

CUSTOMER STORY

talkdesk | acxiom

Use Case
Support

Industry
Technology

Integration
ServiceNow

Impact
97% SLA



Challenge

Acxiom needed an innovative enterprise contact center platform with the tools to establish a strong culture of customer excellence and transform the company's internal support experience.



Solution

By moving away from their legacy Avaya system, Acxiom can leverage Talkdesk's real-time reports, integrations with top business tools and innovative AppConnect partners to improve their customer's experience.



Results

Acxiom established a 97% SLA with their robust customer excellence program. The integration of their company messaging tools within the Talkdesk platform enables support reps to immediately respond to customer requests.

Acxiom's Quest for Customer Excellence

Acxiom's roots go deep. Founded in 1969, the identity resolution and marketing enterprise has enabled people-based marketing with their products and services that break down organizational silos to drive seamless customer experiences and higher ROI. The company has acquired numerous businesses and today serves thousands of customers across the globe. Acxiom's U.S. offices are located in six major cities and global offices are located in countries such as the United Kingdom, Germany, France and China.

"Customer experience is everything. We approach every decision with customer experience as the number one priority," said Brandon Turner, Senior Manager of IT Operations at Acxiom. Brandon manages a group of Customer Excellence Specialists who provide frontline support for sales, marketing data, privacy, and general inquiries. Brandon also manages the Acxiom Help Desk, which is focused on providing IT support to Acxiom employees. Common challenges these teams face include securely performing account administration while striving for a positive customer experience and various break-fix situations that occur with employees' enterprise applications. It's Brandon's job to make sure these problems are resolved quickly and securely. The responsibility to provide incredible support to employees is something he does not take lightly. "My team and I always have our eyes on how we can add more value to associates," Brandon said.

In Acxiom's early days, Brandon and his team relied on a legacy on-premises solution to manage his contact center. Even though the vendor was well-known, Brandon says there were non-negotiable issues he noticed right away. One of those was reporting. "We were totally blind in a lot of different areas," said Brandon. This lack of insight made it difficult for Brandon and his team to identify where they could improve the associate experience. Running reports and seeing results on simple metrics like average handle time and number of missed calls often took 24 hours, proving it difficult to respond to problem areas in real time.

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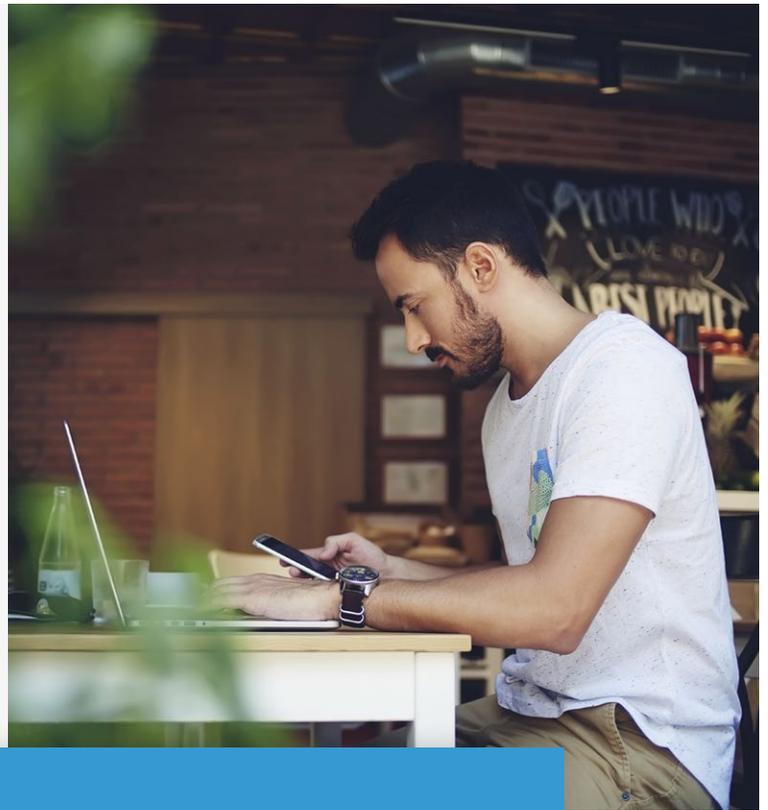
– BRANDON TURNER, SENIOR MANAGER OF IT OPERATIONS



Discovering the Technology to Transform a Team

It became clear for Brandon that he needed to establish a culture of customer excellence at Acxiom. He began to explore different solutions to offer his associates the experiences they expected and deserved. Brandon didn't get the sense that there was much of a difference between first-generation cloud vendors he was evaluating. "How are these vendors going to provide service and also be innovators in the contact center space today?" Brandon recalled asking himself. Brandon had a few key items to check off his list, including finding a platform that offered integrations with his most important business tools: ServiceNow, an enterprise IT service management solution, and the enterprise messaging tool, Slack.

It wasn't until he attended Talkdesk's industry conference, Opentalk2017, that Brandon got his first taste of a truly innovative contact center platform that could deliver the key tools his agents needed and amazing experiences his customers deserved. "Attending Opentalk last year was a major game changer for me," Brandon said. The "plug and play" capabilities he witnessed live with AppConnect, Talkdesk's enterprise contact center app store, stood out to him as a means of adding exciting new functionality to his contact center with a single click—something he wasn't able to do with his previous provider.



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Finding Success in Partnership

Partnering with Talkdesk has empowered Brandon to improve the support experience for his associates and innovate in areas he didn't realize were possible. "Talkdesk opened our eyes to a new world—I would never have imagined the value we'd be getting had we not become customers ourselves," Brandon said. During the transition to the new contact center platform, Brandon says training and onboarding the team was simple and straightforward. "The team was really happy with it," Brandon said, "We had a Customer Success Manager and, frankly, an entire team totally dedicated to our success." Brandon says the Talkdesk Academy, Talkdesk's online training courses for admins, supervisors and agents, accelerated his team's training because they were able to complete courses on their own time and learn the ins and outs of the platform. "It took roughly two-to-three days for agents to get fully up and running," said Brandon.

One of the first business priorities for Brandon was to integrate his company messaging solution, Slack, into the Talkdesk platform. Talkdesk for Slack, one of 50-plus integrations available to the Talkdesk platform, has enabled Brandon to delve into the world of AI, something he never experienced previously. Brandon created a "help bot" that lives within the company's "IT Help Me" channel in Slack. When an associate types "!help" into the channel, the next available agent in Talkdesk is identified and becomes connected with the associate. "This has significantly cut down on the amount of wait time associates experience since they don't need to deal with the hassle of an internal IVR menu. It's simple and meets our associates where they are," Brandon said. Brandon has also leveraged Talkdesk's ServiceNow integration to streamline IT service management operations.

Ensuring Quality Over Quantity

Brandon has also used Talkdesk's AppConnect marketplace to implement quality management programs that have helped him accomplish his customer experience goals. "This idea of 'customer excellence' is not something we had, or even had the capability to provide, prior to Talkdesk. Establishing agent quality standards was nearly impossible," said Brandon. To improve customer experience and establish these customer excellence best practices among his agents, Brandon deployed PlayVox, a quality assurance solution and AppConnect partner. Using PlayVox on top of the Talkdesk platform, Brandon is able to evaluate, coach and train agents from within a single view. This has made it easier to address areas of opportunity in real-time and make sure agents are learning how to deliver the best quality of service to associates.

Brandon has since been able to set up a streamlined quality management operation on his team. Every week Brandon and select members of his team evaluate ten calls per agent per week. After the calls have been evaluated, agents have one-on-one meetings with the Quality Manager and receive feedback on standard success metrics like process followed, customer-oriented service, tone of voice and more. This new process has significantly improved the way agents execute their job and serve associates at the company.

Access to Talkdesk's advanced reports have also enabled Brandon to establish and measure performance on new key metrics, such as SLA. "We launched Talkdesk with an SLA of answering 90% of calls in 30 seconds or less," said Brandon. His team has been able to outperform that metric and achieve a 97% SLA—something he didn't feel like he could confidently report on previously. "Before Talkdesk, we weren't able to make a lot of data-driven decisions simply because we didn't have much data to work with" said Brandon.

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Providing Magic Moments

Partnering with Talkdesk has made Brandon excited about what's to come for his team and associates at Acxiom: "We want to create these 'wow' moments—moments where we can delight our associates by providing the most real-time, personalized service possible. We look forward to continuing our strong partnership and growth with the team at Talkdesk," said Brandon.

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 and Trivago rely on Talkdesk to power their customer interactions.

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