



## CASE STUDY

# 4ocean Decreases Response Time by 99% with Clarabridge Engage

### COMPANY



### OVERVIEW

**Industry:** Retail

**Products:** Sustainable products and ocean cleanups

**Founded:** 2017

### SUCCESS HIGHLIGHTS

- 76% of customers received responses within 10 minutes
- 99% decrease in response wait time
- 100% relevant daily messages received a response
- 30% estimated increase in daily message response rate
- 94% response rate on daily messages with Clarabridge Engage

### Who Is 4ocean?

4ocean is an ocean cleanup company that creates trendy, stylish jewelry and other merchandise made from recycled materials. 4ocean encourages environmental sustainability and funds their global clean-up efforts by pulling a pound of trash out of the ocean, rivers, and coastlines for each product purchased. The Florida-based company is active daily on Instagram and Facebook with posts that drive strong engagement from sustainability and environmentally focused customers. As a result, they aim to provide superior customer service across all their social media channels, especially Facebook and Instagram.

“Working with Clarabridge helped us efficiently organize the customer queries we received from social media into Engage, a folder integrated with Messenger and Messenger API for Instagram. Instead of natively using Messenger and Instagram to respond to people, our customer service and social media teams could access and respond to messages in a single, consolidated platform.”

**Patrick Carney**  
Director of Customer Experience, 4ocean

### Managing Customer Support in an Ocean of Engagement

Huge engagement comes with a caveat: huge volumes of daily messages and mentions. Customers want fast responses from businesses, but it was challenging for 4ocean to respond to people and engage with their audience on Instagram Stories natively on the app. What 4ocean needed was a platform that could streamline their notifications to ensure that all messages received a response. With so much of this engagement being driven from Instagram, they also needed a platform that gave them visibility on Instagram by generating social media reports and tracking key messaging metrics.

### KEY USE CASES:

- Operationalizing messaging in one unified location with Engage's Inbox
- Embracing Messenger API for Instagram in Engage for better quality control
- Automatic tagging of customer interactions
- Actionable Insights from Every Customer Interaction, in one platform

### ABOUT CLARABRIDGE

Clarabridge helps the world's leading brands take a data-driven, customer-focused approach to everything they do.

Using AI-powered text and speech analytics, the Clarabridge experience management platform enables brands to extract actionable insights from every customer interaction in order to grow sales, ensure compliance and increase operational efficiency.

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### Driving Efficiencies with Partnership

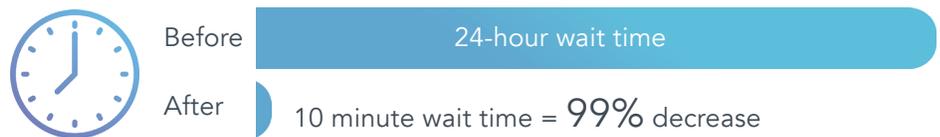
Before implementing Clarabridge solutions, 4ocean was missing approximately 30% of its daily messages. Of the messages 4ocean did respond to before Engage, their response rate stood at only 64%. The team could not easily prioritize and organize messages in the native app. So, 4ocean partnered with Clarabridge to better manage customer conversations. The 4ocean team worked with Facebook and Clarabridge to integrate the Messenger API for Instagram into Engage, where direct messages from customers were automatically tagged and sorted into a dedicated folder.

### Messaging efficiency gains by implementing Clarabridge Engage



With Clarabridge's customer management solutions, the company routed all its social media mentions to Clarabridge Engage, routing and organizing by public tags, private messages, and mentions in Instagram Stories. Automation in Engage saved hours of time normally spent manually tagging conversations, enabling the 4ocean team to focus on more impactful work. This streamlined approach to organizing customer messages allowed 4ocean's agents to quickly respond to queries, resolve messages, or tag them for reporting.

### Message Response Times Before and After Clarabridge Engage



### Results

More efficiency behind the scenes let 4ocean create more human experiences with a brand that is primarily concerned with our shared relationship to our oceans and the life within them. The ROI is obvious: Engage provided enormous value and improvement in customer and employee experiences through more efficient responses to consumers. The result? A brand that can focus on their vital conservation work without compromising customer experiences online.