



“We wanted an open, collaborative environment to gather insights from our customers.”

**SWIFTKEY**  
swiftkey.net

**Industry:** Mobile Development

**Location:** London, UK



**Use Case:** Showcase diverse needs of the customer base and allow for meaningful customer input.

**Why UserVoice?**

- Simple Feedback
- Efficient Knowledge Base

**THE COMPANY**

Headquartered in London, SwiftKey was founded in 2008 and now has a fast-growing team of 40 with presences in San Francisco and Beijing. It exists to deliver artificially intelligent text-entry solutions for mobile and computing devices. SwiftKey makes SwiftKey X and SwiftKey Tablet X, which are Android keyboards that are intuitive enough to guess what you’re typing before you type it. It learns how you talk by reading your RSS feed, Twitter, Facebook, Gmail and the text you type on your Android device. Since its launch, SwiftKey has been among the most popular global apps on Android.

SwiftKey is a company that understands the importance of communicating with customers and discovering what is important to them so it can build a better product. In order to satisfy such a broad range of users, SwiftKey needed a customer service platform that could show them the diverse needs of their market and allow them to meaningfully interact with customer input.

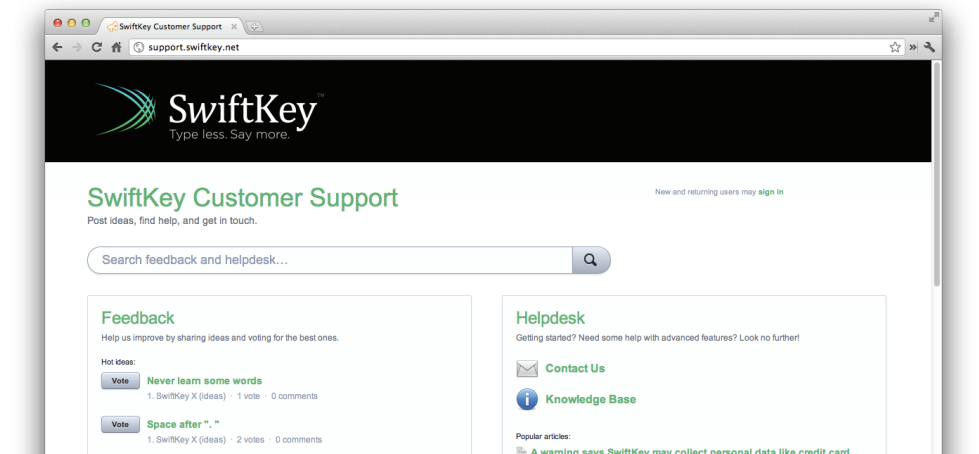
**THE PROBLEM**

SwiftKey knew they needed to communicate with their customers to build loyalty and improve their product. SwiftKey originally used TenderApp, but the product was far from ideal given their needs. “We

wanted a open, collaborative environment to gather insights from our customers,” said Joe Braidwood, Swift Key’s Chief Marketing Officer. “TenderApp’s process was too complicated for us and our customers so we started looking for other alternatives.”

accurately represent the full customer population. Making sharing feedback easier for customers helped SwiftKey target the issues that mattered to the majority of their users.

One of the first differences



SwiftKey using Uservoice Full Service™

“Knowledge Base makes our life easier because people can see the answer right there.”

This search led SwiftKey to UserVoice Full Service™. “We looked at several products, but UserVoice Full Service’s feedback and support tools looked exactly like what we needed so we made the switch,” shared Braidwood.

### THE IMPLEMENTATION

UserVoice provided SwiftKey with the tools it wanted to communicate with customers to find what mattered to them most. With such a broad and varied customer base in the Android market, determining what is most important for users can be a challenge, especially since the most vocal customers rarely

SwiftKey noticed after switching to UserVoice Full Service™ was how efficient the Knowledge Base was. Full Service’s Knowledge Base connects customers with the answers they are looking for as they submit a support ticket.

“Knowledge Base makes our life easier because people can see the answer right there,” said Dr. Charlie Edmunds, head of business intelligence and customer insight for SwiftKey. “We add new articles to the Knowledge Base every week so users can find help faster. The goal is to help customers help themselves, so we make Knowledge Base a priority.”

The feedback forum also proved to

“I’m a big fan of the Feedback forum...It helps us understand what matters to our customers.”

be a favorite feature for SwiftKey. “I’m a big fan of the Feedback forum,” said Dr. Edmunds, “I love that we can limit the amount of votes people have so they only vote on what is most important to them. It helps us understand what matters to our customers.” SwiftKey also found that the forum was a great way to communicate with their customers and show them that the company was listening and that progress was being made. The feedback forum helped shape SwiftKey’s product roadmap and influenced their prioritizing decisions.

### THE RESULTS

SwiftKey was looking for a way to communicate with their customers to gain a deeper understanding of what they wanted in a product. UserVoice Full Service™ brought SwiftKey a system that allowed them to tap in to their extremely broad customer base and determine what features should be prioritized in developing their product. It also helped them to efficiently respond to customer needs through UserVoice’s simplified, centralized platform.

For a company that was looking to foster good communication between itself and its customers, UserVoice Full Service™ offered the right combination of features to help them open the lines and hear what their customers were saying.

---

SwiftKey exists to deliver artificially intelligent text-entry solutions for mobile and computing devices and is headquartered in London with branches in San Francisco and Beijing.