

CUSTOMER STORY

talkdesk | *SHIFT*

User Case
Sales and Service

Industry
Online Auto Marketplace

Integration
Salesforce

Key Metric
Raised NPS scores 40%,
lowered missed calls by 60%



Challenge

Shift needed a better way to route calls to agents across their three contact centers. With aggressive goals to improve answer rates and raise NPS, the team knew their current contact center solution wasn't going to deliver the results they needed.



Solution

Shift chose Talkdesk for its simple user interface and administration and deep integration to Salesforce. By intelligently routing calls to the best agent for each interaction, while capturing context and interaction notes, Shift agents have the right information at their fingertips to create an excellent customer experience every time.



Results

Missed calls have dropped by 60% at Shift as a result of implementing intelligent routing through Talkdesk for Salesforce. By providing agents with important customer information through automatic screen pops and a clear context of the customer journey, NPS scores have increased by 40%.

Driving a better experience for customers

Buying a car is typically the second-largest purchase a consumer will make, behind buying a home. It can also be one of the most stressful, but Shift has made it their mission to change that. Justin Moyer, Business Operations Manager at Shift believes, "The car buying and selling process should be fair, fun and accessible to everyone. Instead of a transaction that people dread, we want to make it easy and enjoyable for every consumer."

The first step in creating a great experience is giving consumers access to knowledgeable experts to guide them through every step of the buying and selling process. With three growing contact centers and a clear vision of their customer experience goals, the Shift team decided it was time to find a contact center solution that could keep up with them.

Looking under the hood of contact center technology

As they evaluated new contact center providers, the Shift team sought a solution that would integrate with their CRM without the need for expensive professional services or a lengthy implementation. Ross Whittington, Business Operations Associate at Shift says, “We looked at five different contact center companies and explored every one in depth. No one but Talkdesk had exactly what we needed in a Salesforce integration. The biggest advantage of Talkdesk is that the integration was already in place and ready to go.”

With no time to waste, Shift chose Talkdesk to support their growing sales and service teams and immediately got to work on their objectives. The Business Operations team used the intuitive administrator tools to design new routing flows that would intelligently route interactions to the best agent to help each customer. Whittington says, “Our top priority was to build the right flows to support a personalized experience for customers. The administrator interface was simple to use and helped us design those new routing flows very quickly.”

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– ROSS WHITTINGTON, BUSINESS OPERATIONS ASSOCIATE



Fueling remarkable results

The Shift team knew exactly what they needed in a contact center provider to help achieve the results they wanted. With their previous solution, calls were routed to agents with no visibility of prior interaction history or assurance that the call would even be sent to an available agent. Since implementing Talkdesk, Shift has seen a 60% reduction in missed calls. Whittington says, “With intelligent routing, we have the ability to direct calls to do exactly what we need them to do to create a better experience for the caller.”

Along with the increase in answered calls, Shift has seen a dramatic improvement in NPS. “Because we’re answering calls in time and have the information we need to drive positive interactions, we’ve seen a 40% improvement in NPS,” adds Moyer.

Because the process of buying or selling a car can be inherently stressful, the Shift team knows that it’s critical to answer calls quickly and put the caller at ease right away by greeting them with personalized, CRM-driven information provided to the agent through automated screen pops. “Talkdesk’s integration with Salesforce is a crucial part of our mission to turn the process of buying or selling a car into a positive experience,” says Moyer.

The team is also using Talkdesk’s reporting functionality to measure business-critical metrics and take action on them quickly. “With access to the right reports, we are able to track our data patterns and continuously identify areas for improvement,” says Whittington. “The metrics speak for themselves,” says Moyer. “Customer satisfaction is rising, and we continue to exceed the objective we’ve set - even in the midst of rapid growth.”

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– JUSTIN MOYER, BUSINESS OPERATIONS MANAGER

Paving the road for future success

As Shift continues to expand in new markets and serve their growing customer base, they know the importance of technology that supports agility instead of prohibiting it. “The Talkdesk interface is simple to use, on both the agent and administrator side,” says Whittington. “As we add new employees and turn on new functionality, that low training curve will become increasingly important.”

With an improved experience for customers and employees alike, the Shift team has set their sights on even bigger customer experience objectives. “We continue to grow as a business. As call volume expands, we expect Talkdesk to expand and grow along with us,” Moyer says. “We are confident that Talkdesk offers the right functionality to support our goals.”

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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