

# Customer Communities for Consumer Tech

Global consumer tech brands rely on inSided customer communities for millions in cost savings, higher customer engagement, and more opportunities to generate sales.

40%

Percentage of Sonos' support contacts handled by its inSided customer community

25%

Reduction in TomTom's call volume after implementing a community support strategy

4 million

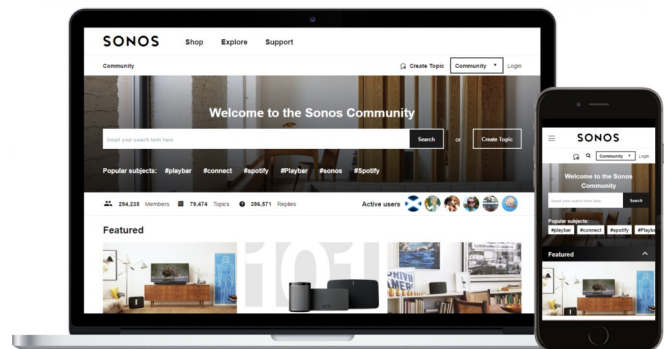
Annual visits to the TomTom customer community

Leading consumer technology companies Sonos, SoundCloud, and TomTom are focused on delivering a great customer experience. But with millions of users - SoundCloud alone has 175 million monthly listeners - these brands can't afford to provide 1-to-1 support.

**To deliver better support more scalably, Sonos, SoundCloud and TomTom are partnering with inSided to facilitate peer-to-peer support on customer communities.** Just a short time after implementing their inSided communities, all three brands saw significant savings. Sonos, which now handles 40% of support interactions on its customer community, has slashed its annual support spending by millions of dollars. TomTom, by reducing support call volume 25%, has seen similar results.

The benefits to these consumer tech brands go beyond cost savings. Both TomTom and Sonos use inSided communities for beta testing and product ideation to bring new ideas to market faster. Sonos' community also features more than 1,100 product reviews and configuration tips, helping the company build trust with potential customers.

**Reduced support costs, more conversion opportunities, and faster product development** - three benefits that leading consumer tech brands are realizing with the help of inSided.



Leverage our passion and experience to transform customer interaction and achieve your vision of social business success.

SONOS

TOMTOM

PHILIPS



Rabobank

T-Mobile

