

## CUSTOMER STORY



**Use Case**  
Support

**Industry**  
Insurance

**Integration**  
Zendesk

**Key Metric**  
4% ↑ Self-service  
Call Deflection



### Challenge

Root Insurance is the nation's first licensed car insurance carrier powered entirely by mobile. Available to drivers in 30 states, Root was challenged by limited functionality and ability to scale with their previous provider. The organization needed a new contact center solution that was more scalable for handling growing inbound customer service calls.



### Solution

Root Insurance engaged with Talkdesk, which was able to deliver an offering that provided solutions to these challenges, including increased scalability, added support and training, Workforce Management (WFM) and Quality Management functionality.



### Results

Talkdesk's Enterprise Cloud Contact Center was deployed and demonstrated the scalability and functionality Root Insurance was searching for. Talkdesk's Queue to Callback feature helped Root be mindful of customer time by allowing them to request a callback rather than waiting in a queue. In addition, a seamless integration with Zendesk and established the relationship, support, and training models empowered the Root contact center to operate with increased efficiency.

## Innovative and Personalized Car Insurance

Root Insurance, the nation's first licensed car insurance carrier powered entirely by mobile, was founded in 2015 and created based on the principle that car insurance rates should be based on how you drive, not who you are. Using smartphone technology and data science, Root measures driving behavior and uses it as the primary factor in determining rates. The results are personalized car insurance for good drivers, better rates and a seamless mobile app experience.

Root is headquartered in Columbus, Ohio and is available to drivers in 30 states, with more on their way. As Root scales to support more drivers, it needed to reevaluate its contact center solution to make sure it delivered the functionality and scalability needed to effectively support its customers.

## Growing Operations Result in the Need for Increased Scalability and Functionality

Root found that their previous contact center solution was not meeting expectations. It offered limited functionality, with no WFM or Quality Management features, and did not have the training and support functionality that it desired. Root set out to find a new contact center solution, looking for that added functionality and support, with an emphasis on finding a scalable solution that can grow over time.

“We were really looking for a solution that we could grow with over time. It needed to be flexible, versatile, and scalable. Additionally, we wanted to work with a partner where we could establish a strong relationship built on trust and quality support,” said Kyle Kizer, Manager of Customer Service Operations at Root Insurance.

**“Talkdesk demonstrated value right away with the Queue to Callback feature being a huge benefit for our customers. We were able to get customers the answers they needed at a much faster rate. And just as importantly, they showed us product roadmap goals and past milestones reached that made it very evident it would be an excellent partnership.”**

– KYLE KIZER, MANAGER OF CUSTOMER SERVICE OPERATIONS



### Aligned Companies and Added Features

To replace its existing contact center solution, Root’s comprehensive selection process narrowed the field to NICE inContact, Serenova, and Talkdesk. Ultimately, Talkdesk made the decision simple with demos highlighting the two companies’ alignment on values, beliefs and perspectives for the future. In addition, Talkdesk’s easy-to-use interface was a huge differentiator for Root as it would allow them to quickly adjust and manage their IVR and agents without the need of an IT Team to support. Talkdesk Enterprise Cloud Contact Center was deployed within its contact center operations, bringing the support, added functionality and scalability that Root needed.

Talkdesk Enterprise Cloud Contact Center solution brought new functionality to Root's operations. This included an integration with Zendesk to automatically generate tickets and tags along with the Queue to Callback feature, which gave customers more flexibility. Talkdesk's offering also included WFM and Quality Management functionality, skills-based routing to create different teams based on agent expertise and skill level. The availability of add-on capabilities through AppConnect, such as Teleopti for and Observe.ai, streamlined efficiencies, improved agent monitoring and visibility, and achieved more accurate analytics and data into performance during calls.

Recently, Root added Voice IVR from Talkdesk as well. Implemented in just one segment of its IVR, Root has increased self-service call deflection averaging 349 calls per week, or 18,148 over the year. Voice IVR provides agents the opportunity to focus on more complex requests and save customers' time.

"The impact Talkdesk's Voice IVR feature has provided is incredible. We are looking forward to scaling the solution across our entire IVR for added savings and increased efficiencies in the months to come," said Kyle Kizer, Manager of Customer Service Operations at Root Insurance.

**"Talkdesk's solution has delivered immediate impact for us, while shining a light on how they can help us as we progress as a business. As we continue to grow, we will lean on them for skill segmentation between our employees to keep our business smart, and we look forward to implementing IVR support across the board at our contact center operations."**

– KYLE KIZER, MANAGER OF CUSTOMER SERVICE OPERATIONS

## Scaling Up Into The Future

Moving ahead with the features, scalability and support Root Insurance was looking for, its contact center is well equipped to handle growing demands and expansion. The organization plans to scale up and will rely on Talkdesk as its contact center partner to support its rapid growth.

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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