

# Mobile app with 30 million global users improves CSAT from **90% to 94%**

SAAS / EMAIL + SOCIAL MEDIA SUPPORT / INDONESIA / CET



## THE CHALLENGE:

An audiobook app company with 30 million users and a small customer service team needing to scale with an increased volume of ~7,000 tickets/month.

After a successful marketing campaign, this subscription-based service saw customer inquiries spike to around 7,000/month, overwhelming their small internal team. The after-hours backlog severely impacted their ability to catch up and significantly delayed first response time (FRT).

With a committed, global customer base, plus being on track to achieve unicorn startup status, the company had very specific customer support needs, including weekend and after-hours support, prompt first response time (FRT), and a flexible, scalable support solution.

## INFLUX TEAM SETUP:

- [Weekend](#) + [after-hours coverage](#)
- Email and social media

## THE RESULTS:

- An 80% reduction in first response time (FRT) from ~40 hours to >8 hours
- An increase in customer satisfaction score (CSAT) from 90% to 94+%
- An average response of 60 tickets/day/agent

## Getting started with Influx:

As an extension of the company's internal team, [Influx](#) provided a [Support as a Service](#) solution of 6 dedicated agents in 3 regions. This solution provided customers with 24/7 coverage, enabling real-time support no matter the time of day.

Since the partnership began in 2018, Influx acts as a flexible layer of support, scaling up or down depending on the company's ticket volume to maintain consistent, high-quality coverage throughout the year.

Influx builds support teams on demand that flex and scale as you need, enabling companies to deliver fast, high-quality support experiences, 24/7.



Ready to try Influx? [Contact sales](#)