

## CUSTOMER STORY



**User Case**  
Support

**Industry**  
Consumer Services

**Integration**  
Zendesk

**Key Metric**  
85% ↓ in Average  
Wait Time



### Challenge

WeGoLook® relied on a legacy on-premises contact center to support their clients and Lookers which prevented them from effectively routing callers to the right agents, offered little insight into agent activity and lacked the capabilities to automate manual agent work. These system deficiencies resulted in low agent productivity.



### Solution

WeGoLook chose Talkdesk for its intelligent routing, deep integration with Zendesk, advanced reporting, call recording and monitoring capabilities to increase customer satisfaction, automate processes to improve productivity and ensure agents are always offering a positive customer experience.



### Results

WeGoLook optimized their contact center with Talkdesk to decrease average wait time by 85%, decrease abandonment rate by 83%, increase service level by 81% and increase answer rate by 92%.

## Validating the Need for New Technology

Globalization and a digital-first economy means business models are changing and people are engaging from multiple locations around the world. WeGoLook aims to solve the challenge of how consumers validate information by combining technology with an on-demand workforce of “Lookers” to help businesses gather and validate information anytime, anywhere. WeGoLook’s Lookers include licensed adjusters, licensed drone pilots, bilingual and multilingual translators, registered notaries, and more.

WeGoLook was relying on a legacy on-premises solution to support their customers. As the company scaled rapidly, inbound and outbound call volume began to quickly accelerate. This presented a major challenge to Melinda Wyatt, director of operations at WeGoLook. “Delivering rapid results to our clients and Lookers is contingent on our technology,” said Wyatt. After struggling with low agent productivity, poor call routing and lack of insight into agent activity, Wyatt recognized the need for a modern, cloud-based contact center solution to take WeGoLook’s customer experience to new heights.

## Looking to Talkdesk to Transform Customer Experience

After testing a number of other solutions, Wyatt chose Talkdesk to power WeGoLook's customer experience. "We tested other phone systems, but it quickly became clear Talkdesk would bring forth significant benefits as we continued to rapidly grow," said Wyatt.

With Talkdesk, WeGoLook ensures clients and Lookers are routed to the agents best suited to address their needs, whether that's clients looking

to file claims or Lookers verifying onsite assignment information. With over 40,000 calls made and received each month, intelligent call routing is critical in maintaining excellent customer experience. "I'm able to leverage Talkdesk's call routing capabilities to connect our clients and Lookers to the right agent at precisely the right time," said Wyatt. This improvement in routing has helped WeGoLook's agents resolve issues faster and more effectively, increasing caller satisfaction.

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**-MELINDA WYATT, DIRECTOR OF OPERATIONS**



Prior to adopting Talkdesk, WeGoLook's agents were faced with multiple inefficient processes, including manually updating customer information in two separate systems.

By integrating Talkdesk with their ticketing system, Zendesk, agents have leveraged powerful automations, such as creating a new ticket when a call comes in, that have greatly improved productivity. "By automating agent tasks with Talkdesk for Zendesk, we have decreased average wait times by 85%," said Wyatt.

Agents also leverage Talkdesk's Voicemail Drop capability, allowing them to leave a pre-recorded voicemail via Callbar rather than wasting time leaving the same message over and over. "Voicemail drop empowers agents to scale their outreach and deliver personalized messages while maximizing their productivity," said Wyatt.

WeGoLook uses Talkdesk's comprehensive reporting and analytics to track key metrics and optimize team performance. This has empowered agents to develop a deeper understanding of the quality of service they're providing to clients and Lookers. "Agents are able to use Talkdesk Live to monitor their own performance in order to meet the team's customer experience goals," said Wyatt.

Talkdesk's call recording and monitoring capabilities have also contributed to an increase in service quality. "Monitoring previous answer rates helped us identify performance gaps. By addressing and solving for those gaps, we've been able to improve answer rates by 92%," said Wyatt. By measuring and optimizing these metrics and improving the rate at which agents pick up the phone, WeGoLook has also decreased abandonment rates by 83%. "In 2018, we implemented a quality call monitoring program to score calls and provide feedback. We also nominate 'best calls' by our agents and house them in a library used for recognition and training," said Wyatt.

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## Sights Set on the Future

Wyatt regards Talkdesk as a critical technology component to the future of customer experience at WeGoLook. "Ensuring our agents have access to tools like Talkdesk to help them execute their job successfully is vital," said Wyatt. On top of providing differentiated customer experiences, WeGoLook is also using Talkdesk to promote change in their own community. WeGoLook, through their Looker customer base, supported parent company Crawford & Company® with catastrophe response in the fall of 2018. "Talkdesk's cloud-based solution allowed our staff to work on-site and remotely to provide full support to Lookers and adjusters on the ground during Hurricane Maria in 2017 and the Camp Fire in 2018," said Wyatt.

As they continue to rapidly scale, WeGoLook looks forward to continuing their mission of providing great customer experiences. "Our goal is to leverage the latest Talkdesk innovations to support our callers in a manner that is friendly, accurate and effortless," said Wyatt.

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.

**talkdesk**