



## Clarabridge Engage unifies cross-functional operations and creates a customer-centric culture at ADP

### CHALLENGE:

#### **Prioritize the customer experience and expand analytical reach**

ADP lacked a central hub for monitoring social engagement. In fact, it learned that thousands of customers were asking questions on social media, but their inquiries remained unanswered. At the time, the human resources management company used an external marketing agency to manage cases but was doing so from a marketing perspective instead of a services perspective, thereby focusing on social media as a means of consumer engagement instead of social care. ADP wasn't seeing the ROI of this partnership and wanted the ability to view multiple channels and monitor feedback directly.

### SOLUTION:

#### **Leverage a platform that drives sustainable success**

ADP uses Clarabridge Engage to facilitate marketing efforts on social media but also to enhance customer care programs. It even uses Clarabridge Engage to aid talent acquisition by monitoring channels such as Glassdoor, career blogs, the American Payroll Association, industry trend reports and relevant comments throughout the digital space.

Using theme detection, ADP identified the most qualified teams to address various types of customer concerns. Instead of routing all data to its internal customer service team, the company uses Clarabridge Engage to direct records to different teams within the organization such as sales, implementation and services and is able to address enterprise-wide issues through cross-functional collaboration.

This practice allows the company to identify and follow-up on customer concerns. Instead of haphazardly tackling individual issues as they arise, ADP is able to apply strategic prioritization to its tasks by identifying key patterns and trends from feedback and interactions throughout its customer base. Agents are also



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becoming more efficient in responding to comments on social media, thereby setting a precedent of reliability and consistency that deflects contact center calls.

ADP considers Clarabridge Engage to be a key contributor to its success as a B2B company. It now enjoys the ability to create dashboards that provide business units with a window into the customer and client experience while simultaneously generating reports to quantify the impact of its social media efforts.

*“In the modern economy, customers are looking for any way to communicate with a company and are really turning to social media to voice their opinions. This means that people want fast and easy communication, and social care represents a great way for ALL types of companies to meet and exceed customer expectations.”*

*— Janelle Cooley, Director of Client Experience*

The ability to see information firsthand and examine insights that are up-to-date is helping ADP see a clear ROI. For example, the company recently had a system outage and used Clarabridge Engage to monitor and quickly address customer concerns across social media channels such as Facebook, Twitter, LinkedIn, Instagram, YouTube, Glassdoor and news sites to stay ahead of the crisis before it escalated.

**RESULTS:****Enhance Voice of the Customer programs**

Clarabridge Engage helps ADP to proactively and continuously monitor feedback in a central analytics platform and handle incoming requests to maintain client satisfaction. Additionally, Clarabridge Engage:

- Monitors and ensures response times averaging one to five minutes (35 comments in 25 minutes)



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- Alerts agents about issues needing attention, allowing the company to be more proactive in its social care process
- Facilitates communication between ADP and its customers, making it easier for consumers to get in touch with relevant teams
- Aids the development of self-service options to keep customer effort low while also creating goodwill at the individual level by establishing the company as a brand that truly cares about its customers