

CUSTOMER STORY

# talkdesk | TUFT&NEEDLE

**Use Case**  
Service

**Industry**  
Retail

**Integration**  
Help Scout

**Key Metric**  
96% Service Level



### Challenge

Tuft & Needle grew quickly and, through a lack of comprehensive reporting and key CRM and help desk integrations, realized their current phone solution wasn't able to adequately scale with them.



### Solution

Tuft & Needle implemented Talkdesk to provide agents insight into which customers were calling and when, all while receiving actionable data to improve internal processes and overall team performance.



### Results

Tuft & Needle has used live and real-time reports to improve agent performance and increase service level by over 10%, while leveraging Talkdesk for Help Scout to provide omnichannel support to customers.

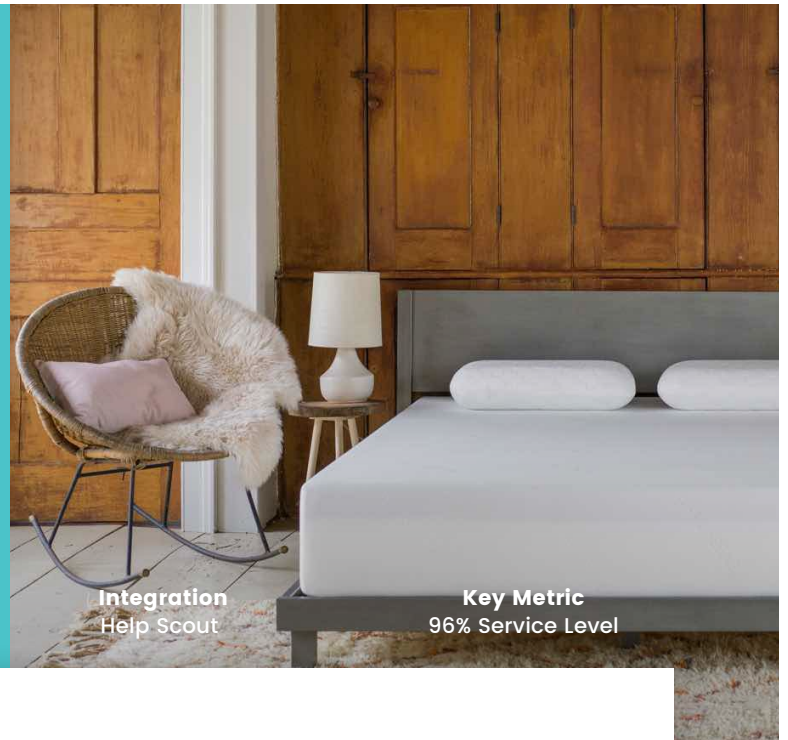
## Understanding Pain Points Through the Eyes of the Consumer

In the pre-digital economy, mattress shopping wasn't easy. Consumers had to go to the mattress store to join dozens of other consumers taking turns laying on a handful of different mattresses to find, in that moment, the mattress they would sleep on for the next ten years. Should they pick the wrong one, they'd have to deal with the headaches of trying to figure out the warranty and the battle of getting the store manager to let them return it.

This is the experience JT Marino and Daehee Park, co-founders of Tuft & Needle, separately had while mattress shopping. This experience isn't unique to them, however. "The mattress industry has historically been plagued by unclear return policies, confusing warranties and an overall poor customer experience," said Aaron Bata, Head of Customer Experience at

Tuft & Needle. Tuft & Needle's mission is to provide high quality mattresses at an affordable price while giving customers an amazing experience they rarely receive at traditional stores. Aaron's previous contact center solution, however, wasn't able to support this mission.

In 2014, the Tuft & Needle support team consisted only of a handful of agents. Because the team was so small, agents were using a free phone service paired with their cell phones to make and receive calls. A little over a year later, the company saw incredible growth and the support team grew by 20x. Agents were having a difficult time knowing who was calling in and it was unclear to management as to when their busiest call times were, making staffing decisions difficult.



Having agents rely on a basic solution also made it difficult for them to keep all their customer data organized in one place. Conversations coming in through email and chat had to be manually paired with existing interactions coming in via phone, making day-to-day support more complicated than necessary.

Tuft & Needle prides itself on being a “digitally-native” company. Their operations have and continue to be facilitated primarily online, and their number one goal is to provide great experiences to the modern customer. With this, they knew they needed a new contact center solution that supported this vision of providing the next generation of support and could scale with their fast-growing team.

After Tuft & Needle’s former Chief Operating Officer used Talkdesk at his previous company, Bonobos, he knew the enterprise contact center platform would be the perfect solution to solve Tuft & Needle’s customer experience challenges. In only a matter of hours, Talkdesk was set up and the team was fully trained on the solution.

Since taking over as Head of Customer Experience in 2015, Aaron has viewed the Talkdesk Enterprise Contact Center Platform as a critical technology asset in his support stack.

**“Our number one goal is to make sure every customer is receiving an amazing experience.”**

**- AARON BATA, HEAD OF CUSTOMER EXPERIENCE**

## **Using Talkdesk to Spring a Rigid Industry Forward**

Talkdesk’s advanced reporting and analytics have given Aaron a clear view into team performance and the quality of customer experience they’re delivering. “Our number one goal is to make sure every customer is receiving an amazing experience,” said Aaron. This starts with looking at three qualitative KPIs: teamwork, problem-solving and customer communication or empathy. Once these are satisfied, Aaron focuses on the granular metrics that roll up into these three pillars. These metrics include the ratio of after call work to total number of calls, number of calls per hour, average speed to answer and number of calls scheduled per hour.



“We’re able to measure all of this through Talkdesk, which makes it incredibly easy to view and action on this data,” said Aaron. The scope and depth of Talkdesk’s reporting has stood out to Aaron: “It lets us know how and where we can improve, both on a team and individual basis,” he said.

Service level has been a core KPI for Aaron to measure how efficiently his team is handling calls. When Aaron first started at Tuft & Needle, his team’s service level was under 90%. “What we found through Talkdesk’s reporting wasn’t that we didn’t have enough agents, but that we had agents available at the wrong times,” said Aaron.



**“We place a huge importance on providing that omnichannel approach.”**

– AARON BATA, HEAD OF CUSTOMER EXPERIENCE

With a goal of 95% of calls answered within twenty seconds, Aaron optimized his agents’ schedules and has achieved a service level of 96%. “Talkdesk makes it very easy for us to report on that -- we know what our full service level is day in and day out,” he said. Aaron typically adjusts service level thresholds quarter over quarter and year over year in order to raise the bar higher and provide even better experiences for Tuft & Needle customers.

Aaron also uses Talkdesk to identify training and coaching opportunities for his team. With call recording and playback, it’s easy for him to gain an understanding of which agents need additional help on things like product knowledge or sales process. Every month, Aaron’s management team listens to three phone calls and reviews ten chat transcripts and emails to ensure all agents are having the best interactions possible. Aaron further ensures a positive agent-customer interaction by ensuring callers are routed to the right agent at the right time. “Certain agents are placed in Ring Groups by particular issues, such as payments and returns, which helps route callers to the most appropriate agent for their issue,” said Aaron.

Aaron keeps track of all customer interactions by integrating Talkdesk with his custom CRM. “CRM integrations, especially custom ones, can be very difficult to execute with other vendors,” Aaron said. Through Talkdesk’s custom CRM integration, Aaron and his agents gain insight into why a customer called, when they called and can log a variety of dispositions.

Because Aaron’s team relies on email as a secondary communication channel, it’s important for him to tie those interactions back into Talkdesk. “We place huge importance on providing that omnichannel approach,” he said. Aaron leverages Talkdesk’s Help Scout integration, which provides him a fully integrated way of meeting customers on their preferred channel.

**“Everything that’s offered in AppConnect really helps us get closer to the customer experiences we’re trying to deliver.”**

– AARON BATA, HEAD OF CUSTOMER EXPERIENCE

## **Tuft & Needle’s Commitment to Customer Experience**

Aaron has a clear vision for the future of customer experience at Tuft & Needle. He aims to continuously improve service level by adjusting his team’s threshold both quarterly and yearly. He also plans to continue making customer experience the driving force for every employee in the company, regardless of team or function, by having every new hire sit in on customer calls and visit mattress stores to better understand customer pain points.

Aaron also plans on taking a closer look at the suite of solutions in AppConnect, Talkdesk’s Innovation Ecosystem, and using them as strategic additions to his team’s toolkit. “Everything that’s offered in AppConnect really helps us get closer to the customer experiences we’re trying to deliver,” 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 and Trivago rely on Talkdesk to power their customer interactions.

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