Win More Business through a Game-Changing Customer Experience

Jim Tincher, CEO of Heart of the Customer, Nicole Geosits, Manager of Customer Happiness at Acuity Scheduling, and Kaan Ersun, SVP of Marketing at Solvvy discussed *"The Three E's"* of creating a world class customer experience in a webinar, organized by Solvvy.

At the very onset, Jim Tincher laid out the three keys (or E's) of a stellar customer experience (CX) and made the business case for customer experience by mapping it back to improved bottom lines.

> "The three keys of a game-changing experience are effectiveness, ease and emotion."
>
> Jim Tincher, CEO, Heart of the Customer

Tincher shared studies and research findings that emphasized the need for businesses to focus on a winning CX framework comprising of ease, emotion and effectiveness. When faced with a support issue, most users start with the website for resolving their queries. Therefore, intuitive websites with a simple user interface, seamless navigation and a smart knowledge base go a long way in creating a positive user experience.

According to the Tempkin Group, a 10% improvement in CX ratings for a company with $1B in revenue could lead to revenue gains of $141-$344M in a 3-year period. This was a result of lower churn and more business from new and existing customers.

Kaan Ersun shared interesting examples of how Solvvy's clients are taking these three keys of CX and implementing them in their businesses. Peloton wins on ease, TaskRabbit provides effective support while GoFundMe scores on the emotional quotient.

Peloton, the interconnected bike company that is changing the whole fitness game, turned to Solvvy's intelligent self-service platform with increasing volume of incoming support requests. With 90% of the

answers already available in their knowledge base, they were able to self-service 25% of their tickets through effortless discoverability of relevant content.

TaskRabbit, the online marketplace for hiring taskers, was able to deliver on its key support metric of First Contact Resolution with Solvvy. They became extremely effective by servicing 28% of all inbound requests received within a minute! They switched to contact forms and completely deprecated email support.

GoFundMe, the leading crowdfunding platform, understands emotions. With personal fundraising, emotions can really run high. Solvvy services GoFundMe's routine tickets quickly so that they can free up their agents to focus on more complex issues. With 25% tickets resolved through self-service, GoFundMe agents are available at the time of their customers' needs. As per Tempkin research, when companies score high on emotions, users are more likely to recommend them, and even forgive them.
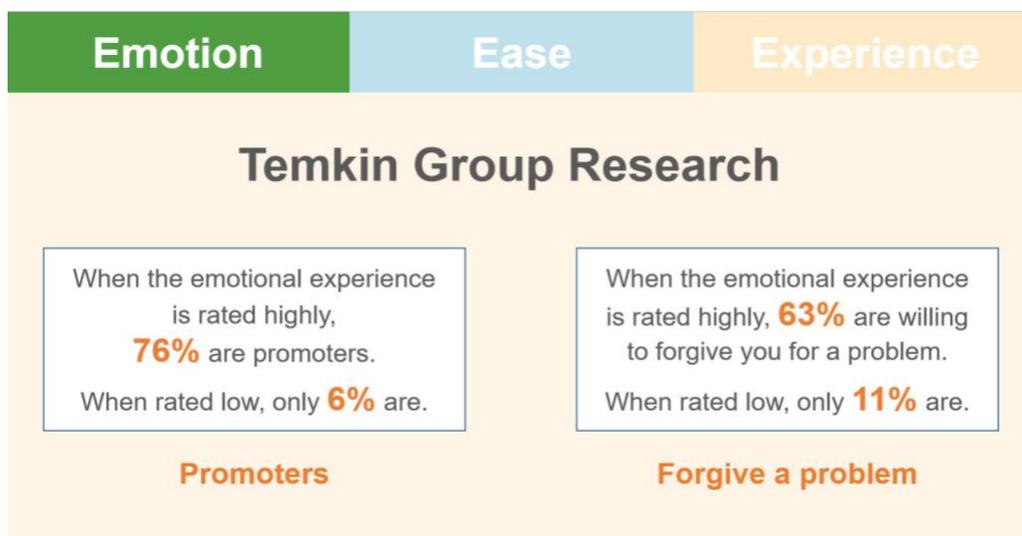
Nicole Geosits shared how Acuity Scheduling, the online scheduling platform for small businesses, creates powerful emotional connections with their users through playful brand experiences. Their customers receive a welcome email with a secret mission to find "Karl, the Kitten" that leads them to their help section through a great first touch.

> "We keep our app trim and our knowledge base meaty. It's magical how Solvvy highlights the exact part of the help section that our users need!"
> Nicole Geosits, Manager of Customer Happiness, Acuity Scheduling

All three industry experts on the panel agreed that customer experience matters and it matters more than ever today. It's imperative that organizations make customer experience a part of their culture in order to win more business.

WATCH WEBINAR REPLAY >> https://go.solvvy.com/win-more-business-through-a-game-changing-customer-experience-on-demand-replay.html