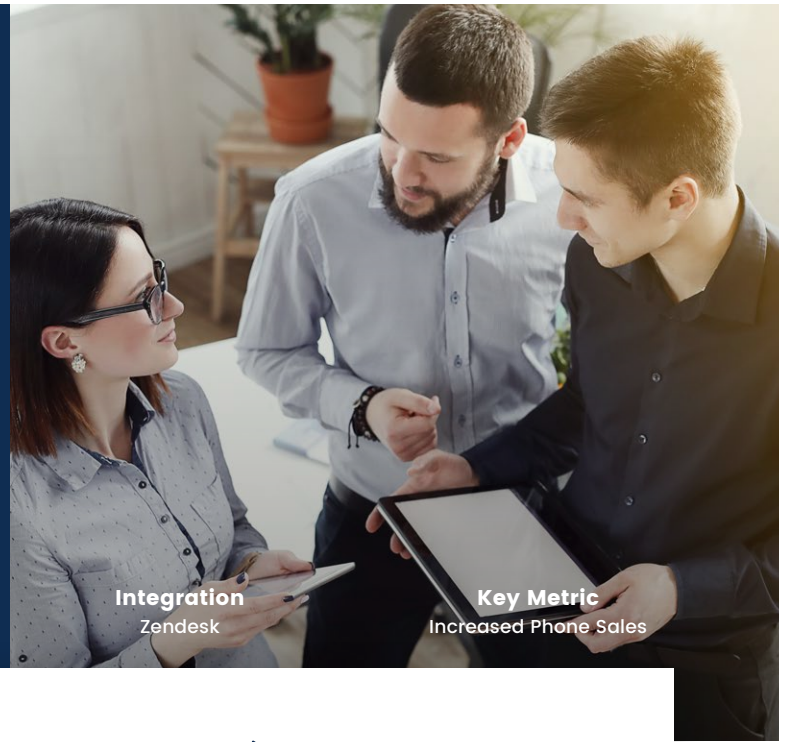**talkdesk** | **KeyMe**

Use Case
Sales & Support

Industry
Consumer Services

Integration
Zendesk

Key Metric
Increased Phone Sales

Challenge

KeyMe is growing rapidly and expanding their business operations to support additional locations and a new service model. They need the flexibility to scale quickly and adapt to changing business needs without compromising customer service.

Solution

KeyMe renewed their partnership with Talkdesk because of their confidence in the platform's ability to meet their growth needs and its continuous delivery model, which ensures that new features and functionality are constantly being offered to support KeyMe's increasingly complex business requirements.

Results

KeyMe achieved (and continues to exceed) all-time high answer rates and first-call resolution rates for their sales and support teams. They have also turned their contact center into a profitable source of revenue for the company - without compromising the service experience for customers.

Revolutionizing the locksmith industry through standout service

KeyMe was founded in 2012 as a fast, easy alternative to traditional locksmith services. Using kiosks (found in local retailers), and a mobile app, KeyMe provides a secure and convenient way to copy, share and personalize keys quickly, and at a reasonable price. They have since expanded their services to instantly refer customers to local locksmiths across the United States to assist with mobile support for more complex needs. Their goal? Turning lockout frustrations into standout experiences.

Matt Holota, the Director of Customer Experience for KeyMe, describes it this way: "Virtually every customer who calls us has an immediate--and often frustrating--need. No one is happy when they're locked out." KeyMe offers the unexpected--a convenient, personalized experience in the midst of an inconvenient interruption.

As KeyMe's reputation for customer service grows, so does demand for more kiosks, emergency locksmith referrals, and "concierge" services. As the company expands, they recognize the need to maintain the fast, first-level resolution that sets them apart in their industry. "It starts and ends with the customer experience," says Holota. "Our agents understand that everything else is secondary."

> "We approach every interaction with the end-goal of earning lifetime customers through an exceptional experience that our customers trust."
>
> — MATT HOLOTA, DIRECTOR OF CUSTOMER EXPERIENCE

Unlocking a personalized experience

With a high volume of calls that support a large menu of services, KeyMe needs to enable their combined sales and service team to quickly identify revenue opportunities and ultimately turn sales into exceptional service experiences.

To do that, they knew they had to define their customer service goals first, building the rest of their business objectives on that foundation. "The team's primary function is to help the customer. They should never prioritize a metric or a sales goal above the customer experience," says Holota. "As we expand our business, however, we need our contact center platform to support both a sales and service model." To accomplish this, KeyMe utilized the deep integration between Talkdesk and their CRM, Zendesk, to manage thousands of customer calls every day. Holota explains it this way, "Every customer interaction gets tagged and ticketed in Zendesk. It's our main source of information. With such a high volume of calls and tickets, I need to make sure that everything gets tagged as efficiently as possible between the two systems, without losing any context." KeyMe is constantly iterating on their IVR to make on-the-fly changes and create custom menu options without the need for external support.

Along with thousands of calls, comes a mountain of data. Through the Talkdesk Reporting API, Matt collects the data he needs to feed granular reports that enable the crucial staffing and budget decisions that support KeyMe's rapid expansion and customer experience goals.

> **"We are relying on the flexibility and scalability of Talkdesk to support us as we grow. "**
>
> — MATT HOLOTA, DIRECTOR OF CUSTOMER EXPERIENCE

A partnership that scales

With no time to waste on agent training and system administration, KeyMe expertly streamlines agent onboarding and setup. "As we add new agents to the team, the learning curve for Talkdesk is small. Agents start using the platform on their first day," says Holota. "Our expectation is that everyone works as hard as the person sitting next to them and the intuitive tools and interface supported that directive from day one."

As a result of their careful approach to responsible growth, KeyMe is exceeding their customer service goals and constantly setting new records to break.

Answer rate, first-call resolution and customer satisfaction are at an all-time high. In addition, the contact center now operates as a profitable source of revenue for the organization instead of a cost center with rapid growth of phone sales.

As KeyMe expands their operations, Holota and his team will continue to depend on their partnership with Talkdesk to meet customer needs quickly. "We will continue to partner with Talkdesk to support future KeyMe products and business growth shaped by the experience we offer our customers."

talkdesk