





"In 2020, our partnership with ICUC saved us approximately 43% in traditional staffing costs, allowing us to allocate our internal resources where needed elsewhere while still maintaining our desired level of customer care."

Hedy Long, Director of Advertising, Safelite



With more than 7,900 MobileGlassShops[™] and stores in all 50 states, Safelite is the nation's largest provider of vehicle glass repair, replacement and recalibration services.

HIGHLIGHTS

CHALLENGES

- Finding an agency partner who could seamlessly integrate into the Safelite team and align with the "People Powered, Customer Driven culture"
- Trusting that community management services were handled with care on holidays and during overnight hours
- Sourcing a partner who matches Safelite's quick service level agreements (SLAs) and scales alongside their rapid growth

SOLUTION

- Seamless community management implementation system
- "Always on" community management, provided by over 250 ICUC.social content specialists around the globe
- Co-created SLA metrics and high scalability of ICUC.social's team and services

RESULTS

- Cut traditional staffing costs by nearly half – 43% – and allocated resources to continue smart growth
- Offloaded 25% of around-the-clock case volume
- Transformed a 2-hour SLA to an average of 1 hour and 25 minutes

CHALLENGES

Ensuring full team integration, aligned customer-centric values, and structural "always on" social media support

Founded in 1947, the leading service organization Safelite is reaching record growth thanks to its People Powered, Customer Driven strategy. The Columbus, Ohio-based company employs nearly 16,000 people across the United States. Last year, close to 7 million customers chose Safelite for its 24/7 national contact centers, advanced online scheduling, superior repair and replacement systems, and the industry's only nationwide lifetime guarantee.

As Safelite investment in social media continues 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.

As Hedy Long, Director of Advertising, explains, Safelite needed an agency partner that not only integrates and understands their Customer Driven strategy but could address the "always on" nature of social media.



Hedy says, "We have a People Powered, Customer Driven culture, so it is essential for us to choose partners who align to this philosophy."



The main challenge was finding a partner we could work with that not only seamlessly integrated with our team, but from the customer's perspective, was part of our team. ICUC is that partner for us."

Safelite heard about ICUC through a social media professional's organization. ICUC came highly recommended through other businesses.

"What drew us to ICUC was a number of things – notably the quick SLAs they offer. We are very responsive to our customers and want to ensure we have a partner that is equally as responsive. ICUC's business model and structure provides extensive support for that feature."



"ICUC is a collaborative partner. The team's proactive thinking and understanding of our business enables us to continually improve processes, including how concerns are escalated, adapting responses for current events and sharing opportunities to be more efficient. We rest easy knowing the ICUC team provides the level of care we strive for when communicating with our customers."





SOLUTION

Seamless community management implementation system provided by an "always on" community management team of global content specialists

According to Safelite, ICUC.social's team have created a "seamless experience that reflects Safelite every step of the way."

"ICUC's experience with various industry software partners allows them to easily step in and use our current social monitoring system with minimal training.

Team members from Safelite and ICUC partnered together to create a robust tagging system and workflow that supports Safelite's internal processes and allows for easy transition of cases from the internal team to ICUC's team and back to internal to ensure continuity in customer communications."

Together, ICUC and Safelite, have created a robust working document, guided by Safelite's brand standards, that allows the team to easily provide guidance for appropriate responses for their customers based on their issues. Using the document as the guide, the two teams jointly created a system that ensures quality is carried through every part of our working relationship.

Our teams meet regularly to discuss quality concerns or other issues and create solutions together for modifications and improvements to the process.

"Bringing an outside agency to help support a customer care team can generate concerns that communications might come across as inauthentic or inconsistent with your brand's voice and values. However, internally and with our customers, people do not realize ICUC is not part of our internal team.

The way they manage responses using our internal social monitoring system creates a seamless experience that reflects Safelite every step of the way."



ICUC also provided much needed support during the peak of the COVID-19 pandemic. Safelite is considered a "necessary service," so their shops were always open, and service requests were only increasing.



"Safelite, like other businesses, had to pivot during the pandemic to ensure our high levels of customer service continued. ICUC allowed us to swiftly pivot to respond quickly to critical customer care issues like rescheduling, safety and answering customer questions about changes to upcoming service."





RESULTS

Staffing costs cut in half and offloaded 25% of case volume

Safelite continues to grow their service and product offerings, as well as their investment in social media. According to Hedy, ICUC not only saved them internal costs, but has shown up in unexpected ways as the ultimate brand advocate.

"On multiple occasions, ICUC, of their own accord, considers Safelite's reputation and alerts our team to rising threats and concerns. Their vigilance helps Safelite address various issues such as serious safety measures, associate misconduct and other brand-threatening statements.

For example, they escalated a TikTok user with a large following who was making false claims about our jingle, accusations against Safelite associates, safety issues and more. We are able to provide advanced notice to ICUC if we are alerted to an issue which allows them to be aware of potential developments if they come through. They have shown us they are true advocates for the brand and partners in our business."

With integrated services, ICUC was able to take on 25% of Safelite's case load, saving the company 43% in traditional staffing costs, according to Hedy.

"Not only did we cut costs, but over the last year, ICUC exceeded our 2-hour SLA – closing cases within 1 hour and 25 minutes on average. That's really important to us.

ICUC has been able to know the Safelite team well, their processes, and care about their customers. Safelite recently renewed their contract with ICUC for 2021."



ICUC.social delivers fully integrated social media community management and digital customer care to trusted brands around the globe.

LET'S TALK



