talkdesk | cherwell

Use Case	Industry	Integration	Key Metric
Service	Service Management Software	Slack	↓ Hold times, ↑ CSAT

Challenge

Cherwell needed a unified view of their global contact center operations. Their previous contact center solution was inflexible and unable to keep up with their rapid growth. They knew it was time to find an agile, scalable solution that could flex along with their changing business needs.

Solution

Cherwell chose Talkdesk for its ease of administration and complete view inside each of their three contact centers. With the flexibility to make changes in seconds, the Cherwell team can serve their global customers faster and more effectively.

Results

With Talkdesk, Cherwell now has the ability to identify patterns and trends around hold times, adjust their staffing as needed, increase operational effectiveness and decrease hold times. Customer satisfaction also improved as the ability to quickly add new numbers provided their global customers a local avenue for quick help.

Managing global service expectations

Today's workforce relies on information to be successful. It must be real-time and easily accessible for the business to operate effectively. Cherwell believes that digital service transformation will shape our world and the workforce that drives it. They understand that as the number of systems grow and become more complex to connect, services can become fragmented, resulting in failed service experiences. As a global service management software provider, Cherwell empowers organizations to improve service experiences and automate workflows for departments inside and outside the traditional boundaries of IT.

As their business goals and global operations grew, the Cherwell team quickly discovered that their contact center vendor lacked key reporting and analytics functionality. "Our previous vendor often took months to do something as simple as adding a new phone number," said Bill Burch, Vice President of Customer Service at Cherwell. "We knew we needed a solution that allowed us to quickly make changes on the fly." Steven Stellard, Product Support Manager added, "We simply didn't have time to wait on professional services or a support team to make business-critical changes."

Challenging the limitations of first-generation technology

As the team evaluated contact center vendors, their top priority was finding a solution with data transparency and ease of administration they needed to make changes quickly and without intervention from a support team. "With our previous provider, we were essentially flying blind with no access to the data we needed to make informed decisions," said Burch.

Without visibility into call volume, hold times and other key metrics, Cherwell didn't have the supporting information they needed to make optimal staffing decisions. "Before Talkdesk, staffing decisions were the result of a very manual, time-consuming process. Without access to real-time data, we were unable to make decisions quickly enough to maximize the efficiency of our workforce."

Ultimately, the team chose Talkdesk for its flexible, modern architecture, depth of reporting and clear view into the entire contact center. "We found that with Talkdesk, we had access to the data we needed and the agility to utilize its full potential."

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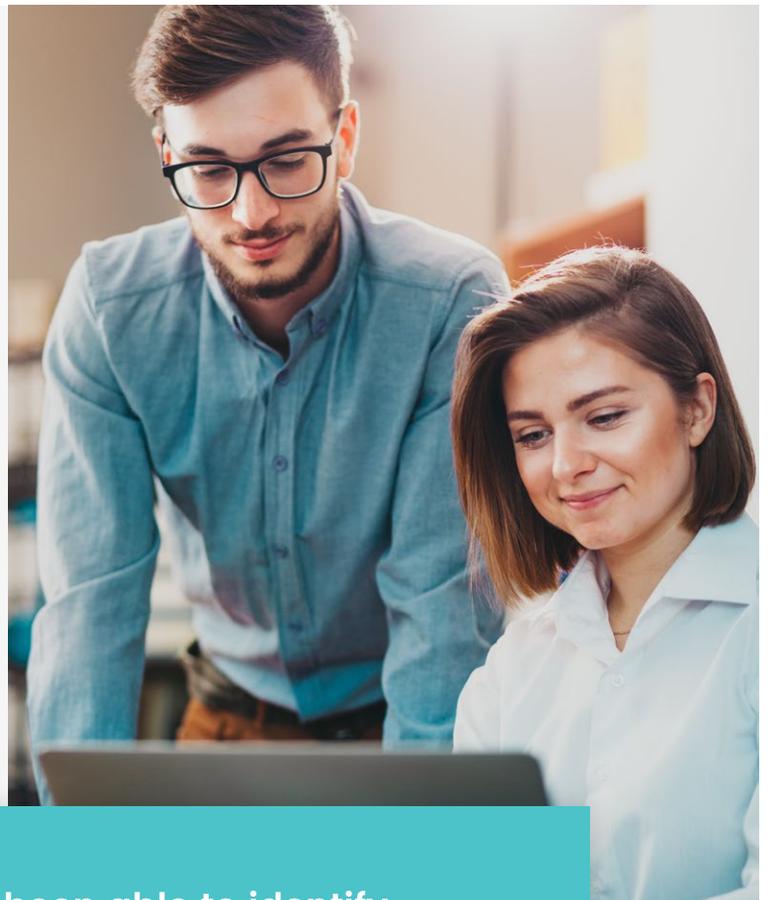
Powering data-driven decisions

After implementing Talkdesk, the team started to see results almost immediately. With clear insight into hold times and call volume, Cherwell was able to staff properly to meet service needs and dramatically increase operational efficiency.

"With Talkdesk, we've been able to identify certain patterns and trends that have made a significant impact on the service experience we provide to our clients," said Burch.

The team also relies on Talkdesk's integration with Slack to notify contact center teams when certain thresholds are met and the team needs to adjust their focus. "Talkdesk puts the right data at our employees' fingertips, so they can make the right decisions to best serve the client," said Burch.

Along with deeper reporting and analytics, the team has streamlined operations through Talkdesk's simple administrative interface. "We can quickly add new phone numbers for partner teams and to support customers in other geographies," said Stellard. "What used to take months, now takes only minutes."

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Laying a foundation for the future

As Cherwell continues to expand across the globe, they expect Talkdesk to take their client service goals to the next level. Having accomplished their mission of supporting their global contact center teams with the right data, right when they need it, they continue to set their sights on new business objectives.

"The agility to make changes in seconds is crucial to the future vision we have as a best-in-class customer service provider," said Burch. "We believe that Talkdesk is the right partner to help us achieve our next-level service goals."

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