

CASE STUDY

# Serato, Zendesk and Thematic



Serato is a leading audio software company with millions of users world wide. Since introducing Zendesk in 2014 they have increased their efficiency in handling support requests significantly. “Given we were using Zendesk so effectively it made sense to use their NPS product too” says Aaron Eddington, Serato’s support manager.

**“We could see that there was a wealth of information in the comments, but getting meaningful answers was difficult”.**

As Serato collects thousands of responses every month it is difficult to get valid insights beyond a gut-feel for what customers are saying.

Before using Thematic one of Serato’s support staff would read each comment and assign it to one of five large buckets, categorizing it as something at a very high level such as ‘price’ or ‘feature’. This meant that while some analysis was possible the tags weren’t able to answer questions or direct the product development process.

“We started looking for a solution because we wanted to get more from the data and we knew it was there. The Music Instruments industry has a lot of very specific terminology and product information so a lot of solutions were just not appropriate.

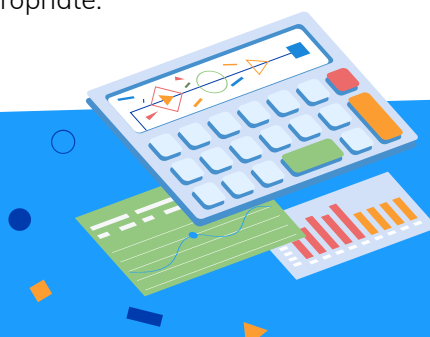
We needed something that was customizable, but scalable too. With Thematic’s Zendesk integration it was simple to set up and we immediately started seeing real, actionable and specific product issues that were affecting us” says Aaron. With the knowledge that it was as accurate as if their own staff had done the analysis, the rest of the company could trust the results.

**“With Thematic it is possible to get a much better idea of what the mood and importance of issues are to our customers. Armed with this I can enter discussions with industry partners knowing where the balance is on issues that affect us all.”**



**Young Iy**  
Chief Executive Officer  
Serato

This strategic overview of the market is exactly what companies need in customer-centric industries. Thematic’s Zendesk integration makes it easy to get accurate insights into what your customers are already telling you.



Considering Thematic or just want more info?  
Contact us now to get started!

Phone: +1 (888) 433 5010  
Email: [sales@getthematic.com](mailto:sales@getthematic.com)