



## Never miss another post on your company's Facebook Page

*Companies can now engage with Facebook users right from within the Casengo customer service application*

**Amsterdam, 19<sup>th</sup> December 2013 – Casengo, the cloud application that helps companies deliver first-rate customer service, now supports Facebook Pages. This enables webshops and other businesses to respond to (potential) customers from within Casengo – and never miss another post or comment.**

Casengo users can now easily connect their company's Facebook Page to their Casengo account. Every post on the Page gets turned into a customer case. It automatically lands in the team inbox, where it can be opened and responded to from within the Casengo application. The response appears as a normal comment on Facebook.

"Social media platforms are redefining the world of customer support," says Floris van der Veen, Casengo's founder. "Customers are moving away from nine-to-five call centres to 24/7 support, using email, live chat, Twitter and Facebook. Many loyal and engaged returning customers, who represent 80% of revenue, turn to Facebook to engage with a company."

The new integration is an absolute asset for many current Casengo users, a short survey suggested. 81% of survey respondents created a Facebook Page for their company, and 58% of these Pages get checked at least once a day. "Our survey showed that small business owners hate missing a potential customer's question or complaint on Facebook. Those days are gone!"

Next up is the Twitter integration, coming to Casengo users at the start of 2014.

### **About Casengo**

*Casengo's cloud application for customer support empowers web shops and other small businesses to more readily deliver the right answer at once. Passionately founded in 2011, devised and developed in Amsterdam. Find out more on [casengo.com](http://casengo.com), and don't miss our [customer service blog](#).*

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... or [start a live chat conversation](#) with one of our support geeks!