

CUSTOMER STORY

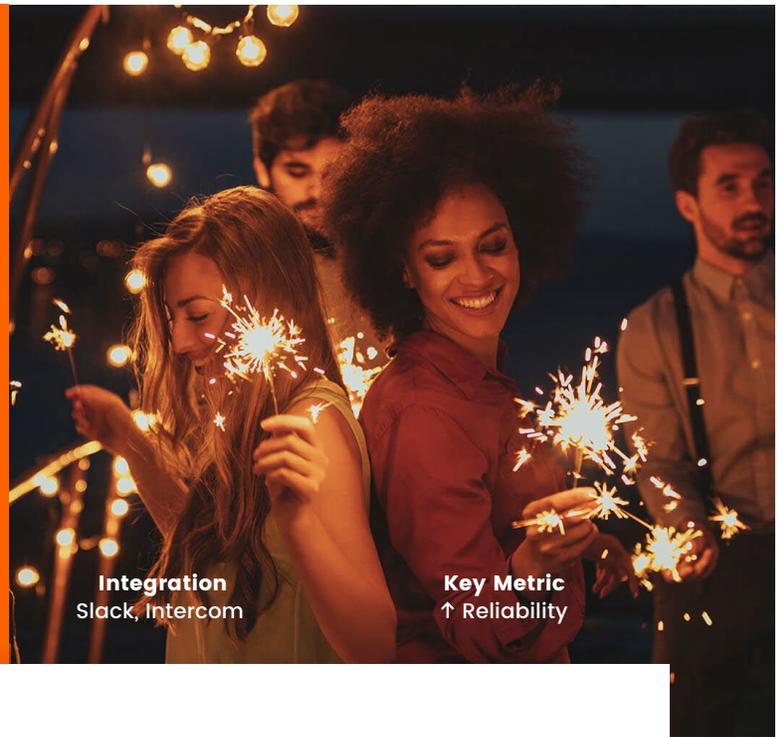
talkdesk | chillisauce

Use Case
Sales & Support

Industry
Event Services

Integration
Slack, Intercom

Key Metric
↑ Reliability



Challenge

Chillisauce needed a cloud-native contact center solution that gave them insight into team performance and was able to support their recent digital transformation efforts by integrating with modern business solutions.



Solution

Chillisauce chose Talkdesk to empower their teams to provide better customer experiences through advanced reporting and analytics, an easy-to-use interface and key integrations with Intercom and Slack.



Results

Chillisauce has improved their customer experience by empowering sales and support agents with a reliable, enterprise cloud contact center that enables them to proactively respond to callers looking to put on amazing events.

Turning Event Planning Into Event Magic

Planning a great event can bring even the most well-organized to their knees. Cost, logistics and the pressure from friends or coworkers to put on an amazing event often means event planning becomes a chore rather than a reward. Chillisauce eliminates the pressure of planning by providing a seamless white-glove service to help people create amazing event experiences. Founded in 2000 as an online portal for men's lifestyle, Chillisauce has grown to provide event management and planning expertise for bachelor and bachelorette parties (known as stag and hen parties in the UK), corporate events and general "activity weekends" in the U.K.

Mark Tritschler is IT Manager at Chillisauce, where they oversee the deployment and maintenance of new and existing technology solutions. When someone wants to create an event with Chillisauce, they typically call in or submit a request on the website. A Chillisauce sales rep will follow up and an amazing event will soon be in the works. During the busy season in Summer, the admin team will manage customer relationships and field requests coming in from those with events in the queue. As Chillisauce's services grew in popularity, their number of inbound and outbound customer service calls skyrocketed.

The Chillisauce teams were using a desktop application powered by an on-premises server to make and receive calls. While the idea of eliminating the reliance on desk phones seemed innovative at first, Mark began to deal with the consequences of a legacy system wrapped in what appeared as a nimble cloud solution. “The solution we had was very high maintenance and quite difficult to configure,” said Mark. It was so difficult to manage that the company they were renting the server from had to include support and day-to-day maintenance resources in the contract.

Chillisauce recently underwent a major upgrade to their entire back-end systems, from their website to their databases, and it was important to Mark that they have a phone solution in place that could seamlessly integrate with this new technology. “Our on-premises system was ancient, we really needed a modern solution that could handle our customer interactions,” said Mark.

As one of the fastest-growing event planning agencies in the UK, Mark decided it was time to scope out a new contact center solution for Chillisauce that was easy to use and manage, could integrate with modern business tools and offer new functionality that would enable the teams to provide top-notch customer experiences.

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– MARK TRITSCHLER, IT MANAGER



The Devil is in the Details

Mark decided to evaluate Talkdesk and was given a comprehensive live demo of the solution. As an IT professional, they were impressed with how easy the solution was to use on the admin side. Any changes that were made were done using clicks, not code, which was much different than what he experienced with their complicated on-premises server. Mark was also impressed with the depth of integrations offered. Part of the IT transformation they spearheaded included adopting Intercom to add new online messaging channels to their sales and support stack. Consequently, integration with Intercom, and overall ease of integrations for future add-ons, was important.

With their current legacy system in place, the teams at Chillisaucе were also missing out on significant reporting capabilities. Mark’s counterparts in sales and support had reporting high on their wish list when evaluating new contact center providers. “We had no way of looking at key success metrics, such as call volume or agent performance,” said Mark. A solution that offered live dashboards and rich historical reports was a necessity.

Mark used all of these criteria to move forward with Talkdesk to power customer experience at Chillisaucе. “There was nothing in the marketplace at the time that was doing what Talkdesk was doing,” said Mark.



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Transforming Contact Center Operations with Talkdesk

Mark is leveraging the Talkdesk for Slack integration to enable agents to proactively respond to key contact center activities. The teams are alerted via Slack notification when a voicemail is left, ensuring every caller receives a quick response to their inquiry. Mark has also set up automations around customer satisfaction. If a customer calls in with a CSAT score lower than the threshold they’ve set in the system, a manager will be alerted via an automated Slack message and be given the opportunity to listen to the call and diagnose what might have gone wrong. Mark also set up email and HTTP notifiers to have urgent messages delivered straight to agent and manager inboxes.

Compared to their previous system, Talkdesk administration is like night and day. “The admin side of things is a breeze. I’ve worked with many contact center systems in the past and they’ve all had the same mid-90s look to them,” said Mark. There are able to buy new phone numbers, add agents and designate holiday hours on the fly, and can even make changes while working remotely without using a VPN client.

Mark uses Talkdesk's advanced reporting and analytics to generate daily calls reports for the Chillisauce sales organization, giving directors easy access to the number of successful calls conducted during any given day.

The teams also have new insight into inbound dispositions that allow the teams to understand why people are calling in and what those trends look like over time. Managers frequently use Talkdesk Live to track service level and other live performance metrics on a daily basis. "Talkdesk's reporting has been a huge improvement in getting insight into how things are going on our teams," said Mark.

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Planning for Future Growth

It's been two years since Mark upgraded Chillisauce's back-end IT systems, and they've been impressed with the improvements since Talkdesk implementation. They plan to continue pushing the envelope on providing greater customer experiences, and that starts with streamlining more tools and processes to increase efficiency. Talkdesk's reliability, and 100% uptime SLA, offers Mark confidence and peace of mind knowing that Chillisauce will always be available to its customers. "Reliability is key, especially in the month of January. Every minute we're down means thousands of pounds lost. Talkdesk's reliability is what has saved us," said Mark. "Talkdesk is the mature version of our former phone system."



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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