



CUSTOMER SUPPORT ENABLEMENT

SUCCESS STORY



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How a global B2B SaaS company reduced customer churn and increased NPS after choosing Seekify

A global B2B SaaS company witnesses 3x growth in its NPS score and reduces customer churn rate by 5 percent using Seekify - CX Automation Platform. All this happened in a period of 36-weeks as Seekify enabled and supercharged their front-line executives at multiple touchpoints during the after-sales customer journey.

Headquarter: USA

Total Number of Employees: 3500 plus

Annual Recurring Revenue: \$95 Million

CX Director Goal: Increase NPS and reduce customer churn

CX Manager Goal: Automate customer support staff training with the right knowledge base they need to perform their duties. Audit customer support based on the insights

Customer Service Agent (User) Goal: Gain visibility into their performance and time-efficient ways to do their job right. Also, inculcate the skillset which is required to grow on their role

Deliver a
WOW CX

Pain Points:

*Can we reduce friction in customer experience?
Can we expect immediate ROI by automating
the quality and training of customer support
specialists? How to enable a customer-centric
culture within the front-line managers?*

These are a few questions asked by the Customer Experience Director before getting started with Seekify. Though after using multiple CX software to measure and improve customer experience, there was a lack of actionable insights. Also, the gap between customer queries and support staff skillset was expanding. As a result of which the NPS score was going down while CX Manager struggling with less visibility into the quality and training of support staff.



- **Get Rid of Manual Support Process:** With increased customer expectations, fulfilling their customer support needs has become pivotal. The quality audit process was manual and client was looking to streamline it.
- **Data in Silos, Lack of Insights:** Customer data in silos that increases the dependency on multiple software at different touchpoints. Data is collected at multiple touchpoints at different levels of customer journey but the lack of insights will lead to zero ROI.
- **Lack of Customer-Centricity:** Client was experiencing misalignment of customer service staff training and customer expectations.
- **Overloaded Support Volume, Lack of Accountability:** The client was facing high volume in product troubleshooting. The under-developed skillset of support staff was quite a challenge.
- **Lack of Actionable Insights:** Identifying roadblocks in support team performance was required to make informed decisions.

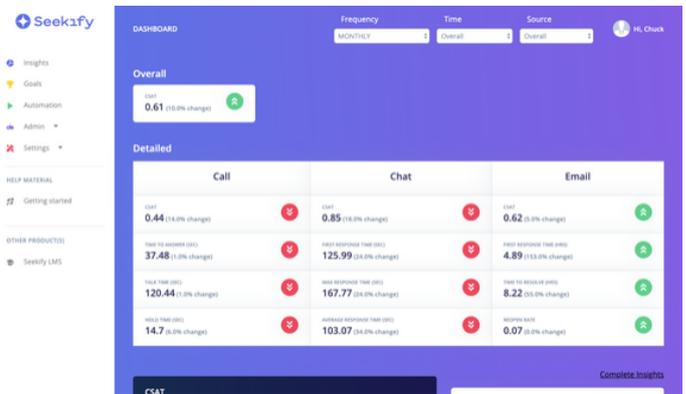
The Solution: Fixing one problem at a time

Automation in CX and turning performance data into insights triggered the actions to deliver a wow CX for customers of the client at multiple touchpoints such as Live Chat, Call, and Email. Integration with Seekify, enabled the client to understand what is lacking in their customer support staff and trains them with CX-focused knowledge automatically.

Seekify analyzed the pain-points of the client and offered customized features to ensure ROI in less time. After integrating Seekify in their existing CRM software, the support staff start getting the training they need at the right moment to boost productivity. Because if support staff can resolve customer issues faster and feel ownership of the client relationship, they'll provide a better experience. Effective and relevant training within the CRM can smooth out the edges of friction in customer experience.

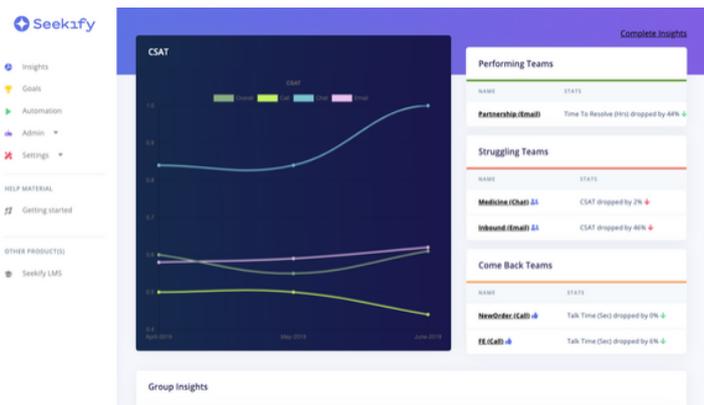
Customer Support and Customer Experience Managers get visibility into customer service team.

- Set and Achieve CX Goals
- Consolidated Customer Service View Across Channels
- Recommended Tickets for QC Audit by Agent
- Recommended Content for Agent
- Setup 1:1 Feedback



On the other hand, Customer Support Agents get a tool to improve their performance and effect the positive change in their KPIs.

- Simple Yet Faster Onboarding
- New Process Rollout/ Release
- Performance-led Training



Turning data into actionable insights to supercharge customer-facing agents

Seekify is a Customer Experience (CX) Automation platform.

Get in touch with us to meet your customer experience goals. visit www.seekify.com or email us at hi@seekify.com