

Abilene Christian University

Introduction

This case study of Abilene Christian University is based on a November 2021 survey of Talkdesk customers by TechValidate, a 3rd-party research service.



“We are an online campus of a university so our student-facing advising roles are using Talkdesk to communicate with prospective and current students”

“Talkdesk gives our organization a better way to deliver a great customer experience.”

Challenges

The business challenges that led the profiled organization 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 value for money
 - Difficult/inability to support hybrid/distributed/remote/WFM model

Use Case

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

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

Results

The surveyed organization achieved the following results with Talkdesk:

- Level of improvement on the following since using Talkdesk:
 - Ability to meet SLAs: 75% or more
 - Customer satisfaction improvement (CSAT, NPS scores): 75% or more
 - Agent satisfaction or productivity: 75% or more
 - Handle/resolution improvements: 75% or more
 - Reduced costs: 75% or more
- They improved customer satisfaction by 85% since implementing Talkdesk.

Organization Profile

Organization:
Abilene Christian University

Industry:
Educational Institution

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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