

CUSTOMER STORY

talkdesk | ClickPay.

**Use Case**  
Service

**Industry**  
Real Estate

**Integration**  
Zendesk

**Key Metric**  
40% Increase  
in Pickup Rate



**Challenge**

ClickPay was stuck with a legacy contact center solution that provided insufficient reporting, an unstable integration with Zendesk and could not keep up with the company's rapidly-evolving business



**Solution**

ClickPay chose Talkdesk to power their customer experience through a strong integration with Zendesk and an innovative culture that uses customer feedback to build next-generation customer experiences



**Results**

Using Talkdesk's advanced reporting and analytics, ClickPay has successfully optimized their agent performance to realize a 40% increase in pickup rate and decreases in average wait time and abandonment rate.

## Taking a New Lease on Customer Experience

Renters, homeowners, landlords and property managers alike are all too familiar with a particular relic of the pre-digital age: the paper check. As was the case decades ago, many landlords and property managers today are regularly tasked with collecting, sorting and processing an overwhelming number of paper checks every month. ClickPay, a New Jersey-based real estate payment processing platform, which enables property managers and landlords to bill and collect payments completely online, was founded in 2009 to solve this very challenge. "Our mission is to make the rent/dues-paying transaction between renters/owners and property managers seamless, and this means reducing paper checks from the equation," explained Tim Kyse, Vice President of Customer Service. "Although ClickPay core offering is online payment processing, we also support all types of payments received by property managers including paper checks."

Tim oversees ClickPay's resident service division, which is responsible for managing all the resident interactions with ClickPay. Initially, the support team were using traditional desk phones for voice support and generic email for support online. Not surprisingly, it was difficult for Tim to accurately capture and act on meaningful customer data without the proper tools in place, so he implemented Zendesk to capture this critical data to make more sense of what was happening in his organization. Tim also implemented a telephony system, 8x8, to add a voice component to his growing support stack to integrate with Zendesk.

## Settling Into a New Solution

Like any disruptor in a market that's prime for a shake-up, ClickPay quickly gained traction and started to grow rapidly. Tim realized that their new telephony system was not able to scale as quickly as their business was growing. "They had a hard time scaling or evolving with us; they were very stuck in their own ways of doing things," said Tim. A poor user interface, weak reporting and screen pop reliability issues contributed to Tim's desire to explore other contact center solutions.

Tim discovered Talkdesk through a variety of tradeshows and events he'd attended and decided to set up a demo with the team. "I liked how modern the interface was and that you could set up and manage your contact center very easily," said Tim. Most importantly, Talkdesk's strong integration with Zendesk checked off Tim's most important requirement. "We needed an integration with Zendesk that reliably displayed our callers' information to agents as well as automations that enabled our agents to focus on wrapping up calls quickly and efficiently."

**"The quality and granularity of data I'm seeing in Talkdesk has enabled us to get to this level of forecasting accuracy"**

**- TIM KYSE, VICE PRESIDENT OF CUSTOMER SERVICE**



## Using New Tools to Renovate the Contact Center

Talkdesk's advanced reporting and analytics, something his previous contact center vendor lacked, helped Tim realize a significant area of opportunity for his team almost immediately. "Our headcount was increasing and the number of inbound calls we were receiving was staying the same, yet our average wait time and abandonment rates were mysteriously going up," said Tim. Using Talkdesk's Pickup Rate Report, Tim was able to see that many agents were not picking up calls on the first try. With easy access to this real-time data, Tim has held his team accountable for how they handle inbound calls. "I can't begin to tell you what that's done for my business," said Tim. The organization's first call pickup rate increased by 40% which led to a decrease in average wait time and abandonment rates.

Tim is so passionate about how this single metric has impacted their business that he made agent bonuses partly reliant on how frequently they pick up the phone on the first call.

Tim has also used Talkdesk's reporting to do forecasting within his contact center. He does a lot of forecasting on a monthly, daily and hourly basis and when he ran his last end of year report, he was only off by 5%. "The quality and granularity of data I'm seeing in Talkdesk has enabled us to get to this level of forecasting accuracy," said Tim. This insight has enabled Tim to efficiently hire and staff agents while providing a clear picture of what the needs of his contact center will be in the future.

Talkdesk's Zendesk integration has helped Tim ensure agents are spending more time helping customers and less time searching for information, manually creating tickets and logging notes. After a call comes in, and an agent sees all the relevant customer data in Zendesk via screen pop, agents can start taking notes immediately in the new ticket which was automatically created with the call. With Talkdesk for Zendesk automations, tickets are automatically logged to Zendesk with all relevant call data attached to them. "No other vendor integrates with Zendesk like Talkdesk does," said Tim. Queue Callback has enabled ClickPay to provide customers with a frictionless experience by offering them an option to schedule a callback from an agent rather than waiting in the queue. "This has significantly improved our customer experience. It shows we really respect our customers' time," said Tim.

Talkdesk's simplicity has enabled Tim to make changes and try new things on the fly without having to make any requests to Talkdesk support or hire and maintain any specialized staff.

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**- TIM KYSE, VICE PRESIDENT OF CUSTOMER SERVICE**

## Moving CX Into the Future with AI

In the near future, Tim plans on infusing Artificial Intelligence into his contact center to accelerate the transformation he's already made in his organization and to his customers. Currently, Tim primarily relies on manual data from spreadsheets to manage quality assurance. He intends to optimize this process with the help of Talkdesk IQ. "I don't want to hire an army -- I think we can do this through some automations and AI," said Tim. This will enable him to make data-driven changes to his agents and provide an even better customer experience.

Tim views Talkdesk as a key partner in future initiatives due to the innovative nature of the company and its dedication to customer input: "Talkdesk is listening, evolving and consistently making their software better for customers."

Talkdesk is an innovative cloud contact center platform that empowers companies to continuously improve customer satisfaction. Talkdesk is easy to set up, use and adapt. A "visionary" in Gartner's Contact Center as a Service Magic Quadrant, Talkdesk offers ongoing innovation, superior call quality and instant integration to the most popular business applications. Over 1,400 innovative companies around the world, including Peloton, Shopify, Evernote, HotelTonight and Blue Apron, rely on Talkdesk to power their customer interactions.

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