

## CUSTOMER STORY

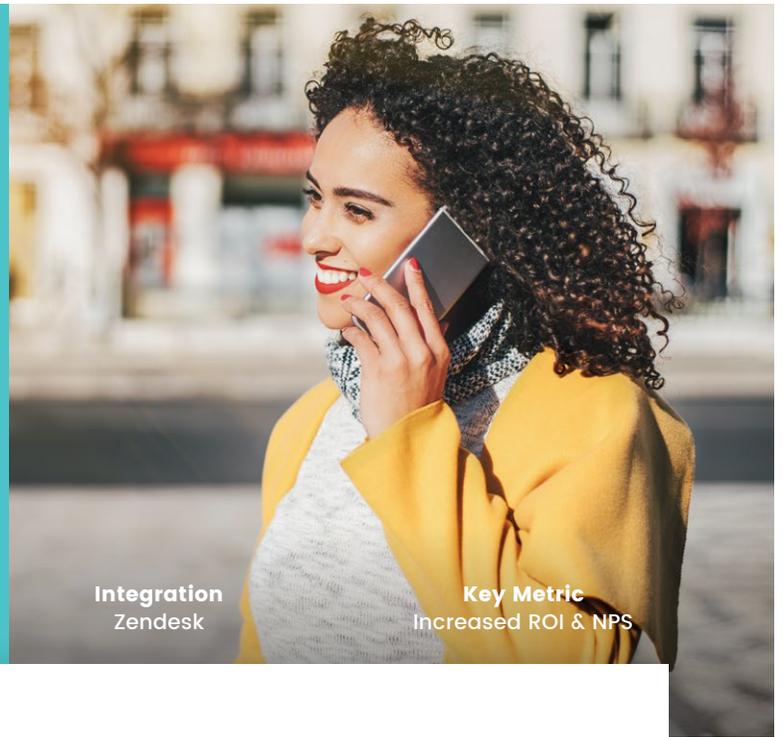
talkdesk |  tucows

**Use Case**  
Sales and Support

**Industry**  
High Tech

**Integration**  
Zendesk

**Key Metric**  
Increased ROI & NPS



### Challenge

Tucows has thousands of customers and millions of end users depending on them to provide a reliable experience and fast, efficient system administration. The company is growing rapidly, but must stay agile enough to offer a world-class customer experience in the midst of fast growth and continually changing business needs. Ongoing outages and poor system performance from their previous contact center platform were holding them back.



### Solution

After extensive research and multiple vendor evaluations, Tucows selected Talkdesk Enterprise Contact Center Platform for its proven reliability and scalability, as well as its deep integration to Zendesk. Additionally, the ability to add new functionality quickly and without impacting agent productivity was a crucial requirement for Tucows' continued culture of innovation.



### Results

As a result of their partnership with Talkdesk, Tucows has seen a triple-digit increase of ROI. NPS scores continue to increase and agent occupancy rates have grown drastically, due in part to Talkdesk's platform reliability and ease-of-administration. As Tucows continues to innovate, they rely on Talkdesk to support the functionality they need to deliver a personalized experience to their customers.

## Customer Service as an Agent for Change

Tucows is a leading internet services provider with thousands of customers and millions of end users around the globe. Tucows grew from a small startup in 1993 to become the world's largest wholesale domain name registrar. They believe that "the internet is the greatest agent for positive change the world has ever seen."

In an industry that is constantly changing, Tucows has led the way in adopting the best technology and a flexible business model to

keep its large network of customers connected to each other, and to the world.

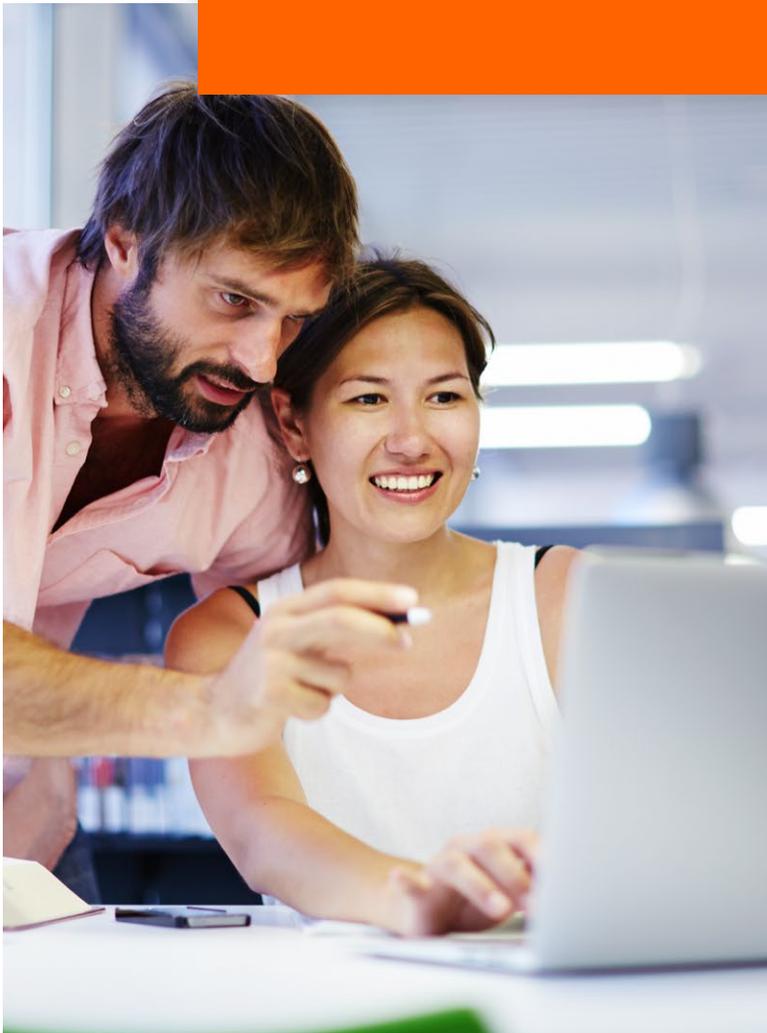
Customer experience touches every team at Tucows and extends well beyond the contact center. Their commitment to their customers is "to unlock the power of the internet" by making it open, reliable and simple to use. To uphold that commitment, system reliability is of the utmost importance in providing exceptional customer support.

As Daniel Capoferri, the Senior Manager of IS Solutions Delivery puts it, “You can’t answer a phone if it doesn’t ring.” After numerous outages on their previous contact center platform, the Tucows team knew it was time to look for a more modern platform they could rely on.

“Our main concern in looking for a new contact center platform was stability, but on top of that, we needed something that was easy for agents to use and easy for our administrators to manage.” says Daniel. After carefully evaluating vendors, the Tucows team selected Talkdesk to support their growing sales and customer service teams.

**“We are laser-focused on providing a world-class service experience for our customers.”**

— DANIEL CAPOFERRI, SENIOR MANAGER, IS SOLUTIONS DELIVERY



## Connecting data with decisions

With no time to waste, the Tucows team worked with Talkdesk to move their team of 300 agents from their previous platform to Talkdesk in just three weeks. “We were put on an aggressive timeline—which we met—thanks to the ease of implementation and administration of Talkdesk,” says Daniel.

Through the Talkdesk Reporting and Callbar APIs, the Tucows team quickly connected actionable data to strategic decisions, leading to insight-driven plans for staffing, forecasting and budgeting. “It gives us the power to analyze the entire business more effectively,” says Daniel.

With a deep integration to Zendesk, the team uses Talkdesk to link information from every interaction directly to their CRM, preserving context and creating a personalized experience.

## A partnership of innovation

Through improved agent utilization and platform availability, Talkdesk helped Tucows decrease customer wait times and implement new features like queue callback, which has greatly improved customer satisfaction and retention. As a result, Tucows is improving NPS scores with double-digit growth, and seeing a continuously positive shift in customer sentiment.



**“We don’t want to have a dozen disparate solutions across brands. Talkdesk offers the right functionality and integrations to enable our agents to provide the best customer experience, and to do it efficiently.”**

— DANIEL CAPOFERRI, SENIOR MANAGER, IS SOLUTIONS DELIVERY

The results the team is experiencing extend beyond customer satisfaction, directly impacting the organization’s bottom line. With the improvements to uptime and call quality, along with streamlined administration and agent efficiency, the Tucows team has seen a dramatic financial impact, including a triple-digit increase in ROI and a dramatic improvement to agency occupancy rates. As they find new ways to decrease hold times and customer churn while increasing agent efficiency and customer satisfaction, Tucows anticipates even higher returns on their Talkdesk investment.

The Tucows team has no plans to slow down on their fast-paced customer experience journey and is relying on Talkdesk to meet their aggressive goals. “As we expand our customer service model and make feedback requests to Talkdesk, it’s evident that the product team takes them seriously and that feedback doesn’t just fall into a black hole,” says Daniel. “Our partnership with Talkdesk is a great example of how a vendor relationship should be.”

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.

**talkdesk**