TALKDESK CASE STUDY

Cityblock Health

Introduction

This case study of Cityblock Health is based on a December 2021 survey of Talkdesk customers by TechValidate, a 3rd-party research service.

> "Talkdesk is used for two main reasons in our organization. One is for outreach, to connect with members who may not know about the services we offer to them at no extra cost from their health plan. Second is with handling inbound calls with various needs from urgent care to appointment scheduling."

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Talkdesk:

- The business challenges they were experiencing with their call/contact center software that led them to implement Talkdesk:
  - We did not have call center software before, this was a new need

Use Case

The key features and functionalities of Talkdesk that the surveyed company uses:

- The Talkdesk capabilities that were most important to them when evaluating competitive or alternative solutions:
  - Call quality
  - Value for investment
  - Ease of use
  - Ease of customization & administration
  - Integrations with other technologies (e.g., Salesforce, Microsoft, ServiceNow, etc.)
  - Product feature set/functionality
  - Capability to scale
  - Support/service

Results

The surveyed company achieved the following results with Talkdesk:

- Level of improvement on the following since using Talkdesk:
  - Ability to meet SLAs: 75% or more
  - Agent satisfaction or productivity: 50%-74%
  - Handle/resolution improvements: 25% to 49%

Company Profile

Company:
Cityblock Health

Company Size:
Medium Enterprise

Industry:
Healthcare

About Talkdesk

Talkdesk is a global customer experience leader for customer-obsessed companies. Our contact center solution provides a better way for businesses and customers to engage with one another. Our speed of innovation and global footprint reflect our commitment to ensure businesses everywhere can deliver better customer experiences through any channel, resulting in higher customer satisfaction, cost savings and profitability. Talkdesk CX Cloud is an end-to-end customer experience solution that combines enterprise scale with consumer simplicity. Over 1,800 innovative companies around the world, including IBM, Acxiom, Trivago, and Fujitsu partner with Talkdesk to deliver a better way to great customer experience.

Learn More:

 Talkdesk

Source: **Joe Vita, Contact Center Administrator, Cityblock Health**