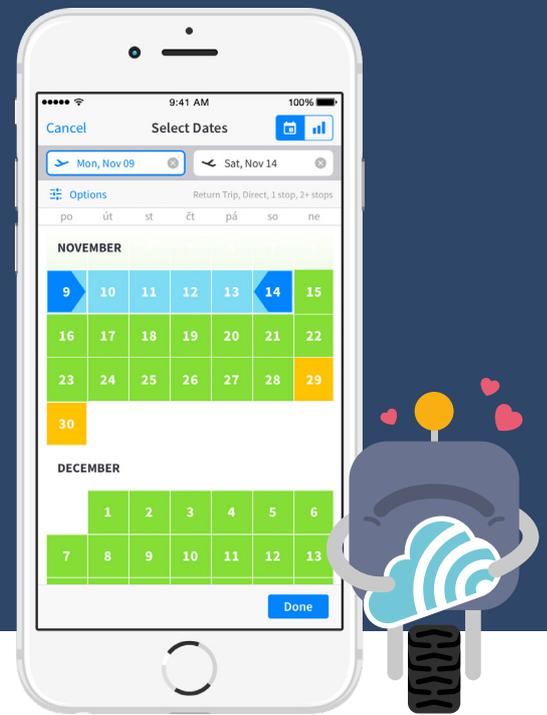


appbot case study

FEATURED CUSTOMER



Skyscanner is a leading global travel search site offering an unbiased, comprehensive and free flight search service as well as online comparisons for hotels and car hire.



We caught up with Jon Thorne, the Senior User Satisfaction Manager at Skyscanner to find out how Appbot has helped Skyscanner understand their users better. In this case study Jon will share how Appbot made app reviews part of their support workflow via Zendesk, automated reporting on app reviews, and improved response times for users.

What was Skyscanner's initial goal when you signed up to Appbot?

Our initial goal was to find a way of pulling app store reviews into Zendesk so that we could triage and report on them in one place - in the same way as we do on other types of user communication (support tickets, social media etc).

“Our initial goals were instantly realised.”

Please explain briefly how you use Appbot (key functions, integrations), and the roles of team members involved.

Our initial goals were instantly realised, and additionally we were able to easily set up triggers and tags to help automate some of the triage process. To compliment the app stores' very quantitative-focused metrics, we're now able to report on the softer, qualitative aspects of our users' reviews to give us a better overall picture. The main Appbot dashboard is useful, and particularly we find the Topics section interesting for helping zero in on user pain points. Our SEO team have also started using the API to look at what we can do to boost our App store rankings.



What were some highlights of the positive impact Appbot has had for Skyscanner?

Linking up to Zendesk, we have now created dashboards in GoodData (which comes bundled with Zendesk's Enterprise package) to visualise review volumes and reasons, and trend those over time. We can schedule these dashboards to email team members, and we've also set up email alerts and Slack channels that alert various internal teams to certain reviews that might interest them – in an automated way. It's also been very useful to have the reviews that require attention feed right into our main Zendesk queue – and this encourages us to respond to them much more quickly (in the case of Google Play).

From the word go the team at Appbot have been very helpful and responsive – they are clearly an innovative and proactive team who seem to be filling an important space that few others have tackled. They also seem to be releasing new features and iterating quickly. We feel like we receive good value and are solving a problem that we have had for some time now. We look forward to continuing our excellent relationship.



JON THORNE
SENIOR USER SATISFACTION MANAGER, SKYSCANNER



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