

## CUSTOMER STORY

talkdesk | DAVID PHILLIPS/

**Use Case**  
Sales & Support

**Industry**  
Real Estate

**Integration**  
Zendesk

**Key Metric**  
25% ↓ Average  
Wait Time



### Challenge

A legacy, on-premises Avaya system was keeping fast-growing David Phillips from innovating their customer experience due to a lack of integration with Zendesk, poor reporting and the inability to easily scale and make changes on the fly



### Solution

David Phillips adopted Talkdesk to fulfill their requirement of a strong integration with Zendesk and for its scalable cloud-native platform that will enable them to take their customer experience to the next level



### Results

By leveraging rich customer data and trends through live and historical reporting, a deep integration with Zendesk, and the ability to enhance their IVR with clicks rather than code, David Phillips was able to reduce average wait time by 25%

## David Phillips Helps Turn a House Into a Home

A beautifully staged home can turn a stagnant property into a magnet for eager renters. With the right pops of color and a few statement pieces, property professionals are guaranteed to successfully highlight a space's true living potential. With this mission in mind, David Phillips was founded in 1998 and has become the largest company specializing in the provision of furniture to professional property owners and managers in the UK. Rather than simply offering furniture for property professionals to rent or buy, founders David and Phillip honed in on the model of delivering, assembling and installing replenishment products by the next business day.

As the largest company of its kind in the UK, it's important all technology systems run smoothly to adequately support the growing team. Taking this task head-on is Tom Darling, Group Systems Manager at David Phillips, managing IT infrastructure, systems and projects throughout the UK. Tom is on the front lines of deploying and maintaining complex technologies for the company, and it's his job to recommend new solutions when it's clear the current ones aren't stacking up.

## Shutting the Door on a Legacy System

David Phillips was named one of City A.M.'s Leap 100 list of the most exciting, fast-growing companies in the UK, so it's important for Tom to have innovative and scalable solutions as part of his technology stack. David Phillips' contact centers were running on a legacy on-premises system from Avaya, which presented a host of problems to Tom and other members of the David Phillips team. "We would have to get an engineer involved to do the Avaya programming, which was costly and prohibited us from moving quickly," said Tom. Simple and straightforward tasks, such as building out an IVR, frequently required Tom to get technical resources involved.

Additionally, the lack of an out-of-the-box reporting made it difficult for Tom to understand key events in the contact center, such as how well agents were handling calls or how many calls were coming in around certain issues. Insight into this data was available, but at a cost through a multitude of various plugins that were tacked on as additional line items.

Having recently embarked on a total IT transformation initiative, Tom began the search for a new contact center solution. "As we upgraded our back-end systems, we knew we wanted to stop having to support legacy, on-premises technology," said Tom.

**"Talkdesk is a modern, API-enabled platform that will enable us to integrate our systems further and deliver better customer experiences"**

- TOM DARLING, GROUP SYSTEMS MANAGER



## Setting the Stage for a Cloud-Native Solution

A true cloud platform that was easy to use was a key requirement for Tom. After countless hours waiting on his previous provider to make basic changes to their system, Tom needed a solution that was simple enough for any employee to understand and manage. "It was important that we could make changes on the fly without needing to request help from our vendor," said Tom. Tom evaluated a handful of other cloud providers but found they provided a "clunky" experience that would hinder his teams, not help them.

Another requirement for Tom was a strong integration with their support ticketing system, Zendesk. Consolidation was a huge part of Tom's goal in transforming David Phillips' IT infrastructure, so he needed something that could bring all support activity into one place.

## Powering Customer Experience With a 21<sup>st</sup> Century Solution

Tom has gotten nearly every team at David Phillips up and running with Talkdesk, from sales and support fielding calls for next-day furniture deliveries from property managers, to accounts payable reaching out to customers who have a payment that needs processing. As David Phillips continues to scale, it's easy for Tom to quickly deploy new agents with Talkdesk. "We can just set agents up with a Talkdesk user guide and training video and they're off and running," said Tom.

Talkdesk for Zendesk has improved agent efficiency through its time-saving automations. New tickets are created each time a call comes in, saving agents time by allowing them to seamlessly jump into a conversation without having to manually create a new ticket themselves. Agent call notes are automatically synced to Zendesk and, when a new call comes in with an existing ticket, agents can link to that ticket with a matter of clicks.

Agents are not the only ones in the contact center who are successfully working in the Talkdesk interface. "The administration back-end is much more intuitive and easier to work in than our former system," said Tom. The ability to build new IVRs, and improve existing IVRs on the fly, has enabled Tom to introduce significantly more efficiency to the organization. Tom breaks down agents and teams by skill level, ensuring callers are routed to the agent that is best suited to handle their need. Tom can easily design the IVR so that the right teams are receiving calls at the right time, decreasing average wait time by 25%.

Talkdesk has made it easy for Tom to instantly pull reports and gain insight into important contact center trends. Live dashboards give him access to real-time agent activity and comprehensive historical reports help him identify when peak periods occur for different teams, enabling him to make scheduling recommendations to adequately handle call volume fluctuations. "This weekly analysis and level of granularity has helped us identify how we can continuously improve our customer experience," said Tom.

## Integrating Best Practices to Continuously Improve Customer Experience

Tom's next big initiative for David Phillips is to continue integrating his IT systems, starting with the ERP system he has in place. This will enable him to pass key customer information to agents, in addition to the data coming from Zendesk and Talkdesk. Tom's end goal is to maintain an IT organization free from silos where all systems talk to each other and sees Talkdesk as a key player in achieving that vision. "Talkdesk is a modern, API-enabled platform that will enable us to integrate our systems further and deliver better customer experiences," concluded Tom.

Talkdesk is an innovative cloud contact center platform that empowers companies to continuously improve customer satisfaction. Talkdesk is easy to set up, use and adapt. A "visionary" in Gartner's Contact Center as a Service Magic Quadrant, Talkdesk offers ongoing innovation, superior call quality and instant integration to the most popular business applications. Over 1,800 innovative enterprises around the world, including 2U, Canon, IBM, Peloton and Trivago rely on Talkdesk to power their customer interactions.

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