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CASE STUDY

How Wondrium Rapidly Scaled Content Moderation for a 10,000 Item Engagement Jump with ICUC



Summary

The Challenges

- Transitioning from a one-person team and insufficient internal processes to meet growing demand
- Moderating a social platform of half a million followers across four separate sites
- Sourcing a partner to handle influx of comments and questions on ad posts and scale alongside Wondrium’s rapid growth

The Solution

- “Always on” social media moderation, provided by an assigned team of global content specialists
- Diverse language fluency and unique agent specialties for best-in-class customer experience
- Scalable social media community and online review management services

The Results



70%

Wondrium cut traditional staffing costs by up to 70% by outsourcing with ICUC



210%

Year on year increase in online items for the first year of partnership with ICUC

As Wondrium’s business grew, so did their audience. Speed and quality content moderation helped them scale.

The Company

With more than 20 million courses taken and content like short-form videos, video courses, tutorials, and more, Wondrium is an educational video subscription to help lifelong learners discover knowledge and build skills in science, math, economics, art, and more.

As Wondrium subscriptions and social media continue to grow, so does the volume of their customer care interactions. Keeping up with that volume and ensuring responses to customers are in line with their values and strategy are of the utmost importance to them.

That's why Wondrium decided to outsource content moderation to a dedicated digital community management agency



Keep reading to learn how Wondrium rapidly scaled its content moderation to handle a 3,000 to 13,000 engagement jump.

The Challenges

Ensuring supreme customer care for acquisition and brand loyalty

Founded in 1999 as the Teaching Company, the leading subscription video-on-demand service Wondrium is reaching record growth due to increasing demand in a digital educational landscape. During the COVID-19 pandemic, Wondrium saw engagements jump from 3,000 assets to 13,000 in a month, as consumers sought personal enrichment online. They also needed to deal with increased traffic during certain parts of the year.

As Julie Stoltz, Senior Digital Marketing Manager, explains, Wondrium needed an agency partner that not only integrated seamlessly and understood their customer-driven approach but could address the “always-on” nature of social media for acquisition and brand loyalty.

The goal was to ensure scalable customer care, aligned support for acquisition, and structural “always-on” social media moderation.



I was already past burnout and needed more eyes on our social pages. We tried internal teams but ultimately we needed dedicated agents just for our accounts if we were to continue to grow.



Julie Stoltz,
Senior Digital Marketing Manager,
Wondrium



ICUC’s capabilities, paired with their people-powered, customer-centric approach met their business needs with care and dilligence.



Having ICUC as auxiliary teammates not only keeps our team ahead of industry news, but they also cover us for the nitty gritty tasks, like scheduling posts and hiding problematic comments. Their support has been a huge win for me.





ICUC is certainly an economical choice compared to having an equivalent 24/7 full-time coverage position in-house (which was never on the table anyway). Having ICUC moderating a huge influx of comments and questions greatly helped not only our brand image and reputation, but also customer experience.



The Solution

Rapidly scalable content moderation provided by self-sufficient, “always-on” social media moderation team of global specialists.

According to Wondrium, ICUC has saved time and resources with a dedicated team that engages and delights customers at every touchpoint of the customer journey.



It took a lot of time away from content creation and strategy to field messages and comments. ICUC’s moderation speed was truly impressive and their situational understanding was at it’s core, human and genuine.



Together, ICUC and Wondrium have created robust resource documents, based on Wondrium's new brand standards and content direction, that help the team quickly and easily respond to customer comments and questions. Using the documents as guides, the two teams aligned goals, brand voice, and processes to ensure quality customer care that fit the brand.



As our team has changed and grown, I've worked with ICUC to create source documents for FAQs, as well as foster a good working relationship with many long-time members of the team.



The two teams meet regularly to discuss quality concerns and strategy, align processes, and create solutions to support customer acquisition and support.



"I recommend ICUC to any digital marketers looking for content moderation and community management support. The team has always been delightful, flexible, professional, and hard-working. I feel very comfortable throwing them a challenge and being able to trust them with the correct response."



Results

Saved Wondrium up to 70% in traditional staffing costs, while meeting a 210% year on year engagement increase

Wondrium continues to grow their video subscriptions and engagements on social media. According to Stoltz, ICUC not only saved them internal costs and empowered efficient operations, but has also enabled better customer experience with a tailored approach to brand advocacy.



Our streaming platform has seen a huge influx of subscriptions, and our social platforms reflected that engagement as well. The speed at which ICUC stays on top of moderating our content is impressive and the understanding of the situation is truly human.

We see large surges of engagement in the January to March and September to December periods, with a dip in April to August. ICUC has been very flexible with these waves, keeping me abreast of any overages or problems.



With integrated services, ICUC was able to handle significant increases in the influx of comments moderated and provide cost-efficient content moderation for Wondrium to scale.



When I am at a loss for words for a response, the team brainstorms and can come up with an even-tempered, informational, and brand-voice-appropriate response.

Aside from all the wins I've already listed, I would say the vast knowledge base of our team has been a huge boon to our online persona. Because Wondrium covers so many topics, everyone can let their nerd flag fly. We can send specific topics to specific people and they can dig into research to answer (or try!) the customer question.



Julie Stoltz,
Senior Digital Marketing Manager, Wondrium



Stay “Always On” Social, Without the Hassle

Learn how ICUC’s digital customer care services meet your online customer demands at scale.

LET’S TALK



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