

# The STIHL Story

## STIHL reaches millions of fans across social media

### Executive Summary

The name STIHL is synonymous with power tools. The company produces the #1 selling brand of chainsaws worldwide and offers a full line of other outdoor equipment. As STIHL customers joined new platforms, the company wanted to provide consistent service experiences across every channel. STIHL's social media marketing team needed a way to automate workflows and moderate channels efficiently, so it could respond to every customer service comment within one business day.

- **STIHL social media engagement reaches over four million followers**
- **Met a response rate goal of one business day 97% of the time consistently**
- **Over 1,000 total responses across all owned social platforms**



**STIHL** ✓

3.5M likes · 3.7M followers

# STIHL's Rationale for Change

STIHL's social media marketing team needed a way to automate workflows and moderate channels efficiently, so it could respond to every customer service comment within one business day.

“ ————— ”

STIHL is a company built on commitments to craftsmanship and those who use our products. Providing a seamless service experience to customers seeking answers helps us live up to our commitments and build a brand customers can count on

Les Robinson

Social Media Marketing, STIHL Incorporated

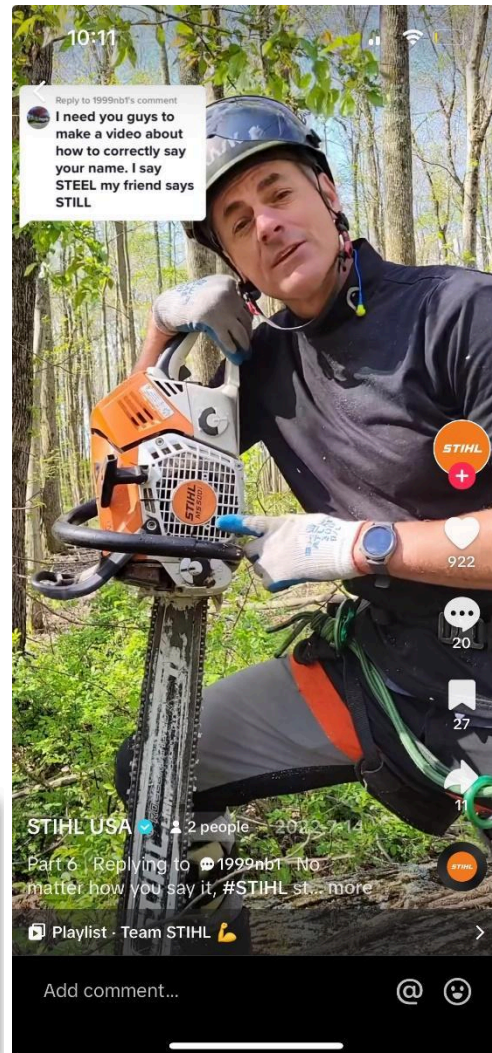
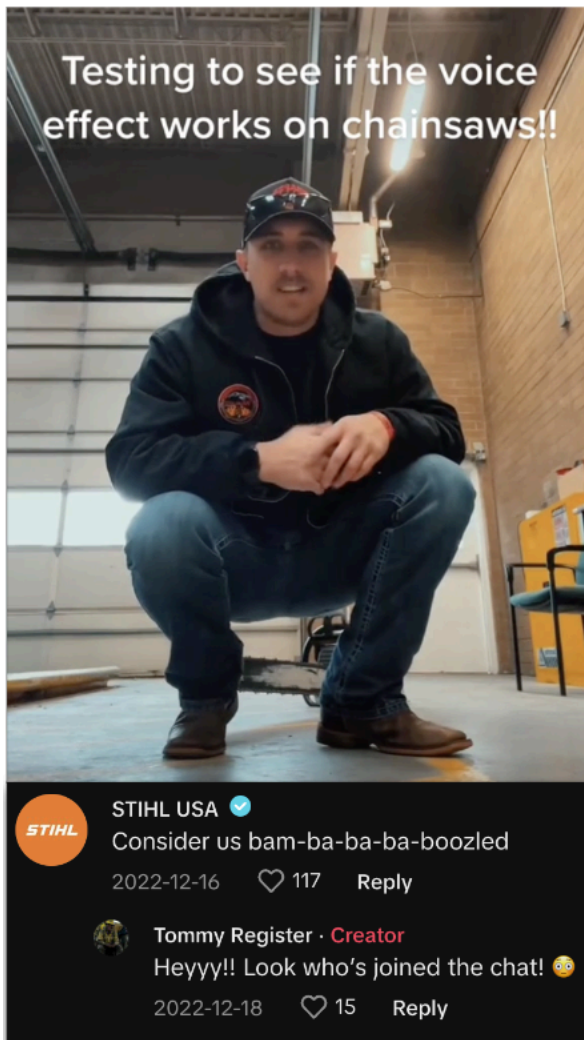
As more STIHL customers joined popular new social platforms like TikTok, the company wanted to ensure it was providing consistent service experiences on all of its social channels. With the size and breadth of STIHL's online audience, its social media marketing team needed a way to automate workflows and moderate channels efficiently. The team had a goal to respond to every customer service comment within one business day, so its strategy needed to be always-on across channels.

## Solution

STIHL needed to reach millions of customers through timely responses on social media. To do this, they focused on two areas;

- **Fast support** with visibility into all social media support questions in one place, the STIHL team can respond quickly and consistently, providing a seamless experience for customers no matter their preferred platform.
- **Community building** - STIHL doesn't miss opportunities to engage with customers or influencers who post about the brand on social media. The company brings in relevant team members to respond quickly and keep the conversation going.

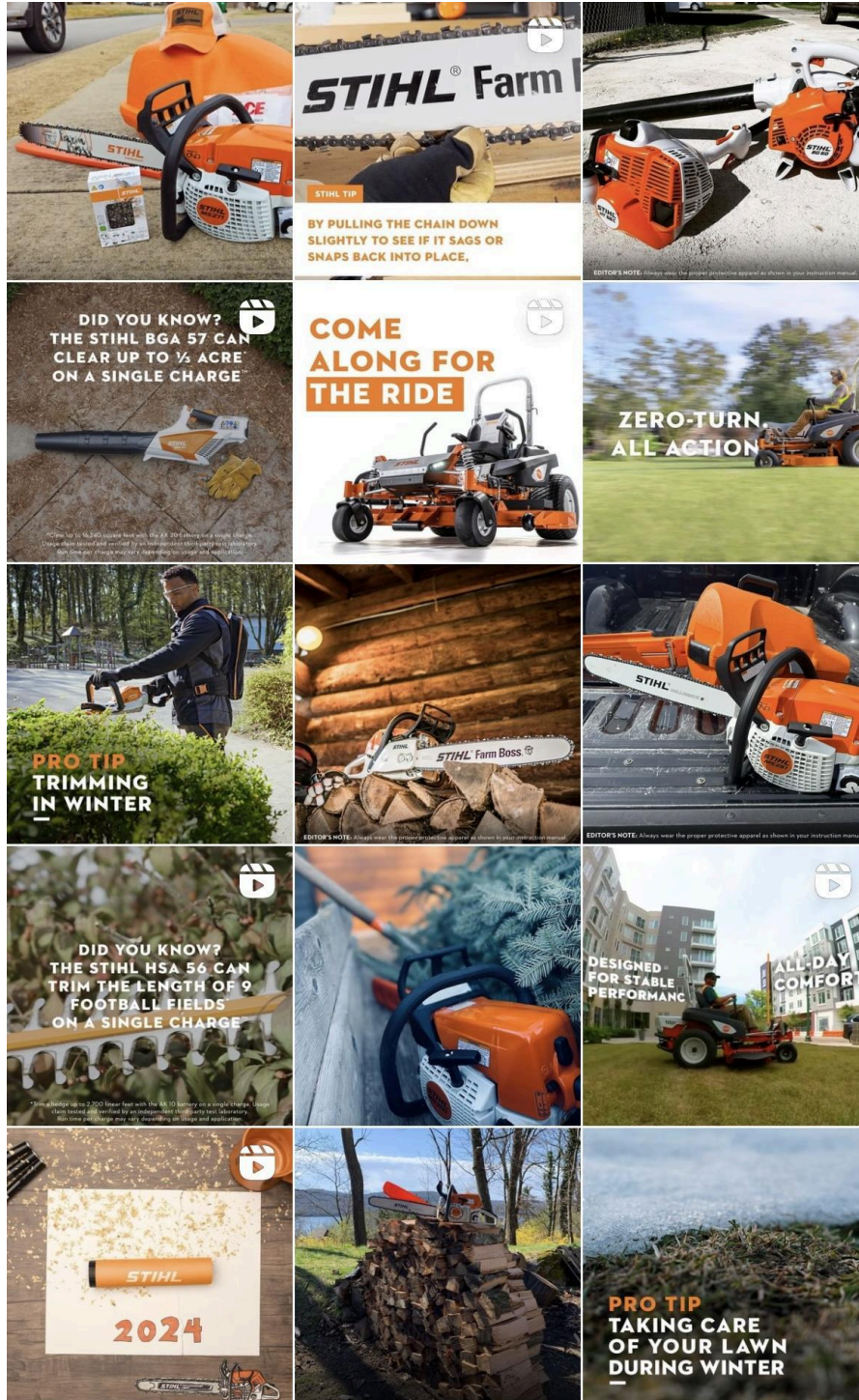
Now, STIHL fans can get prompt answers to their questions on any STIHL social media channel and engage with the brand around products they love.



## Outcomes

In almost one year, STIHL had over 1,000 total responses across all of its owned social platforms, including Facebook, Instagram, TikTok, and YouTube. Even more, the company met its service-level agreement — responding to comments in one business day — 97% of the time.





By delivering on its promise to provide timely support to users online, STIHL is keeping customers and influencers engaged and satisfied.

[Deliver timely support and engage fans with digital-first customer experience.](#)