



A Leading Airline Brand finds a powerful social listening platform in Konnect Insights

This case study explains how Konnect Insights ensures all **customer touchpoints from all social messaging channels, locations, online reviews, app reviews** and basically all non-voice channels are fetched and then pushed automatically to Salesforce which works as a central omni-channel platform for the brand.



■ Introduction

This airline brand, an industry leader renowned for its commitment to innovation and customer satisfaction, faced a pivotal moment when they wanted to onboard a unified social listening platform and replace Social Studio which was sunsetting.

Tasked with finding a solution that could seamlessly integrate within their **Salesforce ecosystem**, the team embarked on a journey that led them to **Konnect Insights**.

This case study delves into how the airline leveraged **Konnect Insight's** integration capabilities to transform their social media management strategy, enhance customer engagement, and drive significant business outcomes.

■ Challenges Faced:

The airline brand had to overcome certain challenges to fulfil their business needs

01

Integration Dependency:

With a strong preference for staying within the Salesforce ecosystem, finding a solution with seamless integration capabilities was imperative

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Comprehensive Social Media Management:

Handling customer escalations and tracking all interactions, including indirect mentions and hashtags, demanded a robust solution

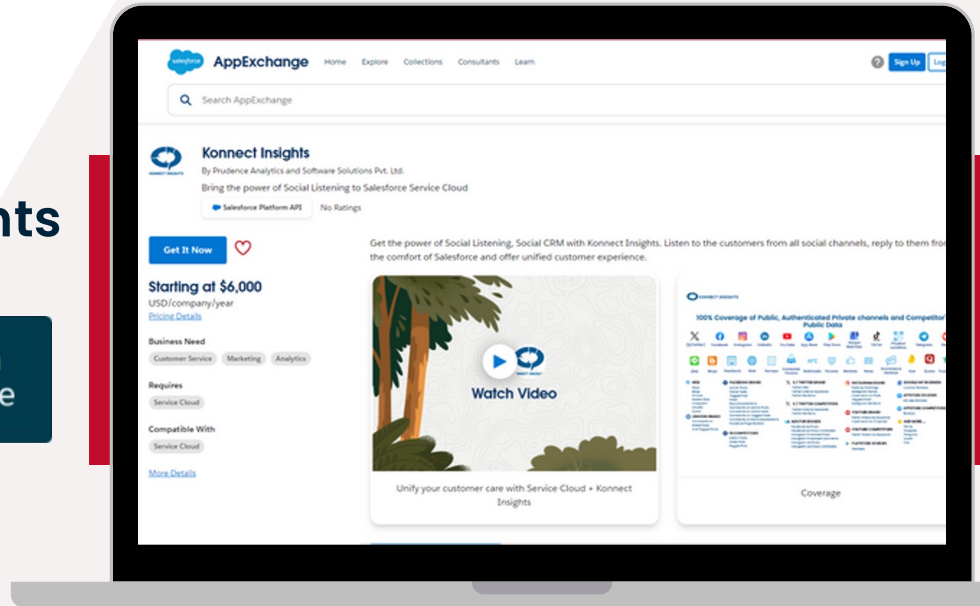
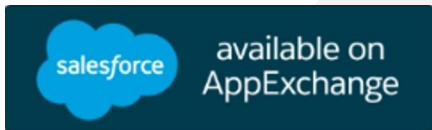
03

Onboarding Efficiency:

Minimizing the need for extensive retraining was crucial to ensure a smooth transition for agents accustomed to the Salesforce interface

■ The Solution: Konnect Insights

Konnect Insights is now...



“ In Konnect Insights, the airline found a **comprehensive solution** tailored to their needs ”



01

Seamless Salesforce Integration:

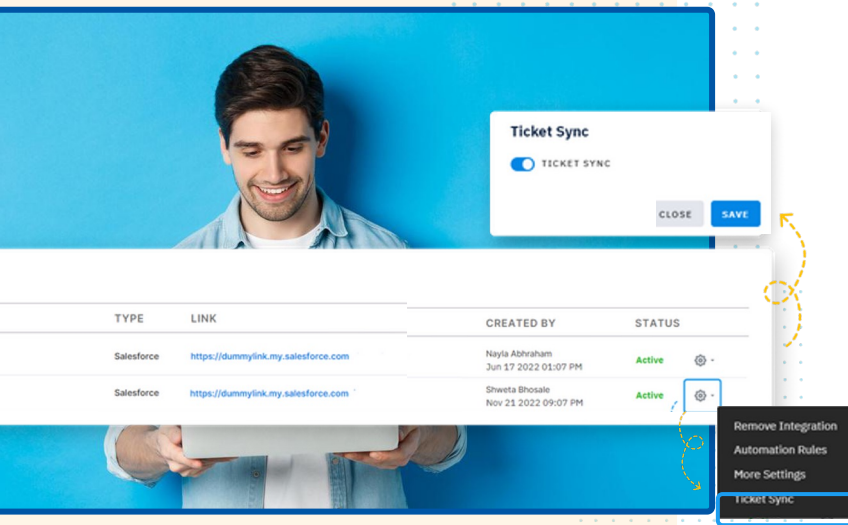
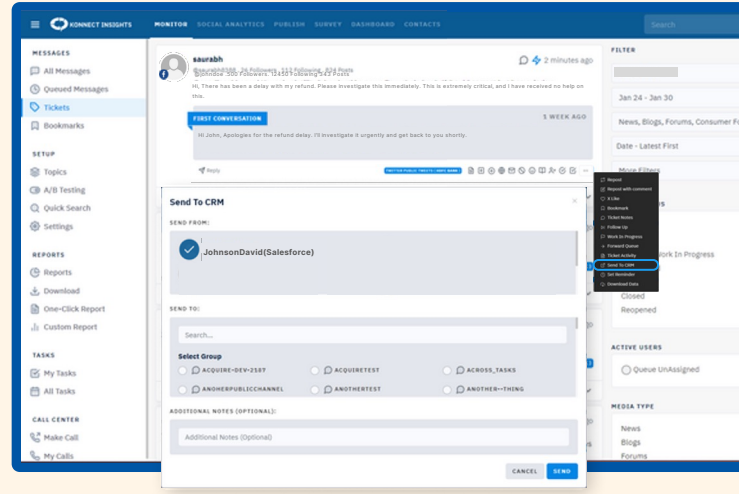
Konnect Insights' robust integration with Salesforce allowed the brand to maintain Salesforce as their primary platform, ensuring continuity and minimizing disruption. With Konnect Insights, agents within Salesforce gain a comprehensive view of the customer across all channels. Moreover, they can seamlessly leverage Konnect Insights' native features tailored for social care directly within Salesforce.

The Solution: Konnect Insights

02

Efficient Customer Interaction Handling:

From responding to public tweets, mentions, and DMs to tracking indirect mentions and hashtags, Konnect Insights empowered the airline brand to manage customer interactions across social media channels effectively and efficiently, thus ensuring better social media customer care.



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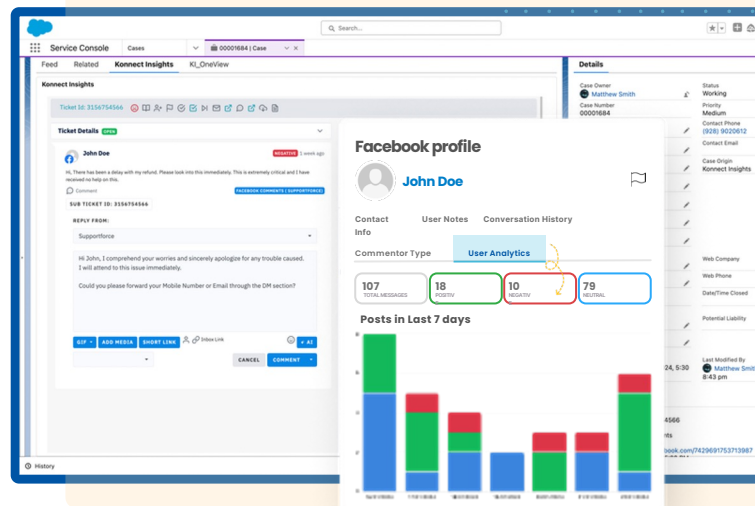
Data Mapping and Syncing:

Strong field mapping between Konnect Insights and Salesforce facilitated the seamless syncing of customer information, ticket data, and interaction history. This ensured complete visibility of the customer data that enabled the team to better respond and resolve customer queries and create customized reports that provided insights into their CX efforts

04

Bidirectional Ticket Syncing:

Enabling visibility and consistency across both platforms, bidirectional ticket syncing between Konnect Insights and Salesforce facilitated real-time updates on social media customer conversations. Agents saved time while consuming and acting on the data and were able to use the BI Tools in Konnect Insights to create visually appealing reports without the need of depending on external tools.





■ Business Benefits derived from the integration

The implementation of Konnect Insights yielded significant benefits for one of the largest airlines in the world.



reduction
in report creation time

Time and Productivity Savings:

Leveraging the familiarity of the Salesforce interface significantly reduced training needs and increased overall productivity. The streamlined reporting processes also led to a 30% reduction in report creation time.



increase
in customer satisfaction and engagement metrics

Enhanced Customer Engagement:

The real-time tracking capabilities and bidirectional sync between the platforms enabled the leading airline brand with seamless handling of customer interactions and as a result it experienced a 25% increase in customer satisfaction and engagement metrics.



increase
in campaign effectiveness

Data-Driven Decision Making:

Access to synchronized data across Konnect Insights and Salesforce empowered the airlines' teams to collaborate on information and make informed decisions and optimize their social media management strategies effectively, resulting in a 20% increase in campaign effectiveness.

To summarize...

By seamlessly integrating Konnect Insights within the Salesforce ecosystem, one of the largest airlines in the world not only overcame the challenges posed by the sunset of Social Studio but also unlocked new avenues for efficient social media management and superior customer experiences.

The tangible benefits achieved underscore the transformative impact of Konnect Insights integration capabilities and make it the best Social Studio alternative in the industry.

As they continue to leverage the power of this seamless integration, they remain poised to drive innovation and maintain their leadership position in the fiercely competitive airline industry.