

**CASE STUDY**

# **How Shokz Improved Customer Sentiment by Outsourcing Social Media Moderation**



# Summary

## The Challenges

- Safeguarding customer sentiment during peak holidays like Cyber Monday and Black Friday Sale
- Gaining a foothold in customer analytics during crisis moments, such as the COVID-19 pandemic
- Transitioning from in-house to outsourced services after moving North American headquarters
- Implementing best practices and systems to ensure best-in-class customer engagement to grow a retail product line

## The Solution

- “Always on” social media moderation, provided by an assigned team of global content specialists
- Efficient marketplace consulting backed by integrated social listening
- Ready-made process integration to address gaps in service

## The Results



Maintained positive or neutral customer sentiment during every month of 2021



Increased engagements  
YOY by 10,000 items



Decreased customer  
response time by 50%

**Seamless conversation pivots during key brand moments, paired with speedy moderation, helped Shokz handle difficult customer moments.**

## The Company

The leader in bone conduction headphones AfterShokz, now rebranded as Shokz is an eCommerce retailer that sells open-ear headphones and headsets. Different from traditional over-ear headphones, Shokz vibrates on the cheek for a unique listening experience that allows total awareness of surroundings to stay safe and connected.

After a location and internal shift, Shokz needed a service previously sourced in-house. Further, they needed to improve customer sentiment overall.

Trusting ICUC's big-brand background and positive referrals, Shokz committed to outsource content moderation to their global team of content moderators and social media community managers.



Learn how Shokz grew their audience by adopting social listening and content moderation practices.

## The Challenges

Turning negative sentiment into opportunities and facing crisis moments head on.

Founded in 2011, leading bone conduction technology retailer Shokz is reaching record growth. In 2019, they saw 55% year-over-year sales growth and recorded sales of 2 million pairs of headphones. During 2019, Shokz moved its North American Headquarters to Austin, Texas. Because of this growth, the company faced an unprecedented amount of customer feedback and responses across all channels. They needed help ASAP to moderate, engage, and solve inquiries with a trustworthy brand voice and insight-backed awareness.

As Colin Greenseich, Social Media & Influencer Manager at Shokz explains, they needed an agency partner that integrated quickly and easily into their processes. They also wanted best-in-class customer care on social media for reputation management and brand loyalty.

Shokz and ICUC's goal out the gate was to ensure was to ensure scalable customer care, a unified approach to issue resolution, and "always on" social media moderation.



As we looked to expand and move to Austin, we needed to lean on an agency we could trust, especially in the big move. Essentially, our internal team was simply not as robust as we needed, and ICUC has a lot of reputable partners.

We were already in a strong hiring process during our move, and outsourcing engagement personnel was the easiest decision for our team knowing ICUC's service capabilities.



Colin Greenseich,  
Social Media & Influencer Manager



Shokz heard about ICUC while searching for moderating agencies serving the retail industry. They found that ICUC's robust retail experience and social media coverage capabilities drove a customer-centered approach for swift issue identification, response, and resolution. Plus, ICUC facilitated key customer service experiences during product surges, such as Cyber Monday and Black Friday.



We went through some difficult customer service issues over the summer. Our ICUC community manager kept us up to date with cross-channel sentiment, which helped us maintain an upward growth trajectory.

We have a customer service team internally that handles inquiries, but ICUC has been critical for flagging problems during off hours on weekends and holidays, particularly during our Black Friday Sale. We always experience challenges with customers on Cyber Monday and Black Friday – it's pivotal to have ICUC there.



## The Solution

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

According to Shokz, ICUC has saved time and increased productivity with a dedicated team that has transformed customer sentiment.



Put plainly, our internal team had a 5 hour average response time. We wanted to improve that. Now, ICUC is a part of our team and deeply understands our brand voice and our values.

Originally, ICUC was brought on as a temporary solution, but we see our partnership lasting for the foreseeable future.



Together, ICUC and Shokz have refined a protocol based on Shokz' portfolio of training documents for community managers. By making a consolidated spreadsheet of all documents, the two teams aligned to fill gaps and make knowledge more accessible for maximum customer service efficiency.

ICUC takes great care in getting to its partners. The two teams meet regularly to discuss strategy, align processes, and create solutions together. ICUC blends social media expertise with insider brand knowledge to improve customer care.



What is most impressive is the brand knowledge. Escalations aren't the only impactful support. When we have team meetings with our ICUC rep, we gain a deep understanding of the social climate for our vertical and our competitors, and we take that information directly to the content and creative teams. Their brand vertical knowledge has been incredible, not to mention the social listening tools and knowing which ones will work for Shokz best.



## Results

Maintained positive or neutral sentiment every month of 2021 and decreased customer response time by 50%

Shokz continues to grow its headphone and earphone sales as they launch new products. According to Greenseich, ICUC not only scaled to meet customer demand but has also shared insights to improve customer experience. Over time, ICUC has consistently upheld positive or neutral customer sentiment.



As far as KPIs, we look heavily at sentiment and response times. ICUC has not only helped us to better track sentiment with social listening reporting, but they've proven their skills: In 2021, they maintained positive or neutral sentiment every month.



With a deep understanding of the social media landscape, ICUC also provided seamless conversation pivots during key brand moments to keep Shokz in-the-know.



With ICUC, we cut a 5 hour response time in half, and saw a 10K item jump in engagement. These shifts have been paramount to our brand community's health and our ability to share our products with the world.

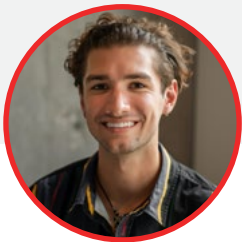


Outside of growth, ICUC supported Shokz in feeling confident during trying times and new experiences. The two teams paired up to make those challenging moments into opportunities for connection and understanding.



During the peak of the COVID-19 pandemic, ICUC was wonderful at helping us navigate challenges unique to economic shifts and the physical shut-down of retail stores. They were able to reference their past experiences to handle both intense and meaningful online scenarios to improve online interactions.

In general, we feel more confident in our decisions with our community because we know that ICUC are the experts.



Colin Greenseich,  
Social Media & Influencer Manager





# Stay “Always On” Social, Without the Hassle

Let us show you how ICUC’s digital community management solutions help businesses grow audience loyalty, promote brand longevity, and increase ROI.

**LET’S TALK**



icuc • social