talkdesk | GRIDWORKS IC

User Case
Service

Industry
Transportation

Integration
Custom CRM

Key Metric
Increased Agent Productivity

Challenge
GridWorks IC was relying on a legacy contact center solution to manage their support organization, resulting in agents spending too much time handling calls and not enough time providing positive experiences for customers

Solution
GridWorks IC launched Talkdesk in two weeks to power their customer experience, leveraging real-time reports and dashboards, a modern UI and Ring Groups to ensure agent productivity and customer satisfaction

Results
GridWorks IC successfully decreased average handle times, abandonment rates and hold times, increasing agent productivity and driving more positive interactions with customers looking for a stress-free, seamless non-emergency medical transport experience

Putting member experience first

Being in the driver's' seat is something we usually take for granted. Driving to and from the grocery store, the gym or our medical appointments is not something we often think twice about. For some, however, this simple activity is not possible to execute on their own. Many Americans rely on non-emergency medical transport, or NEMT, to transport them to and from their medical facilities. If the experience isn't right, it can quickly become a burden for users.

GridWorks IC was founded in 2018 to bring a better customer experience to the thousands of people in Oregon who rely on NEMT. GridWorks' mission is to maximize transportation options for those who are unable to drive.

Gaven Singh is the Director of Technology at GridWorks IC. He is responsible for the company's technology solutions, which include member-facing and driver-facing contact centers. Gaven has always had a clear vision around the level of customer experience he aims to provide. "Our members already have things on their mind related to their healthcare, so we want them to have the most seamless, stress-free way of arranging their transportation," said Gaven.

GridWorks contact centers deal with both members and drivers, and each group has its own unique set of questions and requests. Members are most often calling GridWorks IC to schedule their treatments. The dispatch team primarily works with the company's transportation providers to make sure members get to and from their facilities on time.
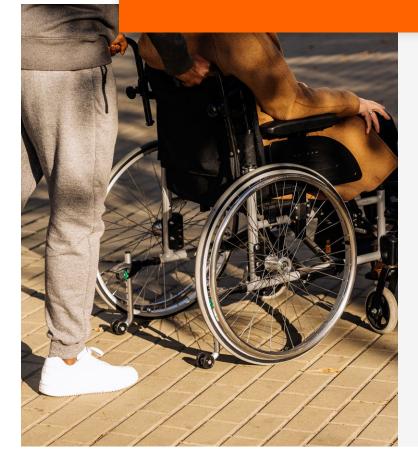
When a legacy solution creates a roadblock

Gaven faced significant challenges with his previous contact center solution that hindered his ability to provide members and transportation providers the experience they deserved. As GridWorks IC scaled by 5x, their contact center could not adequately scale with them. "We weren't able to deploy agents at the same speed we were growing," said Gaven. It took weeks to design and build new IVRs, making it difficult to ensure callers were routed to the right agent as the organization quickly grew. Usability was also an issue with their previous provider, as a poor UI and lack of basic functionality meant agents took longer to handle calls and callers were abandoning altogether.

"Talkdesk never stops looking for ways to help our business by continually building features and functionality that benefit our teams"

– GAVEN SINGH, DIRECTOR OF TECHNOLOGY AT GRIDWORKS IC

Driving exceptional experiences with a modern solution

Gaven decided his previous contact center solution was no longer an option. He first learned about Talkdesk in the 2017 Gartner CCaaS Magic Quadrant, the youngest company to ever land as a visionary. Gaven was impressed with the modern, advanced capabilities a true cloud-native solution delivered. A demo of the solution and additional research led Gaven to confidently adopt Talkdesk to power GridWorks IC's customer experience.

"We chose Talkdesk because it's a scalable, flexible solution that allows us to focus our efforts on creating better experiences for our members," said Gaven. The scalability of the solution enabled Gaven to get his teams up and running with

Talkdesk in two weeks. For him, this was something he had never experienced before with an enterprise solution: "For any organization to launch an entire contact center within two weeks was mind-blowing." Unlike his prior solution that required weeks to implement new changes, Gaven can accomplish the same thing with Talkdesk in a fraction of the time: "Our previous solution took weeks to do things like design and implement new IVRs. With Talkdesk, I'm able to do that in minutes," said Gaven. With Talkdesk, supervisors are able to efficiently manage their agents and make operational changes without having to consult with any technical teams.
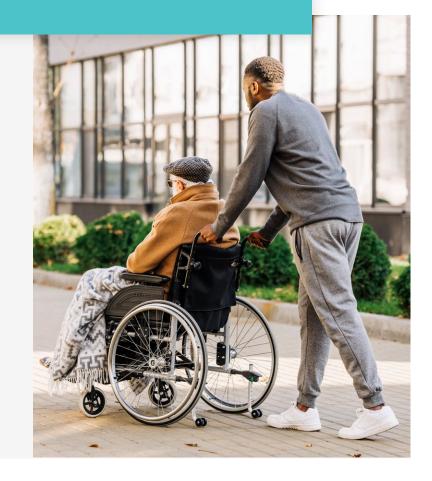
Talkdesk's modern interface allows Gridworks agents to be more productive by enabling them to handle calls in a quicker and more efficient way. Gaven has seen reduced handle times, abandonment rates and hold times as a result of moving to Talkdesk. Adopting a contact center solution that's easy to use has given agents a breath of fresh air, and noticeably improved morale. "Happier agents are more efficient and productive, and tend to provide better support to our members," said Gaven.

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Gaven uses Ring Groups to group agents by a variety of attributes, such as skill level and language, ensuring callers are routed to the ideal agent for their specific needs. With Talkdesk's flexibility, agents can be added to new Ring Groups as they pick up new skill sets or responsibilities.

Gaven has used Talkdesk Live to monitor performance and deliver key information to agents in real time, such as average wait time and service level. This level of detail has helped Gaven identify areas of opportunity and develop a culture of accountability on his teams. "Talkdesk Live gives us real-time data about what's happening down to the minute. This enables our agents to be more accountable for what's going on in the contact center," said Gaven.

Next-gen CX as a destination

Gaven values the partnership between GridWorks IC and Talkdesk, and sees it as a driving force for future innovation. "Talkdesk never stops looking for ways to help our business by continually building features and functionality that benefit our teams," said Gaven.

When Gaven thinks about the future of customer experience at GridWorks IC, he thinks about two things: innovation and integration. Gaven's teams use a proprietary, custom-built CRM where all of their customer data is stored. Integrating that data into Talkdesk, and vice versa, will enable Gaven to provide his agents key information that will help them improve the quality of their conversations. "This integration will enable us to consolidate our systems further, ensuring agents only have one solution to focus on during the day," said Gaven.

> **"I would recommend Talkdesk not only because it's a great solution, but because of the great team that's behind it"**
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> **- GAVEN SINGH, DIRECTOR OF TECHNOLOGY AT GRIDWORKS IC**

Gaven also looks forward to taking advantage of artificial intelligence as a means of innovating customer experience. Talkdesk IQ infuses artificial intelligence into every part of the Talkdesk solution, providing insights and recommendations to improve contact center efficiency. "I'm very excited about Talkdesk IQ. It's going to help us understand our members better, our agents better and transform the way we consume and action on data," said Gaven.

Gaven describes his experience working with the Talkdesk teams as "amazing". He appreciates the consultative and personalized sales process, seamless implementation and ongoing support from his customer success manager. "I would recommend Talkdesk not only because it's a great solution, but because of the great team that's behind it," said Gaven.

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