TALKDESK CASE STUDY

Small Business Computer Software Company

Introduction

This case study of a small business computer software 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.

> "We are using Talkdesk to make and receive customer experience, safety, and billing related calls to our customers and hotel partners. Talkdesk has allowed us to focus all of our efforts on achieving customer success because the system itself is so well designed and stable."

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 voice quality
  - Poor value for money
  - Difficult/inability to integrate with other services/systems
  - 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:
  - 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: 25% to 49%
  - Customer satisfaction improvement (CSAT, NPS scores): 10%-24%
  - Agent satisfaction or productivity: 50%-74%
  - Handle/resolution improvements: 0 to 10%
  - Reduced costs: 0 to 10%
- 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: strongly agree
  - With Talkdesk, they're able to help their customers more efficiently: strongly 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:
Computer Software

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