

# SOLVE IT STORIES

## TALES OF CUSTOMER SUCCESS FROM OUR PARTNERS :talkdesk®

### How Talkdesk helped Mercado Libre improve service agent satisfaction and efficiency.

Mercado Libre is a leading ecommerce technology company headquartered in Buenos Aires, Argentina. The company centers around enabling ecommerce digital and mobile payments on behalf of its customers through its suite of technology solutions. Operating out of 15 countries in Latin America with over 174.2 million users, the company depends on providing exceptional customer service experiences, and they were having some issues prior to implementing Talkdesk. Mercado Libre was using multiple, disparate systems to manage its CRM, Salesforce, for sales and customer service teams, which resulted in frustration for both service agents and customers. Teams were having issues accessing the CRM database quickly and easily to solve customer issues, and it became costly to manage multiple platforms for both sales and contact center operations teams. They needed one unified solution that could work across sales and customer service teams and could be quickly implemented.

#### The Opportunity

Businesses often need ways to provide exceptional sales and customer experiences in the same CRM solution.

#### How do they ...

- Improve employee satisfaction by decreasing the number of tools utilized to manage customer relations
- Streamline the access to customer information in one unified system.
- Quickly access their Salesforce CRM data within their chosen contact center tool.

In the case of Mercado Libre, it needed a solution that would integrate with its CRM, Salesforce, and allow sales and customer teams to quickly find customer information on the same platform. It was able to do this with the help of Talkdesk.

We needed to simplify processes and improve the agent experience with a global and scalable view. We selected Talkdesk because it has the deepest integration on the market, leading global call quality, system availability, and white-glove-service customer support that we need to increase productivity and improve the experience of our customers.

**Thiago Ferreira,**  
Head of Operations



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### The Successful Outcome

After evaluating other offerings and their compatibility with Service Cloud Voice, Mercado Libre decided to move forward with Talkdesk, which ultimately drove operational efficiencies – reducing costs and increasing revenue. Talkdesk provided the flexibility for agents to be on either the open CTI solution or the SCV solution. Talkdesk’s strong integration with Service Cloud Voice and implementation speed made it a surefire winner for Mercado Libre. The Talkdesk implementation took only 46 days using four sprints across five different countries, and despite this, no operations were halted during the entire process. Mercado Libre expanded from having two contact centers to seven contact centers which expands their reach within LATAM.

### This has resulted in ...

- Improved agent experience and satisfaction
- The consolidation of two major data sources – operational and administrative – resulting in the ability to monitor regional call centers more closely
- A deeper understanding of quality performance and operational metrics to drive efficiency and customer experience improvements

### Considerations for customers who are looking to provide exceptional customer service experiences:

- Invest in your service agents. In order to provide great customer experiences, agents need to trust they have the right tools to do their jobs successfully. A great service agent experience can ensure happier customers and increased sales.
- Flexibility and reliability are key in today’s hybrid workforce. Leveraging the right cloud contact solution can make implementation quick and easy, no matter where in the world your team is located.
- Strong reporting of agent performance and operational metrics can create a culture of transparency. It can also increase the opportunity for learnings that can result in improvements in agent and customer experience operations.

[Learn more](#)

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