

CUSTOMER STORY

talkdesk | JUSTWORKS.

User Case
Sales & Service

Industry
HR Technology

Integration
Zendesk

Key Metric
Lower operational costs,
higher pickup rates



Challenge

The Justworks Customer Success team had been fighting with a clunky, old-school contact center platform and poor quality for far too long. They knew they needed an effortless, scalable solution that didn't get in the way of providing a great customer experience.



Solution

Justworks chose Talkdesk for its simple, adaptable platform and deep integration with Zendesk. As a rapidly growing company, Justworks recognized Talkdesk as the right provider to grow alongside them and support their evolving business needs.



Results

By moving to Talkdesk's modern cloud platform, Justworks has reduced operational costs by eliminating the need for physical phones and enabling employees to work remotely. They've also seen an increase in answered calls and first call resolution, thanks to Talkdesk's intelligent routing capabilities.

Freedom from tedium for busy entrepreneurs

There are many reasons why entrepreneurs create new companies, but administrative work isn't one of them. Justworks, the fastest growing HR technology company in the market, takes the "busyness out of running a business." They provide entrepreneurs and small businesses with the same great Human Resources and payroll tools that large enterprises enjoy - all in one simple interface. Their mission is to free business owners from managing complex HR processes so they can focus on building their business instead.

Top-notch, 24/7 customer support is critical to Justworks' mission. Jason Whitman, VP of Customer Success, puts it this way: "We see customer service as part of our value proposition. When customers buy Justworks, they are also buying the service experience." To uphold that commitment to service, their employees need the right data and tools at their fingertips to make an impact in the moment - when it really matters.

Just as they promise their customers freedom from complex HR processes, Justworks expects their contact center platform to do the same for their employees; freeing them from the burden of navigating complicated systems and giving them the resources they need to offer a great experience. "We want employees not to have to think about the tools that they are using so they can focus on customers instead," said Whitman.

Onboarding a better experience for employees

When the Justworks team moved to a 24/7 support model, they knew their old contact center platform would only hold them back. “We couldn’t keep our agents tied to physical phones any longer. We needed a solution that enabled our employees to work from anywhere and still deliver exceptional support to our customers,” Whitman explained. Secondly, the team needed a solution that was reliable, easy to use and that integrated with other systems. “With our old platform,” said Whitman, “we not only had to use desktop phones, but there were ongoing problems with connection and call quality. It was not an effortless experience for our agents or our customers.”

Thanks to their rapid expansion in the market, Justworks also needed a platform that could support their growing onboarding and account management teams, in addition to customer support agents.

Justworks relies on Zendesk to manage customer data, support, and onboarding activities. They needed a solution that was so seamlessly integrated with Zendesk that employees never needed to switch between systems to find the right information.

The Justworks team selected Talkdesk for its modern cloud architecture, which allows employees to work remotely, as well as its intuitive interface and ability to integrate with their CRM. “Thanks to the seamless integration between Talkdesk and Zendesk, employees can see call data and access voice recordings all in one system,” said Whitman. “We chose Talkdesk because it met all of our key criteria: employees enjoy it, they can log in to help customers from anywhere, and it gives them the information they need right when they need it.”

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–JASON WHITMAN, VP OF CUSTOMER SUCCESS



Realizing the benefits of a modern platform

As a result of moving to Talkdesk, the Justworks team has unchained themselves from desktop phones, saving thousands of dollars in equipment costs. Whitman said, “We saved money by moving to the Talkdesk platform itself, and then multiplied that with downstream cost savings that have made a real impact on my team and our budget.”

Talkdesk has also proven to be just as simple to use as the Justworks team expected it to be. “There is zero friction in adding new agents. As long as they have a computer and a headset, they can be up and running in minutes.”

The Justworks team has also expedited customer service by using the call back feature. “We are helping busy entrepreneurs grow their businesses, and they don’t have time to waste. Call back may sound like a small thing, but it’s crucial to our customers. We save them time and effort by proactively calling them back and addressing their issues right away.”

Before Talkdesk, Justworks had very limited control over how calls were routed to agents, resulting in missed calls, frustrated customers, and under-utilized agents. By using Talkdesk’s intelligent routing capabilities and customized ring groups, the number of completed calls is soaring.

Behind the scenes, Justworks uses Talkdesk’s advanced reporting and analytics to see how the team is performing in real time, drilling down into employee performance and pinpointing areas for improvement to make a real impact on customer satisfaction and first call resolution.

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Humanizing resourcefulness

Justworks knows firsthand that great technology is only as strong as the team that supports it. When they chose Talkdesk, they were searching for a technology partner that valued customer experience as much as they do. “The service we receive from Talkdesk is great,” Whitman said. “We have a dedicated Customer Success Manager who keeps us in the loop with company and product news so we know what new features are coming next and how we can use them to our advantage. We also have the Talkdesk support team at our fingertips if we need them.”

As the team continues to grow, they expect Talkdesk to grow effortlessly alongside them. As Whitman explained, “Talkdesk is a fast-growing company and so are we. The alignment and service experience we have with Talkdesk is a much better fit for us than a legacy provider that doesn’t take time to understand or address our needs. Talkdesk has proven their commitment to helping us continually exceed our customer experience goals now and in the future.”

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, Evernote, HotelTonight and Blue Apron, rely on Talkdesk to power their customer interactions.

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