



ROCKET.CHAT

CUSTOMER STORY

How KingHost Reduced Its Email Volume By A Shocking 70% & Increased Efficiency With Rocket.Chat



*If we look back, it seems **crazy** the long email threads we used to have before Rocket.Chat. It became our partner to ensure agile communication and quicker results.*

Alessandro Huber

IT Infrastructure Supervisor at KingHost

THE CLIENT



Founded: 2006; Acquired by Locaweb in 2019

Location: Headquarters located in Porto Alegre, Brazil

Industry: Website hosting and software

Mission: To transform businesses of all sizes by making it easy for everyone to use technology

About KingHost

KingHost is the third-largest hosting company in Brazil offering cutting-edge technology solutions. Some of their services include website hosting, email marketing, e-commerce hosting, cloud hosting, marketing automation, and reseller hosting.

Being in business for over 13 years, the company was acquired by Locaweb in 2019. A leader in Latin America for hosting services and cloud storage. Locaweb aims to become a well-known name in hosting infrastructure & in Latin America for organizational strategy. This also includes the development community.

THE CHALLENGE

Increasing communication speed and minimizing inefficiencies with emails.

In 2016, KingHost's team was heavily using emails for internal communications. However, as an ever-growing tech company, they needed to communicate and get feedback on projects quicker. As a solution, they invested in an instant messaging tool based on XMPP protocol.

But to everyone's surprise, it failed to deliver. The XMPP protocol tool didn't provide basic features such as group chats. It only allowed one-on-one conversations, making it difficult for larger teams to collaborate. They also spotted bugs that quickly led to the tool's unpopularity.

Before they knew it, everyone was using emails to transmit sensitive data. Their 12 months of trying to adopt a new communication tool had gone to waste.

THE SOLUTION

70% decrease in email volume, fewer meetings, and quicker interaction.

Apart from the rest of the company, the IT team decided to use Rocket.Chat's [Team collaboration](#) to centralize their communication in a single space. Because the platform is encrypted and focused on [data privacy](#), the IT team could rely on a secure infrastructure.

Their time savings and efficiency were so remarkable that they sold the idea to the rest of the company. Teams including Marketing and HR adopted Rocket.Chat as their collaboration & communication platform.

Fear of change & trial period: How did the company implement Rocket.Chat?

Using a new messaging platform worried managers. They were afraid it could be hard to incentivize people to adopt a new tool.

“People are resistant to changes. But it was urgent for teams to collaborate quickly and get things done.
It was our call to action.”

Alessandro Huber, IT Infrastructure Supervisor

In order to experiment Rocket.Chat, the teams replaced their old chatting tool and implemented Rocket.Chat throughout the company to test it.

Feedback: How the teams ended up loving Rocket.Chat

Quickly, they knew that the feedback received was great. Rocket.Chat was adopted by nearly 100% of the company, validating the platform to be used as KingHost team's main chatting tool.

“Nowadays, we consider Rocket.Chat our daily communication hub to keep everyone collaborating in the same place. It ensures we get things done quickly!”

Alessandro Huber, IT Infrastructure Supervisor

KingHost's teams use two major channels to communicate: *strategic decisions* and *Hosting news*. However, they encourage everyone to create their own discussions, without any constraints.

Besides that, [Rocket.Chat's integrations](#) made it possible to manage information quickly and efficiently in an organized manner. Thanks to it, webhooks were created to let teams know about important topics.

Even Quality Assurance has improved: Support analysts receive posts and new documentation about QA changes in their very own Rocket.Chat's platform.

How can your company achieve the same results?

Rocket.Chat has become one of the key players in KingHost's routine. **We provided automation that facilitates their information management, increasing their efficiency by 70%.** Our team collaboration feature connects their 280 employees daily, allowing quicker discussions and faster results.

Results like these are only possible if you use a platforms that:

- ✓ Centralize your communication
- ✓ Improve your team collaboration seamlessly
- ✓ Provide high-privacy standards for your data

Move away from long email threads. Empower your team with the communication hub used by +10 million clients in 140 countries.

Chat with your team while keeping your data privacy

Get access to an amazing open source communication platform without having to manage and scale your own infrastructure and support team

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