

Putting Conversation on the Front Lines

Get Satisfaction contributes to Mint's exponential growth

COMPANY PROFILE

MINT.COM is the world's leading online personal finance site, working with more than 16,000 financial institutions while supporting more than 6 million customers and adding 3,000 new ones every day. Mint allows customers to consolidate financial information from all of their banking and financial institutions and view their activities via a user-friendly dashboard. This consolidated view allows Mint customers to easily manage their net worth by tracking their spending and income, locating savings opportunities, reducing debt and managing investments.



The Challenge

Since its inception in 2005, Mint has experienced unprecedented growth as consumers' desire to manage personal finances online increased. To meet growing demand and maintain a high level of customer trust, Mint had to find a way to scale its customer service and support.

“Our results from using Get Satisfaction have exceeded our ongoing expectations and we're extremely pleased.”

Aaron Patzer
Mint Founder & CEO

Before implementing Get Satisfaction, Mint used a two-tiered support solution consisting of a customer support forum (Tier 1) and email (Tier 2). For Tier 1 support, Mint used vBulletin, a self-service bulletin board/customer forum intended to connect customers with one another to “help them help themselves.” Unfortunately, this customer forum did not scale with Mint's explosive growth, and customers quickly bypassed Tier 1 in favor of email. Ultimately, both channels proved ineffective in meeting the company's overriding goal of instilling high levels of trust through excellent customer service.

Mint specifically needed to address the following:

- A linear increase in cost of customer service and number of customer inquiries (due to growing user base and increasing number of financial partnerships).



Get Satisfaction abandons traditional forum taxonomy by instructing customers to simply “Ask a Question.”

- Unsatisfactory first issue resolution results and inefficient agent practices.
- An inability to aggregate issues and customer feedback for analysis.
- Ineffective, cumbersome support forum with little SEO value.

The Implementation

(MINT LOVES ITS CUSTOMERS)

Mint engaged Get Satisfaction to create a custom solution that met these challenges head on. The teams worked together to create a customer community that serves as a:

- Cost-effective customer support platform
- User-friendly, high-value community
- Portal for real-time customer feedback
- Natural driver of Search Engine Optimization (SEO)

Adding a Get Satisfaction powered community to Mint's website connected customers with one another, creating a “social knowledge base” that is co-owned and constantly updated by both Mint and its customers. It enables Mint to streamline service to customers in a “one to many” manner.

Mint assigned moderators to the community who were given management tools to ensure that posts are organized and appropriate, to keep the conversation going and, of course, to answer questions that are not resolved within the community.

As the community grew and activity increased, pages and pages of targeted content were created, all of it indexed by search engines. With Get Satisfaction, Mint greatly improved SEO and increased organic traffic to its site from customers using search engines to find answers to Mint-related questions.

The Outcomes

(MINT LOVES GET SATISFACTION)

Increasing support efficiency and optimizing search creates a win-win for both customers and for Mint. Customers can quickly locate answers to their questions, and the support team can focus resources on the customer issues that require specialized attention.

Specifically, Mint reported these improvements:

75% reduction in support tickets

When Mint launched its Get Satisfaction community, its support team was handling 6,500 support tickets per week. Within the first 90 days, that number dropped to 1,500—a 75% reduction! This incredible outcome has allowed Mint to double the number of financial institutions supported without adding any additional support staff.

Weekly Support Issue Requests

■ BEFORE COMMUNITY LAUNCH ■ AFTER COMMUNITY LAUNCH



50% of page views now come from SEO results

Mint's previous support forum lacked optimization for search so Mint gained no SEO benefits. Likewise, customers using popular search engines to find answers to Mint issues usually failed to return relevant results.

Since integrating with Get Satisfaction, nearly 50% of page views now come from search engines, allowing Mint to provide customers with answers even when they are not logged into their account. At the same time, this source of organic traffic helps build the Mint brand without the added expense of pay-per-click advertising.



132,000 registered users created 47,750 topics in the last 12 months

Mint's customers took to the Get Satisfaction community like wildfire for support, as well as to share their thoughts. It's turned out to be a gold mine for Mint.

As customers interact with existing conversations and post new questions and problems, Mint not only gains real-time intelligence into the most critical support issues, but also leverages this information to develop their product strategy and prioritize the product roadmap.

“We've already received more than 50,000 suggestions from users since launching Mint.com. That's a staggering amount of community participation. Get Satisfaction helps our community be even more engaged.”

Aaron Forth
Mint VP Product

Unlike Mint's previous support platform, which lacked the capability to easily aggregate insights from customer interactions or prioritize customer feedback, Get Satisfaction's "Share An Idea" capability allows customers to discuss product ideas, interests and priorities. By including customers in the ideation process, Mint receives valuable insight into new products, features and services that customers want.

ABOUT GET SATISFACTION

What is Get Satisfaction? A simple way to build online communities that enable productive conversations between companies and their customers. More than 58,000 companies use Get Satisfaction to provide a more social support experience, build better products, increase SEO, and improve customer loyalty.

Get Satisfaction communities are available at www.getsatisfaction.com



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