pages. They felt that this generated a sense of trust with their brand and proved the validity of PCH to disbelievers that that they do in fact exist. While a great idea, PCH struggled to find a platform that would allow them to accomplish this. Ultimately, Conversocial was the tool on the market that could properly and easily satisfy their goals.

"The turning point that led us to choose Conversocial was that we needed a solution that would handle our extremely high volume and no other platform was cutting it," said Brooke O'Keefe, Social Media Manager. "Conversocial was the choice for us because it streamlines our inquiries and allows us to easily identify the comments we need to address and has also halved our response times."

The improved response times come at a good time: PCH received 322,703 mentions in August, a 34% increase over their already sizable volume in July. Even more impressive is that PCH is able to quickly respond to the social customer service queries among these mentions with a small team of only three agents. In order to maximize their social strategy's efficiency, PCH utilizes strategic workflows and processes.

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- Brooke O'Keefe, Social Media Manager at PCH

At the beginning of each day, a team member reviews Conversocial’s priority inbox and assigns each message to the specific brand persona that they’ve designated to handle specific types of incoming messages. This makes it easier for them to be consistent with their characters and the capability of replying and archiving a message has been extremely beneficial to their productivity. What used to take them three hours to sort through now only takes them roughly forty-five minutes.

“One of our favorite things about Conversocial is how easy it is to track the conversation that we have with a customer,” said O’Keefe. “Instead of the difficult process of trying to find what we want to reply to we don’t actually have to go through the tedious process of sorting ourselves and we’re given what we need to respond to.”

“PCH as a brand is about winning moments about faith and hope and keeping the dream alive and believing – a moment that makes people imagine the moment of a prize showing up at their door with a check,” said Kenn Gold, Director of Content Development. “We want to create this community with a sense of opportunity and through our social media interactions we’ve been able to do so.”



Heather Speering

When is the 5,000 for life drawing (the date)?

Like · Comment · September 10 at 7:57pm



Write a comment...



Victoria Zimmerman At PCH Hi Heather, the drawing date hasn't yet been set for \$5,000 a Week for Life BUT you can enter for the even bigger \$7,000 a Week for Life! Enter right here on our Facebook page by going to the Win Millions tab!

Like · Reply · September 11 at 7:28am



Stacy Peart

Does PCH give phone calls to the people that are eligible of winning?

Like · Comment · September 13 at 9:21am near Chicago, IL



Write a comment...



Jussie Wilder At PCH Hi Stacy, PCH DOES NOT notify winners or eligible parties via phone. Thank you for bringing this to our attention. This is definitely a scam. PCH, like any legitimate Sweepstakes, will never ask you to pay any fee or make a purchase to claim a prize. ... See More



Fraud.org – Home
www.fraud.org

Fraud.org is a project of the National Consumers League

Like · Reply · 1 · September 13 at 9:36am



Floyd Johnson

Just won \$10. Next time it could be the BIG one !

Like · Comment · September 13 at 9:26pm



3 people like this.



Write a comment...



Jussie Wilder At PCH Congrats on your win! 😊

Like · Reply · 2 · 3 hours ago

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If you'd like to learn how Conversocial can help you to develop an effective Social Customer Service program, email us now at sales@conversocial.com

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