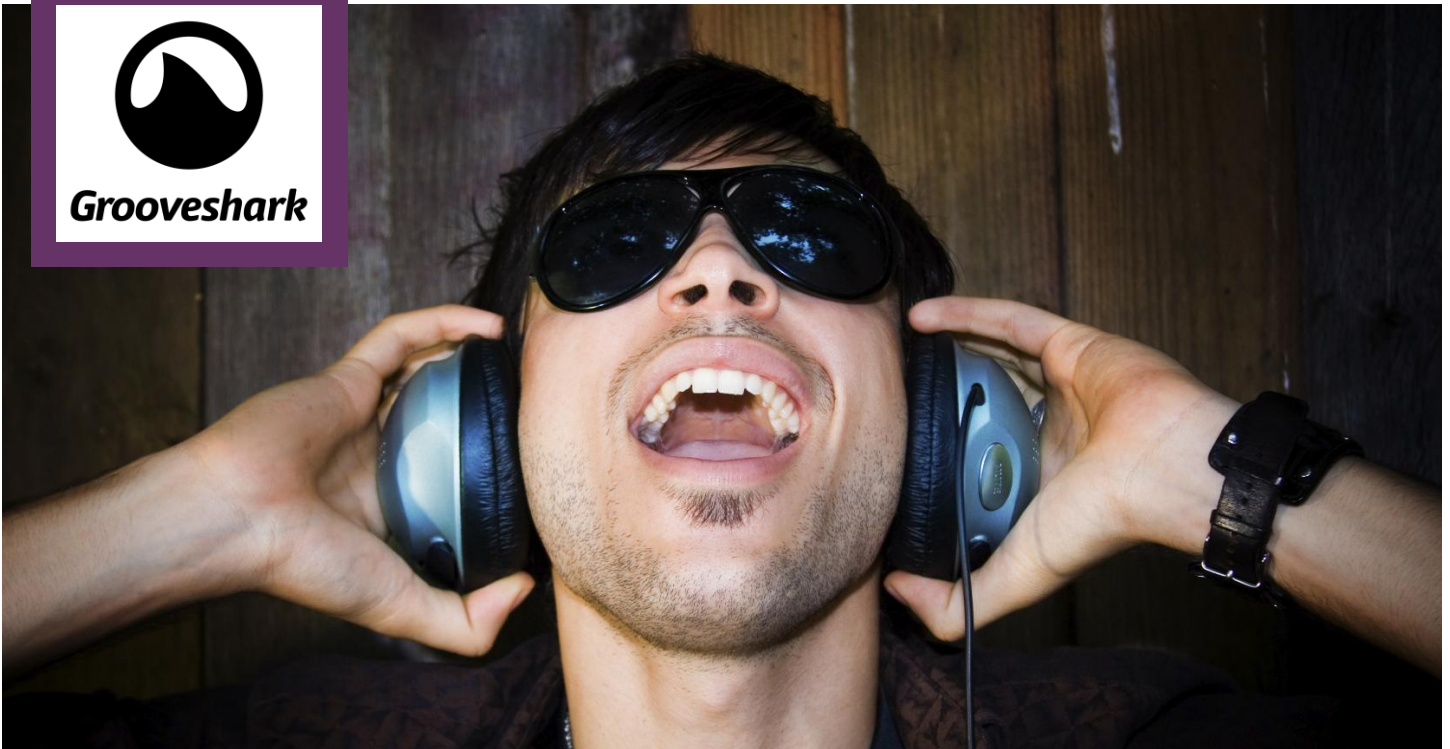




**Grooveshark**



*Grooveshark: It's kinda like the world's iPod.*

# Case STUDY

**Explosive Growth**

**Small Staff**

**Customer Centric Culture**

**More with Less**

## Assistly Helps Grooveshark Keep Pace with Explosive Growth

Grooveshark is a popular, award-winning free music streaming site (“the world’s music library”). The company has been in business for about three years, but its rapid growth in the past year mandated help desk and support software that could be up and running quickly and enable Grooveshark to keep up with hundreds of email requests every day. Assistly stepped in at a crucial time to help them deliver the high tech, high touch support that is important to them.

### Before Assistly

When Graham Murphy joined Grooveshark as Senior Community Developer last year, customer support was handled through

regular email inboxes. Help requests were falling through the cracks. The company had just started a growth spurt—going from 1 to 6 million users, and from 5 to 20 million unique monthly users in just one year—and they couldn’t keep up. They needed an efficient and cohesive way to address customer service, especially bugs affecting the user experience.

As a first step, they tried integrating a robust enterprise-level CRM system, but found that it required intensive engineering to get it up and running. It was also needlessly complicated, with a steep learning curve. Then a chance conversation with the Community Director at Tumblr led Graham to Assistly. *continued...*



"Everyone was really happy with Assistly right from the start."

– Graham Murphy, Senior Community Developer, Grooveshark

### Assistly's Easy Integration

Grooveshark integrated Assistly with a progressive approach focused on consolidating and streamlining the support channels, one at a time.

"The Assistly system was just unbelievable. It had a clean interface—sleek, fast, and easy to use—everyone was really happy with it right from the start."

Almost immediately, the customer service team found that they were able to handle the 150-400 daily support emails with half the usual staff—while continuing to deliver their signature high tech, high touch customer service.

"We're continuing to hone the workflow and processes, and we're getting more efficient every day. We're also saving a lot of money."

### Grooveshark and the Customer Service Culture

"With customer service, we take a page from Zappos. Everybody participates in customer support. Every new employee sits with an agent and observes the process. They see that responding to customers is about dealing with them in a genuine and authentic manner."

"I think developers especially benefit from this 360 degree view. They tend to live in a world where they don't see what actual customers are doing. Training with agents helps everyone understand that our responsiveness personifies our company. Assistly makes it easy to create each response individually, but on a scale that works when we have up to 400 emails each day. New employees find that after sitting with an agent for a few hours, maybe half a

day, they have a nice, clean transition from training into answering."

"Our primary goal is to improve the user experience through customer service. Without customers to listen to the music—there is no Grooveshark. We truly respect that, and that's why we want a personalized response to each email, rather than a robotic or canned response. No emails fall through the cracks now that we have Assistly."

### Streamlining Processes and Workflow

Grooveshark has streamlined its support process by customizing Assistly's Knowledge Base, using quickcodes and macros, business rules, and perhaps most notably, using Assistly's Fastlinks feature to take additional actions (on a user account) right from the agent screen.

Users fill out a support form before the email enters the system through the help site. Assistly creates the case automatically within the system. When email comes in, "Fastlinks" built into the system connect to back-end, web-based addresses where agents can deal with tasks right from their summary screen, saving 2-5 minutes per case.

It's easy and fast for the Grooveshark agent to manage a user account—change passwords, delete accounts, and gift users with free VIP upgrades.

"We also set up Assistly filters and rules so that we get a poke if an influential Tweeter is talking. That way we can choose to join the conversation, offer assistance, or just observe."

### Assistly and "Bug Digestion"

By using the Fastlinks to pass customer inquiries into bug reports, Graham estimates that the small customer service team saves 30 hours per week. Assistly is set to autofill forms, and the agent summarizes and autosubmits bug reports to a tracking system available to the tech team. The quality assurance staffer then compiles, prioritizes, and sends them on to the developers.

"Developers tend to think that users ought to be using a product a certain way—the way they designed it. But, of course, we all know that the right thing to do is adapt to our customer. With the bug tracking system, we quickly and easily compile the user experiences. We can see the truth of the issue from the user's perspective, empathize with the need, and respond quickly with changes."

"Here's another benefit of Assistly's reporting tools. Our infrastructure gets stretched thin with this huge growth, and sometimes we'll get complaints about a song not streaming. The tendency might typically be to see these complaints as statistically insignificant."

"But when we can show the devteam a report that demonstrates that users are having a moment of misery, it has a big impact on our guys. It moves the issue away from just being a number on a spreadsheet. Getting that evidence in front of the right people is easy with Assistly's tools."