



How Grammarly delivers engaging customer care with Sprout Social

Each day, over 30 million people and 30,000 teams turn to [Grammarly](#) for writing help that goes beyond a quick spell check. Whether you need to edit for correctness, delivery or engagement, Grammarly provides quick tips that support effective communication.

When it comes to stand-out customer communication on social, Grammarly uses Sprout. With Sprout Social, the Grammarly social support team can manage user questions, product concerns and audience conversations across Facebook, Twitter and Instagram.

This streamlined approach helps them create a dialogue with current and potential users while finding opportunities to surprise and delight as they go.

“We want to help people be even more confident that they can achieve effective communication, whether they’re writing for school, professionally, or even through text message. We use Sprout to help make those connections possible,” said Emma Hanevelt, Social Media Insights Analyst.

Clear, consistent customer care

Hanevelt works with a team of 10 led by Manager Beth Hibbert. Together, the team is responsible for engaging with the Grammarly audience, answering user questions and analyzing social data for business insights. With Sprout, they’re able to respond to messages across networks quickly and efficiently.

“We’re in the Smart Inbox daily, managing posts and DMs from Twitter and Facebook, as well as Instagram comments,” said Hanevelt. “We’ve also launched Brand Keywords tracking, so we can respond to users who mention Grammarly without tagging our account.”

Grammarly’s social support team spans two time zones, with support agents based in both Canada and Ukraine. In less than two years (during which they brought Sprout on), their average time to first response (TTFR) decreased more than 80%.

“We love the team Conversations feature,” said Hanevelt. “If someone working out of Kyiv isn’t able to solve an issue by the time they log off, they can leave a note. Then, the Vancouver team can pick it up and continue the conversation with all the necessary context.”

Streamlining their social support process to a single platform has also helped surface data that Hibbert can use internally to manage and grow her team. Insights from Sprout inform coaching conversations across the social support team, which ultimately lead to stronger customer service.

“With the Inbox Team Report, we can see our overall message volume across channels and better measure agent productivity,” said Hibbert. “If I’m having a one-to-one with someone, I can use their specific report to highlight their performance or dig into growth areas. It’s been a game-changer for us.”

Delivering product insights with tags

The Grammarly team leveled up their Smart Inbox use by developing a comprehensive tagging strategy that allows them to organize incoming messages based on their content. Tags empower Grammarly support agents to do the foundational work needed to uncover advanced customer insights.

“It’s one of the most important features for us,” said Hanevelt. “Because every message that comes into our inbox gets tagged, we can quickly pull specific feedback when needed. If any of our product managers come to us asking for messages on a certain product, we have it. We also build quarterly reports on themes we find in our social messages.”

So far, their approach to tagging has helped surface valuable user stories for the Grammarly product and user experience teams, as well as company leadership.

“Once a month, we combine tagging insights from Sprout with Zendesk reports to create a deck that gets shared across the organization,” said Hanevelt. “It’s how we keep others up to date on trends and opportunities we’re seeing in customer support.”

Setting the tone with listening

In 2021, Grammarly began using [Sprout’s Social Listening](#) tools to monitor brand health and competitive share of voice. Since then, they’ve been able to extract even more product insights from priority platforms like Twitter and Reddit.

These insights have driven further collaboration between the social support team and the rest of the business. Hanevelt’s long-term goal is to make Listening a key lever for the broader marketing, product and user research teams.

“Right now, I’m focused on making social listening a more known resource,” said Hanevelt. “If I see someone share a slide deck in Slack, I’ll go to them and ask ‘How can I support you with social insights?’ We’ve set up monthly syncs with our consumer insights team, as well as our user experience team, so I can complement their work with listening data from Sprout.”

Hanevelt sees major opportunities for social listening at Grammarly, and has been creating slide decks to share insights from Sprout with the wider organization.

“Hopefully, we’ll start hosting more hands-on workshops so we can bring social stories to the forefront of the conversation,” said Hanevelt. “We want to share our social data so we can help shape product decisions across Grammarly.”

Grammarly is rewriting the rules of customer care by sharing industry and competitive insights that inform proactive decision-making. If you’re interested in seeing how your social data can do the same, request a [personalized demo](#) or start your [free 30-day trial](#) today.



Sprout Social offers deep social media listening and analytics, social management, customer care, and advocacy solutions to more than 30,000 brands and agencies worldwide. Sprout's suite of solutions supports every aspect of a cohesive social program and enables organizations of all sizes to extend their reach, amplify their brand and create the kind of real connection with their consumers that drives their businesses forward. Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Pinterest, Instagram and LinkedIn.