TALKDESK CASE STUDY

Red Points

Introduction

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

> "Talkdesk gives our organization a better way to deliver a great customer experience."

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 integrate with other services/systems
  - 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
  - Ease of use
  - Ease of customization & administration
  - 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: 50%-74%
  - Customer satisfaction improvement (CSAT, NPS scores): 25% to 49%
  - Agent satisfaction or productivity: 75% or more
  - Handle/resolution improvements: 10%-24%
- They improved customer satisfaction by 40% 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: 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

Company:
Red Points

Company Size:
Small Business

Industry:
Non-profit

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

Research by **TechValidate** by SurveyMonkey

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