

Small Business Telecommunications Services Company

Introduction

This case study of a small business telecommunications services company is based on a December 2021 survey of Talkdesk customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Talkdesk is used as our call centre solution. It was implemented just before the world shut down in March 2020 and honestly saved our butts. We were able to quickly pivot and have everyone work from home rather seamlessly. We are an Internet and TV service, as an essential service especially during a pandemic, Talkdesk made all the difference.”

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:
 - Lack of innovation
 - Difficult/inability to support hybrid/distributed/remote/WFM model
 - Poor support/service

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:
 - Value for investment
 - Integrations with other technologies (e.g., Salesforce, Microsoft, ServiceNow, etc.)
 - Product feature set/functionality
 - AI and automation capabilities
 - Capability to scale
 - Support/service
 - WFH Capabilities

Results

The surveyed company achieved the following results with Talkdesk:

- Level of improvement on the following since using Talkdesk:
 - Ability to meet SLAs: 50%-74%
 - Customer satisfaction improvement (CSAT, NPS scores): 75% or more
 - Agent satisfaction or productivity: 50%-74%
 - Handle/resolution improvements: 50%-74%
 - Reduced costs: 10%-24%
- They improved customer satisfaction by 80% since implementing Talkdesk.
- How using Talkdesk impacts their day-to-day experience as a CX professional:
 - With Talkdesk, they have more information to make better decisions: strongly agree
 - With Talkdesk, they're able to help their customers more effectively: agree
 - With Talkdesk, they're able to help their customers more efficiently: agree
 - With Talkdesk, they can connect with customers anytime, anywhere: strongly agree

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Telecommunications Services

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:

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