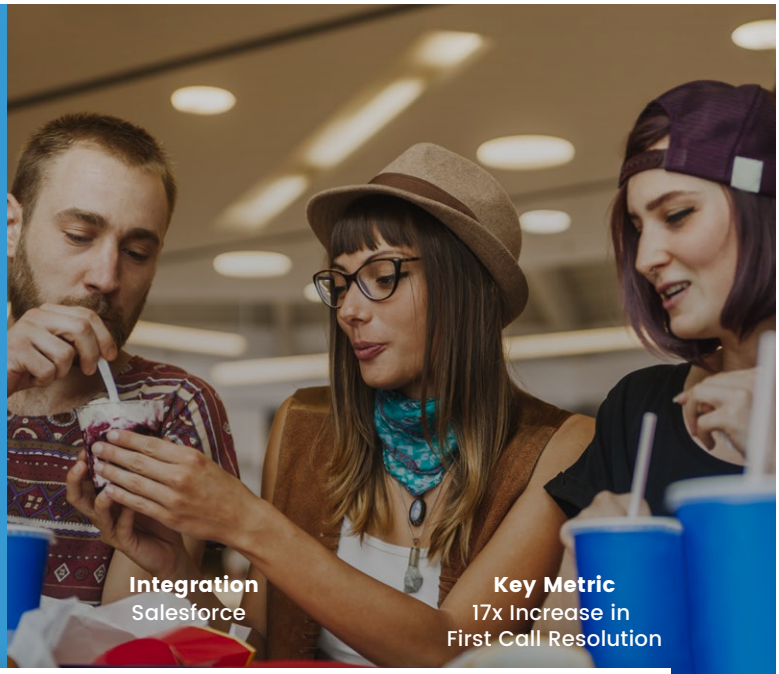
CUSTOMER STORY

talkdesk | xenial



Use Case
Service

Industry
Restaurant Technology

Integration
Salesforce

Key Metric
17x Increase in First Call Resolution

Challenge

Xenial's prior contact center solution lacked basic enterprise features, such as IVR and advanced reporting, which hindered their agents' ability to quickly and effectively serve customers.

Solution

Xenial chose Talkdesk over Five9 for its data-rich live and real-time reports and dashboards, robust IVR functionality and modern, easy-to-use interface.

Results

By leveraging a cloud-native enterprise contact center platform, Xenial ensures callers are routed to the right agent at the right time and has increased first call resolution by 17x.

Xenial's Mission of Creating Amazing Experiences for Every Customer

If you've ever stopped at a quick-service restaurant like McDonald's, Burger King or Tim Horton's, chances are you've unknowingly experienced Xenial running behind the scenes. By leveraging Xenial's end-to-end enterprise platform, restaurants use real-time and historical data to improve quality of service, increase customer engagement and ultimately grow revenue. With more than 25,000 restaurants in over 62 countries using Xenial's suite of solutions, Xenial is transforming the way quick service restaurants operate.

Mike Zarzeka runs information systems and IT at Xenial. It's his job to deliver cutting-edge solutions to teams like customer support, where agents assist customers in a variety of support-related situations and installation and training, where agents specialize in helping new Xenial customers get up and running with their solution. With customer experience as one of the enterprise company's core tenets, Mike knew it was time to re-evaluate the tools these teams were using to provide their own customer experiences. After identifying key issues related to the contact center solution they had in place, it wasn't difficult for Mike to identify where his internal transformation efforts needed to start.

Differentiating Nice-to-Haves from Must-Haves

One of the key areas of strain Mike identified was in reporting. The previous phone solution that was in place - a free, "open source" communication software - lacked some of the most basic reporting capabilities Mike and his teams needed. "They wanted insight into simple things, like how many customers were calling in, and how often, in order to increase their first call resolution and identify training opportunities for agents," said Mike. Having access to this data was critical in understanding trends and taking the right steps to respond to them, such as providing more knowledge base articles for the most common support questions and requests or coaching agents that needed it.

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>
> **- MIKE ZARZEKA, SVP OF INFORMATION TECHNOLOGY AND SYSTEMS**

A lack of a true IVR was also a major pain point Mike honed in on. Customers weren't being routed to the right agents at the right time, resulting in just a 2% first call resolution rate and creating frustrating experiences for both customers and agents. On top of that, training new agents on a complicated solution made quick onboarding difficult, especially after acquiring a new company and getting those agents up and running on Xenial's internal systems.

Finding a new contact center vendor was not something Mike and his leadership team took lightly. "I sat down with our other stakeholders and went through everyone's requirements. We ended up with about 60 to 70 must-haves in our new solution," Mike said. After much thought and discussion the team narrowed it down to two vendors: Talkdesk and Five9.

A Cloud-Native Platform for a Growing Enterprise

After solidifying the core technology requirements with his team, Mike knew exactly what he was looking for in a new contact center platform. First, it came down to scalability and agility. “We needed a cloud-based solution that was flexible and wasn’t tied to any legacy on-prem technology,” said Mike. Because Xenial acquires companies at a steady pace, it was important for Mike to implement a solution that enabled teams to quickly add new agents, buy new phone numbers and update IVRs with clicks, not code.

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Another requirement for Mike was ease of use, and Talkdesk came out as the clear winner. “We felt Talkdesk was easier to use and understand straight off the bat,” Mike said. “If you’re doing five thousand calls per week, you need something that’s easy to use so reps can get answers to customers quicker,” said Mike.

A deep integration with Salesforce was another key requirement on his list, as the support and installation and training teams spend most of their time in Salesforce Service Cloud and needed a strong SSO integration. “Whatever agents had to do, I wanted them to be able to do it in Salesforce,” said Mike. He wanted a holistic platform that gave agents what they needed in one place, not one that required separate applications for things like reporting and analytics.

In the end, Talkdesk checked off the right boxes for Mike and team to have confidence the contact center platform could support their rapidly-growing enterprise company.

Choosing Talkdesk to Transform the Customer Experience

Since choosing Talkdesk, Mike has seen a complete transformation in how customer support and installation and training operate and satisfy the needs of their customers. By leveraging a true IVR, customers are routed to the right agent at the right time, drastically increasing first call resolution by 17x. Training new agents, especially large groups coming in through acquisitions, is like night and day. “The overall training process is two days, with Talkdesk training taking about 15 minutes of that time. That’s a true testament to the simplicity of the solution,” Mike said.

Talkdesk's live and historical reporting has enabled the teams to incorporate dozens of new success metrics into their day-to-day operations, like average talk time, time spent in unavailable statuses, service level and speed of answer by team.

Staying true to its core as a cloud-native platform, Talkdesk has also helped Xenial agents successfully work from anywhere, anytime. When the company moved into a new building that required a new HVAC system, Xenial was able to send all agents home for two days without any disruption in the services they provide to customers. "That's the beauty of Talkdesk - your agents can be in other, sometimes remote, locations and we don't have to worry about whether they'll be able to do their jobs - and that's a huge bonus for us," Mike said.

Mike is working with Talkdesk to build a custom communication tool that sends automated calls to store managers based on their contact records in Salesforce. "Sending out emails to restaurant managers doesn't always get to them when they need it," said Mike. This functionality will help Xenial deliver time-sensitive information to managers no matter the time of day.

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Turning a Business Relationship Into a True Partnership

Mike has placed significant value on the role of personal relationships during his time with Talkdesk. "Any relationship with a company is tied to a relationship with people, and the relationship we have with the people at Talkdesk is an important piece for us," said Mike. His relationship with the customer success team at Talkdesk and their role as advocates for his company has only bolstered his decision to choose Talkdesk as his partner. "You're a partner we can trust, and that isn't the case with other vendors," said Mike.

Mike has big plans for the future of customer experience at Xenial and he is confident Talkdesk will help him execute these. "We've always had this mindset that we wanted to partner with companies that shared our same values of thinking into the future," said Mike. He wants to explore additional support channels to incorporate into his customer experience strategy so agents can interact with customers on their terms on their preferred channels.

Mike is confident Talkdesk will help drive customer experience innovation at Xenial. "We expect that Talkdesk will continue to raise the bar on the next generation of customer interactions," he said.

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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