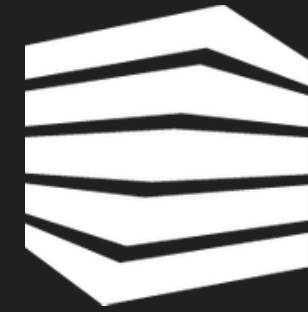


TymeBank Case Study

How **TymeBank** services their customers the digitally smart way by partnering with **YOUKNOW Digital** and **Khoros Care**.



TymeBank



YOUKNOW

Khoros 

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Introduction

With a sharp growth of over **2.71 million customers** in just two years since its launch in February 2019, **TymeBank** needed to quickly and effectively scale their social media team and manage all social media channels in one location.

With no traditional bank branches, an immediate priority was finding an efficient way to track and respond to all social media queries from customers who were taking to online channels to ask questions regarding the bank's offerings and digitally transacting on their accounts.



Challenges faced by TymeBank's Community Management Team before using Khoros Care:

- The previous tools used didn't provide an accurate analysis of their social media activity, engagement and listening
- Integrating Instagram with the previous platform was not possible, therefore the team had to community manage via the native platform which was not efficient
- Tracking queries was hard and therefore productivity was impacted negatively
- There was no functionality to track responses of the internal team for quality assurances





Tracey Walker

Manager: Social Media & Community at TymeBank

After the bank launched, the community and therefore, the team of Engagement Specialists, scaled at a very rapid rate - going from a single Community Manager to a team of four managed by a Community Team Lead - in just a year. Khoros was able to seamlessly onboard new team members. Almost immediately after implementing Khoros, we could start monitoring and collating clear, real-time customer needs data through conversations of our online community which helped us drive digital and financial literacy through key focus messaging. We use this engagement for concise reporting to key stakeholders which directs business decisions including priority online customer support, which Khoros is instrumental in providing.





How Khoros Care has assisted the Team: Community Managers Testimonials

The analytics tab really helps with our reporting together with our tags implemented, we're able to see an overview of what our customers require assistance with and strategically assist them.

- **Winnie Jura**

Khoros Platform made it easy to integrate all 3 key social media properties (FB, TW and IG). Tagging system wasn't complicated and made it easy for the CMs to use the tagging system to track queries. We can also easily access agents SLA and TAR and team performance.

- **Ashley Mokwena**

Using Khoros has been great, it's different from other products I've used in that it has a great record of conversation history and the ability to distinguish between different conversations with the same customer. The analytics dashboard is comprehensive and I especially love the conversation tags. They make it easy to spot a trend so that we can prepare for an influx of any particular customer issue, and I can sort conversations by tag to respond urgently to pressing comments.

- **Lindelwa Nxumalo**



Results

116%

improvement in
turnaround times

14%

improvement in
engagement rate

+50%

increase in customer
conversations since using
Khoros Care



Conclusion

While **TymeBank** does partner with some stores where they have an ambassador presence for in-person engagement, their strong digital offering means they have an obligation to their customers to effectively and efficiently offer a strong digital customer care process and to do this they rely on **Khoros Care** to bolster for their social media support channels.





YOUKNOW

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