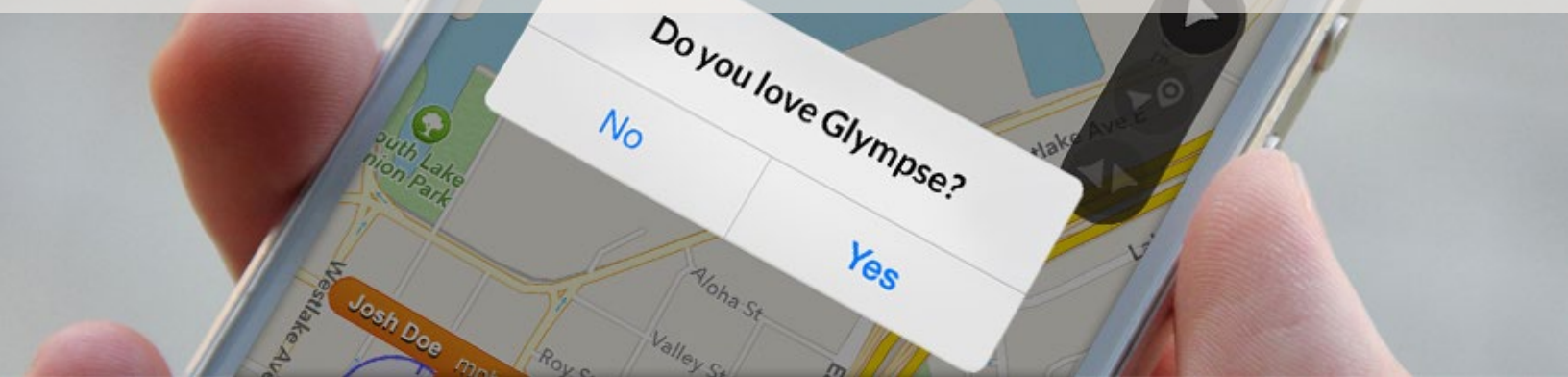




Better Support Powers Positive Reviews for Glympse



Glympse is a groundbreaking new way to share your location with anyone for a specified period of time. Glympse integrated Apptentive and immediately gained a direct line of communication with their customers that resulted in better support, a 12% increase in 5-star ratings, and a 175% increase in reviews.

KEY RESULTS



175% increase in App Store reviews



Customer demand data for feature prioritization



12% increase in 5-star ratings

APPTENTIVE IS

The Easiest Way To Talk With Your Customers

Navigation apps are among the most frequently used mobile applications, with millions relying on them on a daily basis. Naturally, any small bug can become a large inconvenience on a customer's daily commute. It is important to the Glympse team to be in constant communication with their customers so they can respond quickly in the event of any problem.

"Apptentive provides us with a direct line of communication with our customers. When problems come up, we hear about them directly rather than finding out about them after the fact from reviews in the App Store. Consequently, our engineering team can quickly get to the bottom of a problem and create a solution before other customers are affected."



- James Stanton, Product Manager, Glympse

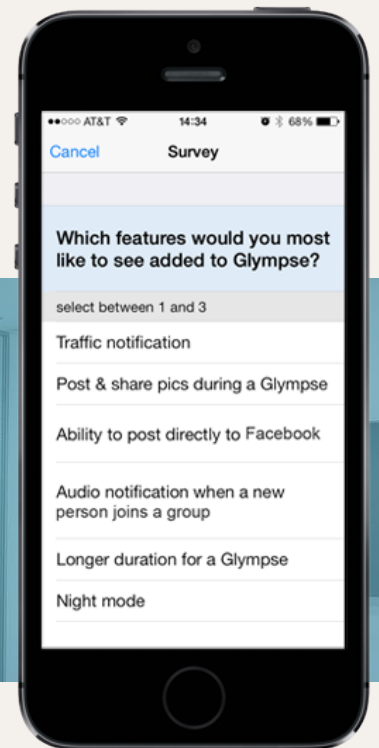
APPTENTIVE IS A PERFECT TOOL FOR Mobile Product Management

Customers can be the greatest resource for making an amazing product if you—that is, if you first give them a voice. For Glympse, feedback is crucial for learning what features their customers are yearning for and prioritizing their roadmap accordingly.



"We get more detailed and constructive customer feedback now after implementing Apptentive. The targeted user survey feature provides an easy way for customers to communicate feature requests without having to send an email to our support channel. This saves time for us and gives the user an appreciable stake in the direction of the product."

- Darren Austin, VP of Products, Glympse

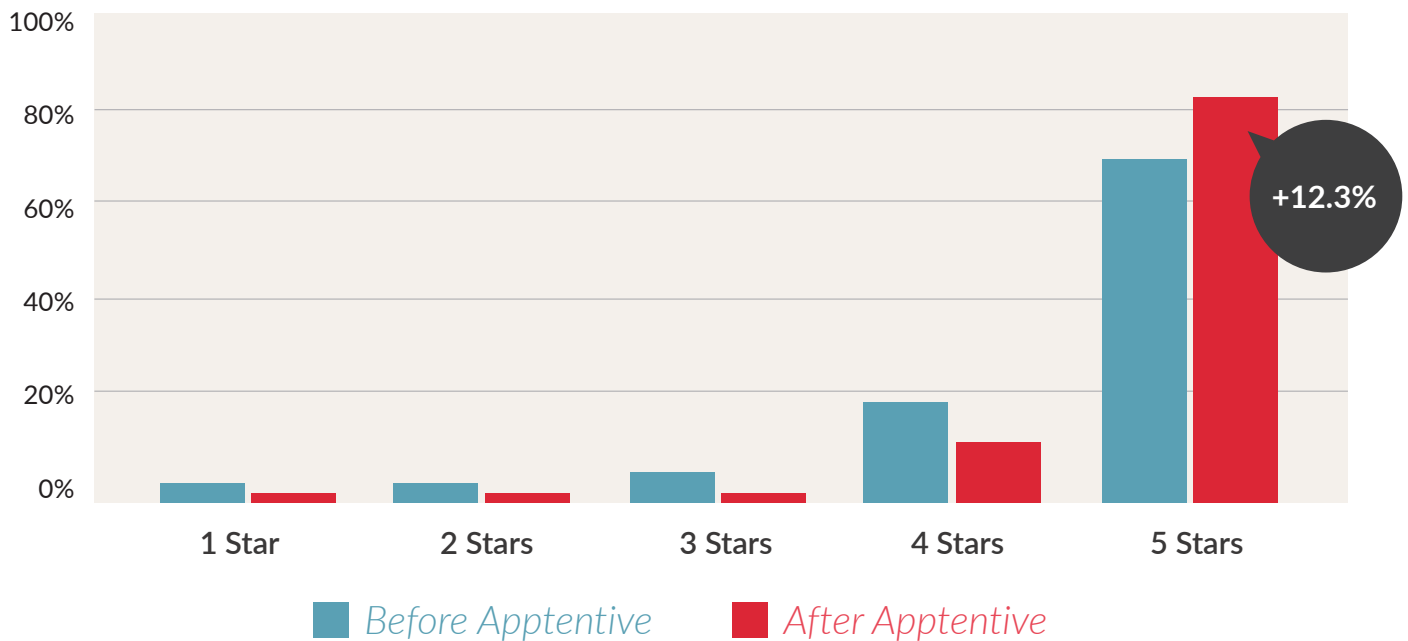


APPTENTIVE INCREASED

App Reviews by 175% and Transformed Customers into Evangelists

With large global product partners like Verizon, BMW, Mercedes, Samsung, and Ford, Glympse's brand reputation and image are of high importance for the company. The increase in ratings and reviews has helped move Glympse further up the rankings in the App Store. In turn, they have experienced increased visibility, garnering a dramatic increase in downloads and growing its brand recognition.

BREAKDOWN OF RATINGS IN THE APPLE APP STORE



After integrating Apptentive, Glympse saw a 12.3% increase in 5-star ratings. Additionally, ratings of 3 stars or fewer decreased to less than 5% of their total ratings.



"Apptentive's rating prompts have been essential in getting our loyal and happy customers to leave a review. These end user endorsements are a crucial component of presenting ourselves as a company others want to work with. Since integrating Apptentive, we have seen the number of monthly user reviews for our app grow by over 175%. Even more remarkable, while the sheer number of user reviews increased, we also saw sustained improvements in our average star rating.

Our happy customers began leaving reviews more often and as a result our visibility increased and our brand reputation improved. Our own customers have become some of our greatest evangelists through word-of-mouth, reviews, and ratings."

- Darren Austin, VP of Products, Glympse

Building Customer Relationships at Scale

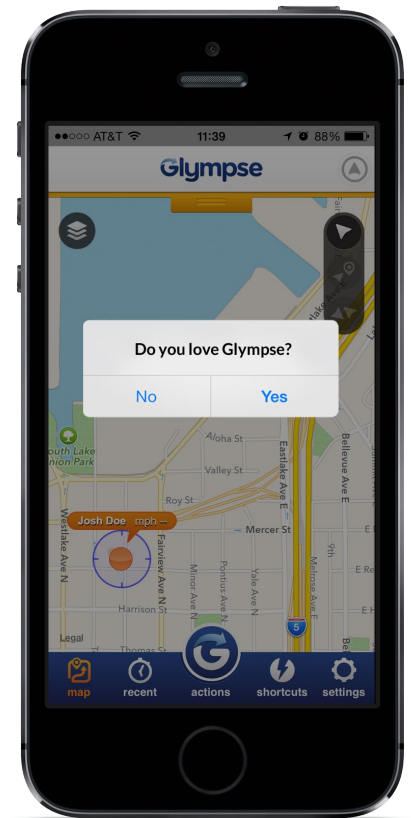
WITH APPTENTIVE

As Glympse continues to build partnerships worldwide and gain exposure to a larger audience, they are strongly focused on keeping their customers involved and supported no matter how large their customer base grows. Understanding the needs of their customers and providing exceptional support is key to their success as an app, but more importantly, as a company.

"Apptentive has helped us improve the quality of the dialog we have with our users. By identifying the high-priority issues and directing them to the proper support channels, Apptentive helps us address users' needs faster and in a more personal manner. A nice result has been better reviews for our app in the App Store and a clearer understanding of our users' needs."



- Darren Austin,
VP of Products, Glympse



Glympse is a Seattle-based mobile company focused on delivering the world's most simple and safe location sharing solution approachable by anyone. The Glympse app, available for iOS, Android, Windows Phone and Blackberry OS devices, lets users quickly and safely share their location visually with others in real-time for specific amounts of time. Glympse has reported over 10 million customers worldwide and has partnered with several top-tier companies, including Samsung, Mercedes-Benz, BMW, Garmin, Ford, and Verizon, who have integrated the Glympse platform into their products and applications.



Apptentive's mobile customer engagement software helps companies listen to, engage with, and retain their customers. The product gives brands the opportunity to identify who to talk to, intelligently engage user segments, and mobilize customers to take action through in-app messages, surveys, and ratings prompts. Integrated into thousands of mobile apps, Apptentive helps companies engage mobile customers, boost app ratings, drive downloads, and earn customer loyalty.

[REQUEST A DEMO >](#)

If you're interested in learning more about Apptentive, please contact us at info@apptentive.com