talkdesk | PARKWHIZ®

User Case	Industry	Integration	Key Metric
Support	Transportation Software	Kustomer CRM, Slack	8x ↓ Average Hold Time 5x ↓ Abandonment Rate

Challenge

By relying on a legacy contact center solution that lacked key reporting capabilities, ParkWhiz struggled to successfully manage a remote CX team and measure the impact of the customer experiences they were providing

Solution

ParkWhiz chose Talkdesk Enterprise Cloud Contact Center to power their remote agents and provide supervisors with clear insight into key success metrics through advanced reporting and analytics

Results

ParkWhiz has used Talkdesk Live and historical reporting to measure quality of service and to identify business opportunities, resulting in 90%+ service levels and decreasing average hold time and abandonment rate by 8x and 5x, respectively
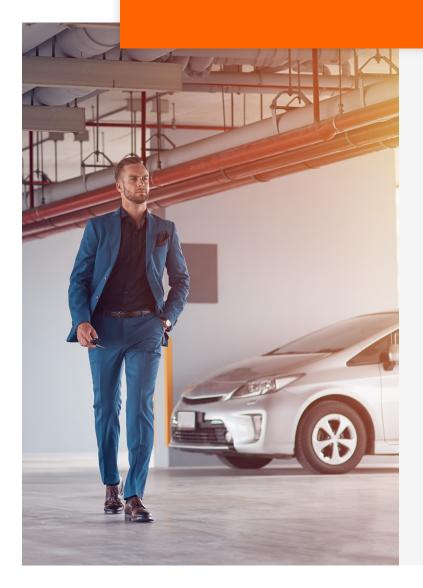
Using Technology to Remove Roadblocks for Customers

Whether it's a fun night out or your day-to-day commute to work, there's nothing more frustrating than wasting precious time trying to find a coveted parking space near your destination, especially in America's most congested cities. ParkWhiz, headquartered in Chicago, was founded in 2006 with the mission to free drivers from the hassles of everyday travel by making it faster and easier for users to find, reserve and pay for parking at thousands of locations. With over one million daily parking searches on their platform, it's important for ParkWhiz to provide amazing customer experiences and empower their users to find the best parking for their needs.

ParkWhiz provides support for both sides of its platform: the CX team assists users who are searching for and booking parking, and the Seller Support team assists parking operators who list available spaces on the platform. With every ParkWhiz agent working from their remote office, it was important to ensure complete visibility into agent activity and efficiency. For Ryan Kern, Director of Operations at Arrive, ParkWhiz's parent company, and Meagan McKinnon, Head of Customer Experience at ParkWhiz, their previous contact center provider did not provide many of the capabilities they deemed necessary to run a fully remote team. "Our previous provider offered rudimentary reporting, so we had little insight into team performance or the quality of service we were providing," said Ryan. After experiencing consistently long queues and high hold times, Ryan and Meagan began to evaluate other contact center solutions.

> "Given our remote team structure, we knew we needed a fully cloud-based system like Talkdesk"
>
> **– RYAN KERN, DIRECTOR OF OPERATIONS**

Leveraging a Cloud Contact Center to Drive Great Experiences

After disqualifying multiple solutions based on limited reporting capabilities, non-user-friendly interfaces, and lack of key integrations, the team was confident in moving forward with Talkdesk Enterprise Cloud Contact Center. "Given our remote team structure, we knew we needed a fully cloud-based system like Talkdesk," said Ryan.

ParkWhiz relies on Talkdesk's advanced reporting and analytics to successfully manage remote agents and keep the teams accountable for the level of service they're providing. "Through Talkdesk's robust reporting, we're able to make a lot of personnel decisions and track productivity by observing which agents are available versus doing after call work - all in real time," said Meagan.

This data is used to optimize agent performance by identifying coaching opportunities and to uncover areas where initiatives can be introduced for agents to go the extra mile for customers. ParkWhiz also uses the Talkdesk for Slack integration to notify agents in their respective Slack channels when, for instance, the hold time surpasses a certain threshold. "The data we've been able to gather has been so helpful that we've consistently hit over 90% service level and decreased our average hold time by 8x and our abandonment rate by 5x," said Meagan.

ParkWhiz also captures and reports on key data through call dispositions. "Setting up and adjusting dispositions was so easy for us and has given us invaluable insight into the reasons why customers are contacting us," said Meagan. On top of understanding why customers are calling, Meagan and Ryan can better understand how long it took to resolve certain issues and make process changes to provide better service and cut down on future resolution times. They've also used dispositions to make product enhancements based on what customers were calling about. All key customer interactions and the data that goes along with them are captured in ParkWhiz's CRM, Kustomer.

ParkWhiz also uses Talkdesk's Sentiment feature to gain a better understanding of customer mood and a more holistic view into customer interactions. After every call, a customizable SMS survey is sent out for customers to rate their support experience. Rather than relying solely on the customer's feedback, agents are then asked to provide their opinion on how they think the call went. By capturing the customer's sentiment with the agent's perception of the customer's mood, Meagan and Ryan are able to identify where there are discrepancies and use that as an opportunity to further train agents on how to better interpret the outcomes of calls.

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>
> – MEAGAN MCKINNON, HEAD OF CUSTOMER EXPERIENCE

Giving Impeccable Service the Green Light

When choosing a vendor to power their support teams, it was important for ParkWhiz to partner with a cloud provider that shared their vision of what it means to provide great customer experiences. "Talkdesk's vision aligns with our priorities for efficiency and quality customer experiences, which confirms we have the right partner to take our support to the next level," said Ryan. Ryan went on to explain that he doesn't believe technology alone will lead to ParkWhiz's success, but the quality of support will be a critical factor in their growth. Developing a "north star" for the team to follow has ensured everyone understands what the bar for outstanding support is and how they can constantly strive to raise it.

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