Alchemer

Alchemer Mobile Boosts the Allrecipes Mobile App from 2.5 to 4.5 Stars

Allrecipes increased Five-star App Store ratings by 80% with Alchemer Mobile. Allrecipes is the number one digital food brand in the world, comprised of user-generated recipes. After Allrecipes integrated with Alchemer Mobile (*formerly Apptentive*) in April of 2014, they have seen an 80% increase in five-star App Store ratings, consistently maintained a 4.5 star app store rating, and gathered over 450,000 pieces of customer feedback.

For Allrecipes, positive customer feedback is crucial to the expansion of their user-generated platform and business. In early 2014, Allrecipes' customer feedback began to plateau, and they knew they needed to reach their app's customers in a different way in order to keep the conversation going.

NEEDED A BOOST

To increase the number of positive reviews left by satisfied customers and to boost their overall App Store rating, Allrecipes decided to partner with Apptentive. They integrated the Alchemer Mobile software in the Allrecipes app, Dinner Spinner.

IMPROVED COMMUNICATIONS

The Alchemer Mobile intelligent rating prompts enabled Allrecipes to communicate with their customers at key mobile moments within the app, moments where the customer is likeliest to have a positive experience. This allowed them to gauge what customers thought about the app before asking for a review. Serving feedback prompts at the optimal time helped turn existing customer experiences into positive customer reviews that were easy to deliver and capture for both the Allrecipes customer and the Allrecipes team.

INCREASED RATINGS

Within three days, Alchemer Mobile was able to boost Dinner Spinner's App Store rating from 2.5 to 4.5 stars. Since seeing this initial boost with Alchemer Mobile, Dinner Spinner's App Store rating has consistently remained at or above 4.5 stars, and their Google Play rating has followed suit. Alchemer Mobile has additionally helped Allrecipes collect over 450,000 pieces of customer feedback from Dinner Spinner since April 2014, which the team uses to continually improve their in-app experience and build customer loyalty.

DATA-BASED DECISIONS

"Alchemer Mobile helped us **improve the quality of our product** by looking through trending reactions in our community, which helps us make decisions about our product and business based upon the data we pull from the tool." *– Alicia Cervini, Sr. Dir. of Business Strategy & Monetization*

To learn what you can do with Alchemer Mobile, email us today at sales@alchemer.com or call us at 1-800-609-6480

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Allrecipes Results with Alchemer Mobile:

80% INCREASE IN 5-STAR RATINGS

4.5 STARS IN THE APP STORE

450K PIECES OF CUSTOMER FEEDBACK

BUILDING A BETTER APP

After an incredibly successful launch in April 2014, Allrecipes and Alchemer Mobile maintain a strong partnership today. Allrecipes continues to leverage the platform and uses the insights learned from Alchemer Mobile data to make companywide decisions about their product.

Over the course of the partnership, Allrecipes has been able to maintain an 85% love ratio, which is among the highest customer satisfaction scores seen in our history – 28 percentage points above the average app's love ratio. Allrecipes has been able to create a better app for their customers with Apptentive's help, which is a big win for both the customer and the brand.

"Alchemer Mobile has given us a way to see customer feedback and to respond directly to the user giving the feedback, which allows us to have a two-way conversation with our app users. This dialogue is significant because it makes our users know that their feedback is taken seriously, and shapes the conversation in a way that's positive for both of us." – Alicia Cervini, Sr. Dir. of Business Strategy & Monetization
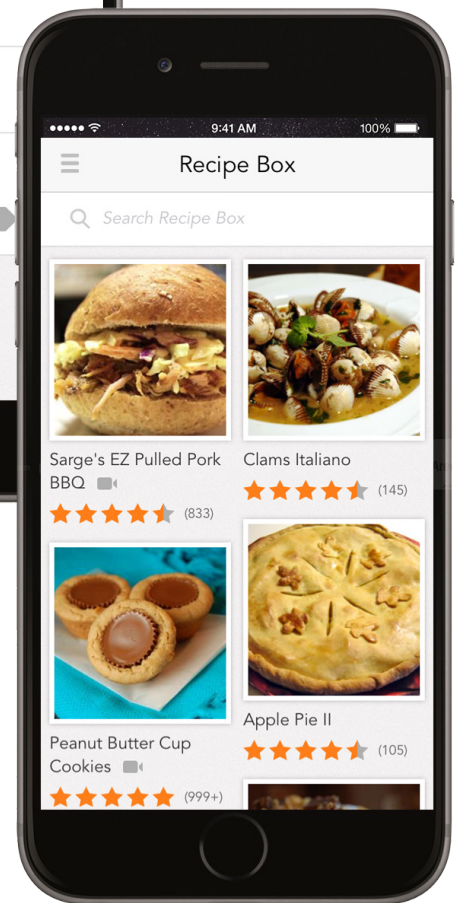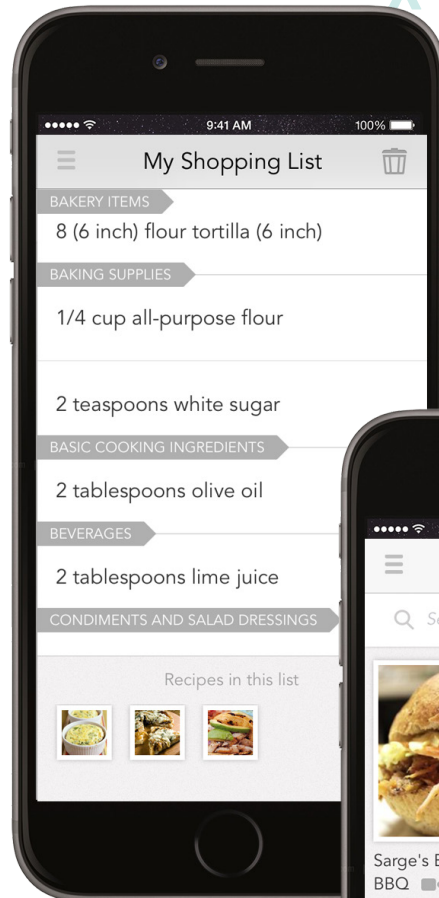
ABOUT ALLRECIPES

Allrecipes is the #1 place for recipes, cooking tips, and how-to food videos—all rated and reviewed by millions of home cooks. Home cooks trust that with Allrecipes they can discover and pass on their favorite food experiences. Community members share recipes, photos, reviews, blogs and even recipe boxes.

ALCHEMER MOBILE

Alchemer Mobile helps product managers, UX researchers, product marketing, and customer experience professionals gather actionable feedback to improve customer engagement, retention, and experience. This is why many of the biggest brands in the world, including, CNN, JetBlue, eBay, Safeway, Marriott, and FanDuel trust Alchemer Mobile to engage and understand their mobile customers.

ABOUT ALCHEMER

Alchemer offers the world's most flexible feedback and data collection platform that allows organizations to close the loop with their customers and employees quickly and effectively. Our mission is to give every customer and employee a voice, and to make every voice matter. Alchemer serves more than 13,000 global CX, HR, and market research customers, including many Fortune 500 companies. Alchemer is a KKR portfolio company.

Call 1-800-609-6480 or email sales@alchemer.com for more information

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