

ROI Case Study

Activision



As one of the largest, most profitable and well-respected interactive entertainment software companies in the world, Activision's portfolio includes games like Call of Duty, Destiny, and Skylanders. The \$4.3 billion company used Social Studio and Service Cloud together to gain a 387% annual ROI.

The Challenge

Activision recognized the need to have a more agile, innovative way to serve its gamers at a lower cost.

The Benefits

Activision chose Social Studio to support social listings across multiple capabilities, because Social Studio:

- Can handle the global scale of its enterprise
- Integrates with Service Cloud
- Offers, via its triage system, the ability to designate tasks to team members
- Allows for timely responses to pressing social media commentary
- Helps users identify trending topics and focus on community interest

The Execution

Activision's product took approximately three months to complete and included:

- Social Studio configuration and deployment
- Deployment of a dedicated social media support team
- A cross-functional engagement strategy, guardrails, and messaging guidelines
- Integration of Social Studio with Service Cloud
- Full setup of reporting and dashboards

“Social Studio has enabled us to engage with our customers in a whole new way while unlocking deeper insights and dramatically lowering our operating costs.”

Noel Feliciano, Sr. Manager, Digital and Social Media Support, Activision

The Results

Annual ROI	Total Time to Value	Cost : Benefit Ratio	Average Annual Benefit
378 %	1.1 years	1 : 2.1	\$ 807,011