talkdesk® | Boostability®

User Case	Industry	Integration	Key Metric
Sales and Service	Marketing and Advertising	API	50% ↓ Average Wait Time, 92% SLA

Challenge

Boostability, which helps small business owners elevate their digital presence, needed an improved contact center solution to better meet the needs of more than 200 partners serving almost 26,000 small business owners. It needed a solution that enabled fast responses to the SMB owners, reliability, accurate data, insight into agent workflow and staffing to optimize customer service and its own efficiency.

Solution

Boostability chose Talkdesk because they understood their pain points and listened to their needs. Talkdesk delivered a solution that gave Boostability the ability to manage their teams more efficiently and deliver a service to their customers they can be proud of.

Results

In the first year, use of Talkdesk resulted in improved call response times, a 50% reduction in average wait times and an average Service Level Agreement of 92%. Boostability also saved an estimated $300,000 in overhead costs by increasing agent efficiency.

Making Sure Small Businesses Thrive

Time is money in business and especially in small business. Plumbers, electricians, mom-and-pop shop owners, and other small business owners don't have time or the financial bandwidth to wait on hold or get shuffled around a contact center as they attempt to thrive in today's increasingly digital economy. Boostability was founded in 2009 to make SEO services available to everyone in the small business marketplace. By working with more than 200 partners, Boostability helps 26,000 small business owners succeed online. Boostability hit a sweet spot in the market, growing to more than 400 employees in Utah, Amsterdam and Berlin, and has been recognized as one of Inc. Magazine's Fastest-Growing Companies four years in a row.

The small business customers it serves "help grow our economy," and deserve the best possible experience and service from the contact centers that support them, said Trish Stines, Boostability vice president of client services. SMB owners have very different levels of experience with online marketing, but their expectations are uniformly high when it comes to contact center service, Stines said. Time spent calling a customer service line, and hanging on hold, is time they don't spend on their customers.

"The majority of businesses are service-based; the plumber, the electrician. And they're busy. If they're calling in, they need a quick answer. To have them wait for an available agent, or in a long queue, is not acceptable," Stines said. "I want to let them get back to running their businesses. I want customers to trust us, that if they have a concern or a question, they can call and get their answers quickly."
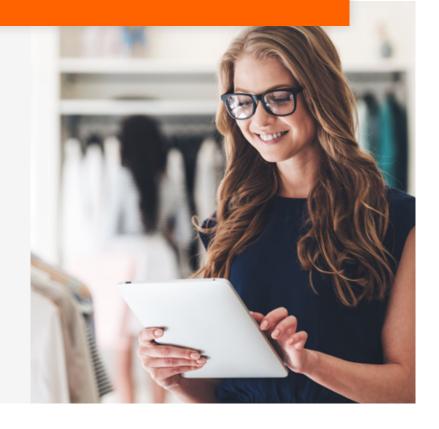
In seeking a new contact center solution, Boostability sought a higher level of service and reliability. It was frustrated by poor support, service interruptions and wanted faster response times and better customer service. It also wanted consistent and reliable data to know when and how to increase and shift agent staffing so that it could deliver a better customer experience. With its prior contact center solution, "we found so many holes in the data, we couldn't use it," Stines said.

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Understanding the Pain Points

Boostability chose Talkdesk because it "took the time to understand our needs and pain points. They listened and made sure the solution matched our needs," Stines said. Boostability compared Talkdesk to one other vendor and found it to be "difficult to implement and install, which was a huge detriment," Stines said. She wanted a user interface that was easy and intuitive for agents, easy to implement and not something that required frequent support.

Talkdesk gives Boostability the ability to manage teams more efficiently and "deliver service we can be proud of," Stines said. With Talkdesk's robust Reporting & Analytics capabilities, powered by Talkdesk iQ, Boostability has access to dozens of advanced reports to measure and optimize their contact center performance. That provides transparency into agent monitoring so Boostability can see when agents are available, on break, in meetings, where customers are in the queue, use data to make sure they staff appropriately, answer calls quickly and provide a positive experience. "The Talkdesk solution offers powerful tools that give me confidence that we are making informed decisions in managing our team, and servicing our customers more consistently with the quality they deserve," Stines said.

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What's more, Boostability can rest assured that it is staffing correctly because it has data to support its decisions. That's data the company did not have before. Instead, decisions were made without hardened facts to back them up. With Talkdesk, "managers have what they need to do a really good job and manage their teams fairly and make sure they can manage the business fairly," said Stines.

Boostability deployed voice service with Talkdesk, and handles about 23,000 sales and customer service calls a quarter. Before Talkdesk, Boostability had almost zero visibility into contact center and agent performance, Stines said. With Talkdesk, metrics have steadily improved every quarter and Boostability now averages a 92% SLA, up from the low 80s. Average call wait times run 29 seconds, down from over a minute. The abandoned call percentage of 9.3% bests the industry average of 11.1%.

Talkdesk also provides transparency into the customer experience that Boostability didn't have before. They now know how quickly calls are answered, how agents use their time, whether the contact center is staffed correctly to meet customer expectations and how it can improve staffing. For instance, by looking at the data, Boostability knows whether to add agents an hour before and after regular business hours so it doesn't miss too many calls. "Today, we have data to support all of those business decisions," Stines said.

Talkdesk also improves Boostability's positioning with its partners. Recently, one of its larger partners shared that its sales representatives had complaints about slow call answer times. Given Talkdesk's great reporting and data collection abilities, Boostability listened to the alleged bad call experiences and "were able to disprove what was being presented and … dispute it with real data," Stines said. The experience boosted the partner's faith in Boostability's ability to provide for its customers.

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Talkdesk Crucial to Future Expansion

Boostability expects to continue its pace of rapid growth and knows that Talkdesk will be part of it. By mid-2020, it expects to grow to about 200 agents on the Talkdesk platform across two contact centers in the U.S. and multiple globally-dispersed remote agents. Integration with its CRM platform is likely l to provide customer information directly to agents via pop up screens for faster service and a more efficient customer experience. Boostability currently uses Talkdesk in the United States, but expects to deploy it internationally in the future. Boostability's clients hail from the U.S., Canada, the United Kingdom, Germany, the Netherlands, Australia and New Zealand. "Wherever we are growing and expanding, Talkdesk will help support and get up to speed. I cannot do my job, expand or grow without knowing we have Talkdesk in our toolset," Stines said.

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