

# The Scotts Miracle Gro Company

## Introduction

This case study of The Scotts Miracle-Gro Company is based on a November 2021 survey of Talkdesk customers by TechValidate, a 3rd-party research service.



“I love that the system is hands-off and I know there are no issues.”

## 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:
  - 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:
  - Call quality
  - Value for investment
  - Ease of use
  - Ease of customization & administration
  - Product feature set/functionality

## Results

The surveyed company achieved the following results with Talkdesk:

- Level of improvement on the following since using Talkdesk:
  - Ability to meet SLAs: 0 to 10%
  - Customer satisfaction improvement (CSAT, NPS scores): 50%-74%
  - Agent satisfaction or productivity: 75% or more
  - Handle/resolution improvements: 75% or more
- They improved customer satisfaction by 50% since implementing Talkdesk.

### Company Profile

Company:  
**The Scotts Miracle-Gro Company**

Company Size:  
**S&P 500**

Industry:  
**Chemicals**

### 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.

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