

## CASE STUDY

# Serato, Zendesk, and Thematic

Serato is a leading audio software company with millions of users worldwide. Since introducing Zendesk in 2014, they have increased their efficiency in handling support requests significantly. “Given we were using Zendesk so effectively it made sense to use their NPS product too,” says Aaron Eddington, Serato’s support manager. “We could see that there was a wealth of information in the comments, but getting meaningful answers was difficult”. As Serato collects thousands of responses every month it is difficult to get valid insights beyond a gut-feel for what customers are saying.

Before using Thematic one of Serato’s support staff would read each comment and assign it to one of five large buckets, categorizing it as something at a very high level such as ‘price’ or ‘feature’. This meant that while some analysis was possible the tags weren’t able to answer questions or direct the product development process.

“We started looking for a solution because we wanted to get more from the data and we knew it was there. The Music Instruments industry has a lot of very specific terminology and product information so a lot of solutions were just not appropriate. We needed something that was customizable, but scalable too. With Thematic’s Zendesk integration it was simple to set up and we immediately started seeing real, actionable and specific product issues

*Thematic gives us a quick overview of emerging themes and helps us find trends related to changes in our NPS score.*

Aaron Eddington  
Support Manager at Serato

that were affecting us,” says Aaron. With the knowledge that it was as accurate as if their own staff had done the analysis, the rest of the company could trust the results.

Young Ly, the CEO of Serato, commented “With Thematic it is possible to get a much better idea of what the mood and importance of issues are to our customers. Armed with this I can enter discussions with industry partners knowing where the balance is on issues that affect us all.” This strategic overview of the market is exactly what companies need in customer-centric industries.

Thematic’s Zendesk integration makes it easy to get accurate insights into what your customers are already telling you.

## Try Thematic on your data

In only 30 minutes, we’ll show you how Thematic works on your data and give you advice on how to improve your customer feedback analysis.

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