



CX AWARDS

**Award-winning
customer
experiences**

In June of 2021, Talkdesk®, Inc. announced the winners of its second annual CX Innovator Awards. Out of nearly 60 entries, these companies stood out for their outstanding creativity and commitment over the past year. By leveraging Talkdesk technology, they reshaped their customers' experience (CX), deepened their customer relationships, and drove exceptional business value.

Here are their stories.

"Experience. A better way."

CX AWARDS

Introduction by Zeus Kerravala, Founder and Principal Analyst with ZK Research.



Today, more than ever, businesses know that the right customer experience strategy can be a top brand differentiator. Effective CX drives word-of-mouth, increases customer retention, and gives companies a strong competitive advantage.

The 2021 Talkdesk CX Innovators Awards showcases these benefits, highlighting companies that have leveraged Talkdesk technology to reshape the customer experience.

As a member of the program's panel of six judges, I helped evaluate some of the almost 60 submissions to the awards program. These are the winners' stories—a compilation rich with key CX lessons across a wide variety of industries.

These inspirational stories provide a framework that you can leverage for your company's CX journey. They show how leading companies designed and implemented CX processes and technology. They demonstrate that cloud-based CX technology is accelerating companies' ability to innovate and drive operational excellence.

These stories also reveal fresh insights into CX trends. There is a lot of industry chatter, for example, that chatbots and artificial intelligence (AI) will replace human agents. What these award-winners have discovered is something quite different. We will always need people. Empathetic agents are and will always be the core of CX excellence. Instead of replacing agents, chatbots and AI enhance companies' CX capabilities to turn those agents into super agents.

The business leaders represented by these stories were ready to embrace change. They acted with urgency—and their actions quickly paid off.

Read on to learn more about the extraordinary impact that is possible with effective CX—and Talkdesk technology.

**—ZEUS KERRAVALA, FOUNDER AND PRINCIPAL ANALYST,
ZK RESEARCH**

CX AWARDS

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CX AWARDS

CX Innovator

Winners in this category broke new ground, creating unique ways to put Talkdesk technology to work. Their innovations solved critical CX or contact center challenges in creative ways to deliver a best-in-class customer experience.



Where some businesses saw a nightmare, Sysco saw a dream—and dared to dream big.

Sysco Corporation is the global leader in selling, marketing, and distributing food and non-food products to over 600,000 restaurants, healthcare, and educational facilities, lodging establishments, and other customers. It operates around 330 distribution facilities in 90 countries worldwide.

Award Submission by: Ed Poorbaugh, Director,
Contact Center Technologies, Sysco

Sysco's CX vision

is to leverage leading-edge technology and intentionally designed processes that allow its agents to focus on caring for its customers.

A better way to help struggling restaurants

The COVID-19 pandemic devastated the restaurant industry, one of Sysco's core customer segments. Sysco responded by leveraging Talkdesk and Talkdesk integrations to help its customers navigate the pandemic's disruptive effects while improving operational efficiency and supply chain effectiveness. When the United States created its Covid Relief Fund, Sysco set up a new contact center. In less than 48 hours it was able to start contacting its customers to tell them about the fund and help them apply. To assist customers affected by supply chain uncertainty, Sysco launched a customer self-serve program, "Where's My Truck." The program harnesses Talkdesk Connections™ to proactively provide delivery information to callers, helping restaurants better manage their inventory and offerings. Other innovations the company created include a pilot program using Talkdesk Agent Assist™ to help agents handle customer queries faster and more accurately by facilitating agents' access to appropriate knowledge base articles.

Impact

Despite facing unprecedented industry challenges, Sysco achieved gains in its customer satisfaction metrics:

- Increased ease of doing business from **8.5 to 8.7**.
- Boosted care and service metrics from **8.5 to 8.8**.
- Boosted services and solutions metrics from **8.0 to 8.4**.
- Improved rating of technology from **8.2 to 8.5**.
- Improved Talkdesk Support Team internal customer satisfaction to an all-time high of **4.8** (out of 5).
- Achieved projected annual savings of **\$100,000** through proactive messaging to callers.



TUFT&NEEDLE

(also [PowerSchool](#))

With a customer-centric business model, Tuft & Needle is disrupting the mattress industry.

Tuft & Needle was founded by two software engineers who decided to upend the mattress industry by focusing on the customer with high-quality products and “always-honest” pricing. The company’s approach worked, and it grew quickly to a team of over 150 people. Today, Tuft & Needle is a leader in the innovative “bed-in-a-box” online mattress model, which allows customers to more easily purchase mattresses online. Its mattresses are also available through large home goods retailers, and its product line has expanded into bedding and bedroom furniture.

Award Submission by: Amber Scott,
Head of Customer Experience, Tuft & Needle

Tuft & Needle’s CX vision

was fundamental to its business from its founding. Tuft & Needle prioritizes its customers and places a high value on customer empathy; its rejection of unfair, high-pressure sales techniques is a cornerstone of its brand. Consistent with its customer-centric values and innovative business model, Tuft & Needle’s support infrastructure is multi-channel, enabling customers to contact the company via e-mail, phone, chat, social media, and text.

A better way to sell mattresses

Tuft & Needle’s value proposition and marketing began to gain traction around two years after its 2012 founding. Its business took off between 2014 and 2016, and its support team grew twentyfold. But this incredible growth created problems. Tuft & Needles’ original contact center solution was unable to scale and lacked critical functionality, and the company was struggling to make confident support staffing decisions or gain end-to-end visibility into customer data. So Tuft & Needle implemented Talkdesk and began leveraging Talkdesk Live™ and Explore™ to generate metrics including number of calls

per hour, average time to answer calls, and the ratio of after-call work to total number of calls. These metrics now enable the company to focus on KPIs to improve teamwork, problem-solving, and customer communications. In addition, Tuft & Needle now uses call recordings and transcriptions to improve agent coaching, further improving its customer experience standards.

Impact

- Improved service levels from **90% to 96%** (calls answered within 20 seconds).
- **Improved ability to fine-tune agent staffing** by adjusting agent hours rather than simply hiring more agents.
- Improved both customer and agent experience by **providing tools to help agents make autonomous decisions** in the best interest of the customer.

CX AWARDS

CX Rookie of the Year

This award, offered to customers who implemented Talkdesk within the previous 12 months, celebrates companies who achieve rapid solution deployment and a quick return on investment.

CX ROOKIE OF THE YEAR WINNER



A fundamental transformation of call center operations —in only two months.

Gant Travel is a travel management firm specializing in corporate and group travel. Gant offers a host of products and services that allow companies to book, view, change, control, and track business trip reservations, and to negotiate better rates with their vendors.

Award Submission by: Jim Conner,
Director of Operations, Gant Travel

Gant Travel's CX vision

is to become their customer's last best experience. The company continually strives to improve and enhance its systems and processes and find new and better ways to meet its customers "where they want to be met."

A better way to assist travelers

Gant Travel was frustrated with its existing contact center solution. The solution was too costly and the vendor seemed too focused on larger customers—which meant it was relatively unresponsive to support requests from smaller firms, like Gant. After deciding to replace its legacy solution with Talkdesk, Gant moved quickly. It initiated its Talkdesk deployment in June 2020. For the next eight weeks the company worked closely with Talkdesk on the implementation, holding weekly, and sometimes daily, meetings with Talkdesk support. After going live in August 2020, the company continued to achieve critical milestones, such as configuring discovery, requirements, business rules, and mapping call flows, that its previous vendor had promised for nearly two years but never delivered. Gant built a custom Salesforce dashboard to integrate real-time performance data from Talkdesk Live and Salesforce email; this integration bridged the process

gap between telephony and email support processes, enabling improved responsiveness and service levels. The company also used Talkdesk to improve and streamline its integrated voice recognition, including enhanced recordings, an improved callback system, and automated notifications of potential fraud callers.

Impact

- Implemented solution in **only two months**.
- Increased Net Promoter Score **over 20 points**.
- Consolidated **25 separate call flows into one**.
- Achieved **cost savings of several thousand dollars** per month in subscription and licensing costs alone, without a reduction in quality or service provided to customers.
- Enabled Gant to **drive business growth** despite the impact of COVID-19 on the travel industry.

CX ROOKIE OF THE YEAR
HONORABLE MENTION



When their call volume spiked to a million inbound requests per day, Krucial Staffing had to adapt—and quickly.

Krucial Staffing is a staffing company specializing in emergency response and healthcare staffing. Krucial, which has responded to some of the United States' most notable crises and disasters, operates by sending out notifications about clients' staffing needs on the following social media platforms—Facebook, Instagram, Twitter, and LinkedIn. Krucial Staffing has a combined social media presence of over 290,000 followers.

Award Submission by: Jennifer Edgell,
President and COO, Krucial Staffing

Krucial Staffing's CX vision

is to coordinate staffing resources quickly and efficiently in the aftermath of emergencies and natural disasters. These events may require Krucial Staffing to handle sudden spikes in volume of inbound requests as its followers respond to the emerging needs of medical facilities.

A better way to respond to emergencies

When the COVID-19 pandemic struck, Krucial Staffing's inbound calls and requests for healthcare support increased to nearly a million calls a day. In March 2020, the company quadrupled its contact center operations within 72 hours. The expanded operations enabled Krucial Staffing to coordinate the thousands of workers New York City needed to handle its spike in COVID cases. Realizing that its legacy call center solution was overwhelmed, Krucial Staffing engaged its business partner, RAN Telecom Consulting, to find a suitable replacement. The company's requirements included handling enormous call volumes and advanced functionality such as customizable call routing, detailed reporting, and robust quality assurance tools. Krucial Staffing's President and Chief Operating

talkdesk®

Officer, Jennifer Edgell, decided to implement Talkdesk —on the condition that it could be deployed quickly. Within three days, Talkdesk had deployed over 350 seats of its call center solution within Krucial Staffing's contact centers. The solution improved Krucial Staffing's ability to adjust its call center operations to fluctuating demands and increased its call center efficiency and productivity. Most importantly, the Talkdesk call center platform equipped Krucial Staffing to maintain its service quality and focus despite the pressures of the pandemic.

Impact

- Implemented fully and flawlessly in **only three days**.
- **Eliminated dropped calls** completely.
- Improved ability to **match nurses to medical providers** during the peak of COVID outbreak.

CX AWARDS

CX Business Impact

This category shines a light on companies that optimized their contact centers to positively impact their businesses. These award-winners demonstrated a clear CX Vision, articulated improvements, and provided evidence of results.

CX BUSINESS IMPACT WINNER

EMPLOYBRIDGE®

(Honorable Mention: [PowerSchool](#))



Connecting great people—by the millions —to great jobs.

EmployBridge is the largest industrial staffing company in the United States, providing its customers with high-performing temporary associates in manufacturing, logistics, warehousing, contact centers and more. EmployBridge places more than 400,000 employees in over 12,000 companies annually.

Award Submission by: Emily Tinman, Director of Operations, EmployBridge and Chris Trujillo, Director of Workforce Operations, EmployBridge

EmployBridge's CX vision

is closely related to its company mission: find great jobs for great people. The company strives to create a human connection with high-quality job-seekers. Its agents are trained to not only screen job applicants, but also identify people that the company can cultivate with programs such as free skills training and apprenticeship opportunities.

A better way to match people to jobs

EmployBridge relies heavily on its contact center to match job seekers with job openings; the contact center processes over 300,000 applications per year, supplementing the applications handled by its brick and mortar offices. Until a few years ago, however, EmployBridge used a traditional phone system with manual dialing. Using the system was cumbersome and time-consuming, lengthening the time needed to screen candidates. To address these challenges, EmployBridge implemented Talkdesk. Call routing now seamlessly supports both English- and Spanish-speaking applicants and connects job seekers to the right representatives more quickly. Talkdesk Dialer allows EmployBridge agents to reach job candidates in a more efficient and scalable manner. Once a representative has reached a job seeker via a call, Talkdesk Agent Assist uses AI to display

documents relevant to the candidate, reducing agent effort and increasing the likelihood of a good candidate match. The company also integrated Talkdesk with Microsoft Dynamics; files from that tool are now exported to Talkdesk every 60 minutes, after which the company pulses messages via phone and SMS text to rapidly reach candidates for screening. The Talkdesk solution also enabled EmployBridge to innovate. For example, it has used Talkdesk Dialer to run virtual job fairs and send out real-time updates on job openings.

Impact

- Reduced human-assisted contact by **20%** while supporting service levels of at least 90%.
- Reduced average speed of answer by **24 seconds**.
- Freed agents' time to focus on **human-centric tasks**, such as interviewing applicants.

CX AWARDS

CX Integrator

Winners in this category successfully integrated Talkdesk with a technology partner's solution and utilized the integration(s) to deliver an exceptional customer experience.

CX INTEGRATOR WINNER



(Note: PowerSchool also won Honorable Mentions for [CX Innovator](#) and [CX Business Impact](#))

When teachers, students, and parents need support, PowerSchool strives for the highest marks.

PowerSchool is a leading K-12 education technology company. Its comprehensive suite of education solutions connects students, teachers, administrators, and parents with the shared goal of improving student learning outcomes. PowerSchool supports over 45 million students in more than 12,000 districts, schools, and other educational institutions in over 90 countries.

Award Submission by: Jbid Kissel,
Director Community Support, PowerSchool



PowerSchool's CX vision

is to provide secure, scalable, and simplified solutions that make it easy for its customers to adopt its education technology, and to reach PowerSchool through their preferred channels, with the least amount of effort, whenever they need support.

A better way to deliver educational resources

PowerSchool is growing fast, adding new products and expanding geographically. To support its growing customer base, especially during back-to-school periods when call volumes spike, PowerSchool leverages a range of Talkdesk features and integrations. The company built an API-based Talkdesk Studio Connections tool, for example, to generate Integrated Voice Response (IVR) messages to inform callers about outages. This eliminated the need for customers to generate tickets to report outages. Another IVR automatically routes after-hours calls to a third-party answering service. A Khoros integration enables customers to easily access the ID numbers needed to engage with PowerSchool support; an integration with Salesforce supports seamless verification of callers and access to case information. PowerSchool leveraged AppConnect partner Teleopti (Calabrio), and with the help of Talkdesk support, built an AppConnect applications program

interface that enables the company to access information it can use to analyze call center trends and service levels. PowerSchool also leveraged Talkdesk voice recognition to help customers more easily navigate its phone tree. In the future, PowerSchool will deploy a Talkdesk SMS IVR diversion flow within its Talkdesk Studio call flow. This flow will send an SMS message to callers and provide a chat URL, enabling customers to escape phone channel wait times and receive faster service.

Impact

- Improved customer satisfaction score for phone systems to **98%**, three percentage points higher than overall CSAT score.
- **Reduced average call times** by several minutes.
- **Improved decision-making** and process improvements via more refined data analysis of service levels and KPIs.



To reimagine the patient experience, Memorial Healthcare System is building a digital front door.

Memorial Healthcare System is one of the largest public healthcare systems in the United States, and a leader in providing high-quality healthcare services to the residents of South Florida. Memorial's patient, physician, and employee satisfaction rates are some of the most admired in the country, and the system is recognized as a national leader in quality healthcare.

Award Submission by: Jeff Sturman, Chief Digital Officer, Memorial Healthcare System

Memorial Healthcare System's CX vision

is to provide exceptional patient- and family-centered care. Jeff Sturman, Chief Digital Officer, is driving a five-year plan to "reimagine the patient experience in healthcare," including addressing gaps in patient access to healthcare via a "digital front door" approach.

A better way to deliver patient care

Memorial Healthcare System's call center is the first point of access to the system's healthcare services, and a core component of its digital front door experience. Previously, the provider ran 12 separate, on-premise contact centers, each with different owners and processes. This approach was not scalable nor flexible enough to deliver on the provider's five-year plan, and its legacy call center tools were not easily integrated with other key applications the provider relies on, such as billing, electronic health record (EHR), and marketing platforms. Memorial Healthcare System decided to address these issues by embracing a unified contact center solution under a call-center-as-a-service model. As part of this initiative, Memorial has adopted the new Talkdesk standards-based integration

with Epic's EHR software, which supports ready-to-configure connections between the agent user interface and the Epic EHR application. Once implemented, the system will automatically identify patients who place inbound calls. It will enable integrated voice recognition flows that are personalized to patients and that give agents instant access to patient data and relevant EHR records. Patients will be able to more easily manage appointments. Agents will be able to access the full patient journey of inbound callers including billing and payment, as well as their clinical history and workflows.

Impact

- Prepared to **consolidate and standardize multiple contact centers.**
- Laid **foundation to improve customer service levels.**
- Established plan to **create new patient experience innovation.**

CX AWARDS

CX Digital Transformation

Companies that won awards in this category embraced digital transformation as a strategic differentiator.

CX DIGITAL TRANSFORMATION WINNER



Turning customers into brand advocates.

Parcel Pending by Quadient is the leading provider of smart locker solutions for residential, commercial, retail, and university properties in the United States and Canada. Its suite of inbound and outbound parcel solutions help its customers manage growing volumes of parcel deliveries and returns. The company strives to treat every package like its own, and make the process of receiving packages seamless and convenient.

Award Submission by: Jack Stephenson, Manager
of Customer Relations, Parcel Pending by Quadient

Parcel Pending by Quadient's CX vision

is to turn customer interactions into meaningful connections: to provide white-glove-level customer service, make a positive impact on peoples' lives, and turn customers into brand advocates.

A better way to deliver packages

If customers need to reach Parcel Pending by Quadient, it wants the experience to be as pleasant as possible. Its representatives do not use scripts, and the company encourages them to take ownership over processes to give better service to customers. The company's previous call center platform had stability issues that led to outages and dropped calls, and it was unable to provide inbound callers with estimated wait times or callback options. To address these issues, Parcel Pending by Quadient engaged Vesutivas, a Talkdesk partner, and Talkdesk support to implement a Talkdesk contact center. The first implementation, of Talkdesk Callbar, was completed in four weeks. The company saw immediate improvements in its call center operations. It subsequently implemented additional Talkdesk solutions, including Speech Analytics, and integrated the platform with a Verint Monet workforce management solution to assist in forecasting and agent scheduling. Parcel Pending by Quadient now has

a stable contact center platform, which has enabled it to restructure its call center, direct phone calls to appropriate areas, and reduce time spent transferring and taking calls. Customers can choose from multiple language options, and the queue-to-callback feature has virtually eliminated negative feedback from customers on hold.

Impact

- Increased customer satisfaction scores by **5%**.
- Reduced number of new, full-time hires by **40%**, compared to projections, despite experiencing a 40% increase in package deliveries.
- Reduced average time to handle calls by **45-90 seconds**.
- **Eliminated** the need to create **after-call cases manually**.
- Improved first call resolutions from **70% to 90%**.

CX DIGITAL TRANSFORMATION HONORABLE MENTION



An essential business responds to COVID-19—without losing a step.

MEDFAR Clinical Solutions is the fastest-growing electronic medical record (EMR) provider in Canada. Its EMR solutions, MYLE for general practitioners and PLEXIA for specialists, allow physicians to focus on a richer patient-physician relationship by simplifying the clerical and administrative tasks of daily medical practice. Today, MEDFAR supports more than 16,000 healthcare workers and 400 medical clinics across Canada.

Award Submission by: Elias Farah, Chief Executive Officer, MEDFAR Clinical Solutions



MEDFAR's CX vision

is to help ensure that physicians get the support they need, quickly, so that they can maintain their attention and focus on their patients.

A better way to help physicians help patients

MEDFAR's previous contact center system did not meet the company's needs in several ways. It did not provide visibility into call statistics, support reporting, or enable the company to analyze operational efficiency. The system also didn't support remote workers; it was difficult for agents to access remotely, and in some cases IT support was needed just to log on. MEDFAR decided to move to Talkdesk in late 2019, and was in the process of implementing the platform and integrating it with its Salesforce customer relationship management system when COVID-19 struck, changing MEDFAR's priorities overnight. As an essential business, the company needed to protect its employees while maintaining the high service levels its customers needed to ensure patient continuity of care—and almost overnight, its inbound support calls increased by 30%. In a single 24-hour period, MEDFAR transitioned all of its call center agents to a work-from-home model. To accommodate the increased call volume, MEDFAR trained employees from other departments on Talkdesk as well. Within 15-20 minutes those staff

members were able to start answering client calls. Thanks to the Talkdesk solution's integration through Talkdesk for Salesforce, MEDFAR employees could use capabilities such as automatic call logging. Support agents can now access customer information more easily. When multiple calls are needed to resolve issues, agents can more easily access the history needed to re-engage. MEDFAR now has visibility into call center metrics such as call volume, average handle time, and average speed of answer. This allows the company to adjust quickly to call volume changes, identify areas of improvement, and forecast effectively.

Impact

- Shifted entire call center staff to work-from-home in **only 24 hours**, while meeting all service-level agreements.
- **Enhanced** ability for call center employees to **log in without issues or delays**.
- Reduced average time to answer calls by **93%**.

CX AWARDS

CX Revenue Leader

This category recognizes companies that improved their customer experience to drive enterprise growth and profitability.

CX REVENUE LEADER
WINNER



Unlocking the power of a high-quality customer experience.

Tucows is a leading internet services provider and the second-largest domain registrar worldwide. Its brands include Ting, a wireless service and fiber internet provider that launched in 2012. Tucows serves thousands of customers and millions of end users around the globe.

Award Submission by: Daniel Capoferri,
Head of CXO, Tucows

Tucows' CX vision

extends well beyond its contact center: its commitment to customers is to “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, and Tucow backs that reliability with a laser focus on providing a world-class service experience for its customers.

A better way to support internet access

Tucows is a rapidly-growing company that must stay agile enough to offer a world-class customer experience, but its previous contact center platform was holding the company back with ongoing outages and poor system performance. The Tucows team knew it was time to look for a more modern and reliable platform, so it chose Talkdesk and set an aggressive timeline to transition its agents to the platform. Working with Talkdesk support, Tucows completed the migration in just three weeks. Today, Tucows leverages Talkdesk Reporting and Talkdesk Callbar applications program interface tools to gather actionable insights on call center operations. This enables the company to make more effective strategic decisions around staffing, forecasting, and budgeting. Talkdesk for Zendesk enables agents to work from one unified

application: agents use Talkdesk Callbar to place and receive calls, log call data, and add notes to Zendesk tickets from anywhere on their desktops. The Tucows team uses Talkdesk to link information from every interaction directly to their customer relationship management platform, preserving context and creating a personalized experience. The company now has a stable contact center platform that agents find easy to use. Tucows call center has achieved improved uptime and call quality, decreased hold time, and improved agent efficiency, and its net promoter score has increased. Benefits extend beyond customer satisfaction, directly impacting the organization's bottom line thanks to streamlined processes and reduced customer churn.

Impact

- Achieved **triple digit ROI** on Talkdesk investment.
- Increased agent productivity by nearly **30%**.
- Scaled quickly to **400 agents** across four business units throughout North America.

CX REVENUE LEADER
HONORABLE MENTION



When online sales spiked —and customer inquiries tripled—Vivino was ready.

Vivino is the world's largest wine app and marketplace, providing wine drinkers access to personalized recommendations and unbiased information about wine from its community of 50 million users. The company's database maintains information on over 12.5 million wines, including photos uploaded by users, which Vivino validates and then posts, adding new images at the rate of 25,000 per day. The long-term success of the company's business model hinges, in part, on driving in-app purchases of wine.

Award Submission by: Jeff Gorham,
Director of CX, Americas and APAC, Vivino

Vivino's CX vision

is to "always put the customers first." Because the company sells and ships wine internationally, it has call centers located strategically in both Lisbon, Portugal, and Manila, Philippines.

A better way to sell wine

Vivino has been experiencing substantial year-over-year growth for a number of years, exceeding of 100% in 2020. The COVID-19 pandemic accelerated the company's growth, as consumers around the globe sheltered in place and embraced online shopping. In the first quarter of 2020—Vivino's sales increased two and a half times compared to the prior year. Customer service inquiries also spiked, rising 60% in 2020. The company responded by tripling its customer service headcount to 200 agents, while also transitioning its call center employees to work-from-home. Vivino accomplished both initiatives thanks to its Talkdesk contact center platform. Because Vivino agents can use Voice over Internet Protocol (VoIP) for phone calls, they are able to accept and make calls remotely. The Talkdesk platform's ease of use made it

possible for Vivino to quickly onboard new remote agents as they added headcount. These new agents proved invaluable during the 2020 holiday season: Vivino's customer service ratings improved and it set new records for its customer satisfaction rankings and Net Promoter Score.

Impact

- Achieved highest customer satisfaction score, **4.4 out of 5**, in company history, despite 60% rise in customer inquiries.
- Set **new company record** for Net Promoter Score.
- Transitioned Manila call center employees to work-from-home in **only 48 hours**.
- **Trained call center staff quickly and effectively** while tripling headcount.

CX AWARDS

Talkdesk People's Choice Award

This newly created award is a special recognition from the Talkdesk leadership team for one outstanding customer that is truly setting an example for better CX.



State-of-the-art customer service delivers success.

Glovo is an on-demand courier service based in Barcelona, Spain. Its mobile app-based service allows users to purchase products and arrange for their delivery via Glovo's network of thousands of partners. The company operates in 750 countries and handles over 100 million orders annually. Glovo manages in-bound customer support inquiries via two internally managed and 12 outsourced contact centers. Its combined 3,000 call center agents handle 210,000 inbound and 700,000 outbound support requests every month.

Award Submission by: Ludovic Magnier,
Head of Platforms - Live Operations, Glovo

Glovo's CX vision

is to build customer trust as its users navigate the company's mobile app and courier delivery processes. Because it is easiest and most convenient for customers to contact Glovo from within its mobile app, the company offers a self-service support model featuring chatbots and automated IVRs. It backs the self-service option by enabling customers to contact agents if needed through their preferred channels.

A better way to run a delivery service

Glovo's business is highly dynamic: customer behavior can vary significantly depending on a range of factors, such as changes in the weather or the scheduling of a sporting event. Glovo's challenge is to continually adapt its operations to fluctuating demand. Because Glovo operates in many regions that lack reliable infrastructure; ensuring connectivity with local providers and partners is also a key priority. With its previous call center tool, Glovo was experiencing outages and issues on a weekly basis, impacting its ability to respond quickly and effectively to customers. Switching to a Talkdesk contact

center platform addressed these issues by supporting both scalability and reliability. Glovo integrated its Talkdesk solution with its customer service management platform, Kustomer. Data input into this platform from Talkdesk and other sources now enables Glovo to generate detailed, 360-degree reports on its customers' journeys. Integrating Calabrio (Teleopti) Workforce Management with Talkdesk improved Glovo's ability to forecast contact volumes and manage agents' schedules. Glovo also uses Talkdesk Studio to build IVR flows and Talkdesk Guardian for security.

Impact

- Reduced average handle time by **15%** in first month of implementation.
- Reduced transfer rates by **25%**.
- Contributed to **increase in customer satisfaction ratings**.

CX AWARDS

Your future as a customer-obsessed award winner.

Like you, Talkdesk is customer-obsessed. Which is why we're so pleased to share the stories of Talkdesk customers that won our 2021 CX Innovator Awards.

We hope you enjoyed their stories as much as we did.

We also hope these stories inspired you to think about how Talkdesk can help your company reach new CX heights—whether you define success as driving innovation, business impact, digital transformation, boosting revenue, or all of the above.

Want to experience a better way?

[Click here](#) to find out how Talkdesk can help you become a CX innovator.

CX AWARDS

Thank you to our judges.

Submissions to the Talkdesk CX Innovators Awards are judged by a panel of leading industry analysts. Winners and Honorable Mentions are awarded based on total points (scores may be tied resulting in multiple Honorable Mentions in some categories).

Thank you to our judging panel for the 2021 CX Innovators Awards:

Blair Pleasant

President & Principal Analyst of COMMFusion LLC and a co-founder of BCStrategies

Nancy Jamison

Industry Director, Digital Transformation Practice at Frost & Sullivan

Jim Lundy

Founder, CEO and Lead Analyst at Aragon Research

Sheila McGee-Smith

Founder and Principal Analyst at McGee-Smith Analytics

Jon Arnold

Principal of J Arnold & Associates

Zeus Kerravala

Founder and Principal Analyst at ZK Research

