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

<table>
<thead>
<tr>
<th>Annual ROI</th>
<th>Total Time to Value</th>
<th>Cost : Benefit Ratio</th>
<th>Average Annual Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>378 %</td>
<td>1.1 years</td>
<td>1 : 2.1</td>
<td>$807,011</td>
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