

**Graduate to Gladly:**

# Unlocking the True Power of Your Service Heroes



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In a world where digital is the new flagship, it's more important now than ever to deliver the service and experience your customers not only want but expect.

To deliver on this promise, brands need to be able to make their customers feel known and valued, while giving agents the tools they need to make the entire shopping process seamless. That means, your agents need to be equipped with the right technology to enable them to achieve this high standard of service in an efficient, scalable way.

**We call this turning your agents into heroes.**



As digital transformations continue to take center stage, many brands are realizing that they simply don't have the tools they need to thrive in this landscape and are looking to make a change — whether that's starting from scratch or migrating to a new solution.

Getting that process started can be daunting, to say the least. This guide will break down the state of today's contact center and demonstrate how finding the right tech to deliver radically personal service helped revolutionize some of the most aspirational brands.

# State of the Contact Center

The key to unlocking the true power of your contact center heroes is equipping them with the right tools — but don't just take our word for it. Here are a few stats to back that up.

## 97%

of companies integrate with at least one other channel provider or add-on, resulting in disjointed customer experiences

[2020 Customer Expectations Report](#)

## 86%

of companies expect their agents to help on more than one channel, yet most continue to staff their teams by channel

[CX Efficiency Trends Report](#)

## 78%

of contact center agents say they're expected to upsell or cross-sell to customers — (but most agents feel they could be better supported with optimizing their efforts)

[CX Efficiency Trends Report](#)

## 60%

of agents say they use at least 3 systems or windows to help a single customer, but 70% of agents say juggling multiple platforms and windows negatively affects productivity

[State of the Contact Center Report](#)

## 63%

of companies say duplicate tickets and cases affect overall productivity

[State of the Contact Center Report](#)

## 97%

of companies don't offer an omnichannel experience with a single platform

[CX Efficiency Trends Report](#)

**Recently (thanks, 2020), many companies have pulled their digital transformation from the back burner to front and center and refocused their strategy on their customer service. During this process, many companies realized they had outgrown their existing software and needed a platform that could elevate their customer experience without hindering productivity.**

**Brands like Deckers, Andie, and Rothy's trusted Gladly to help them transform their contact center and deliver radically personal service.**

**Here are their stories.**

# DECKERS

## — BRANDS —



## Improved Service Levels and Created a Dramatically Different Customer Experience

### Increased Self-Service

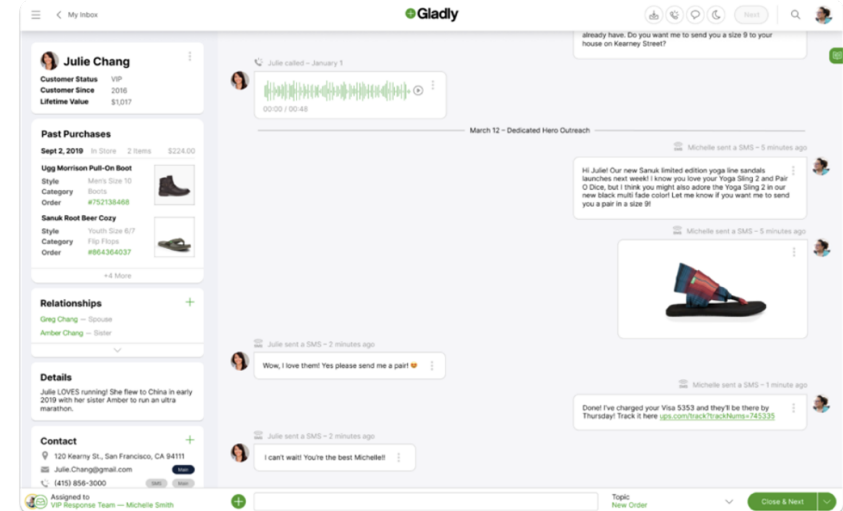
Self-service has increased to 60% as customers are able to find what they are looking for without speaking to an agent.

### Record-Breaking Satisfaction Levels

Since switching to Gladly, Deckers has seen significant growth in satisfaction levels for 2020.

### Grew SMS by 10X

SMS contacts have reached nearly 30% in just one year—increasing agent productivity and lowering call volume.



Deckers' mission is to 'get it right for customers, every contact, every time.' With this goal in mind, Director of Customer Care Bryan Riter knew they needed to transition away from a traditional ticketing model and their current customer relationship management (CRM) to achieve their goals. So, when he set out to find a new customer service platform, he knew that Gladly's emphasis on putting the customer at the center was perfect for what he was trying to achieve.

**“Gladly allows us to be more agile, adapt to demand, and focus less time on management and reporting, and more time on our team members and customers.”**

- Bryan Riter, Director of Customer Care

## Doubled Agent Productivity

Since switching to Gladly, Bryan has seen an increase in agent productivity, which helped translate to an increase in customer satisfaction. By leveraging digital channels like chat and SMS, they have been able to coach their agents and staff to help a larger volume of customers more efficiently. Since utilizing these channels, they've seen their conversation concurrency double, helping them be "more efficient than ever," according to Bryan. In fact, even with big holiday shopping events like Cyber Monday, they've been able to keep their wait times low while still maintaining strong service levels.

**“In December we saw improvements to our service level by 40%, creating minimum wait times for customers across all channels.”**

## Answers That Drive Self-Service

Gladly's Answers knowledgebase not only powers what agents use internally to respond to their customers, but it also offers customers the opportunity to self-serve through chat or public FAQs. By having a single source of truth that powers all channels (both internal and external), customers will see the most relevant and up-to-date information, while ensuring that all agents are using the same responses.

Since implementing Answers, Deckers have seen their **customer search success rate jump to 90%**, which means that their customers are finding relevant answers based on what they are looking for. In addition, they've found that, thanks to Answers, **60% of customers are able to successfully self-serve** and don't need to connect with an agent.

## Meeting Customers Where They Want to Be Met

It was important to Deckers that they met customers on the channels they preferred, so they increased investment on channels like SMS. Since introducing the new channel, they were able to grow SMS to 29% of all inbound requests, all in a single year. Not only is SMS a preferred channel for customers, but digital channels help bring down call volume and increase agent productivity.

In addition to introducing SMS as a channel option to customers, Deckers also adopted 'IVR to SMS'—which is the ability to transfer customers to SMS rather than wait on the phone to speak to an agent.

**“Through technology, data, and some key features, we've been able to improve service levels and create a dramatically different customer experience.”**

# Andie

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## Delivers Personalized, Concierge-Style Service with a Small Team

### Personalized Service at Scale

With key customer information and history at their fingertips, Andie's small team of Fit Experts can deliver a personal, concierge experience to every customer

### 35% Drop in Average Wait Time

Even with heightened volume during COVID, Andie saw a 35% drop in Average Wait Time across all channels

### 50% Drop in Order-to-Contact Ratio

Leveraging Gladly's self-service channel means customers find answers to the easier questions on their own, halving Andie's order-to-contact ratio

Andie Swim was born with a simple, yet much needed, solution in mind: a place where women could find classic, timeless suits they could try in the comfort of their homes, with ready support from trained experts to offer a shopping experience that makes a lot of women feel their most vulnerable.

**"With our previous platform, it was hard to make customers feel like they were being treated as human. They became tickets, and they would get ticket numbers with automated messages like #do not reply above this line#,"** said Karen Zhou, Director of Operations at Andie.

**"We come off as having one-to-one customer service, but in fact it's really one-to-many. And that's thanks to Gladly enabling us to offer that kind of personalized service at scale while keeping our headcount relatively small."**

- Melanie Travis, CEO and Founder

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SELF-SERVICE

# 60%

increase in self-service as customers are able to find what they are looking for without speaking to an agent

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## It's Julie, Not Ticket #26791203

At Andie, advice from their support team, or 'Fit Experts,' goes beyond just capturing measurements, to understanding and working around the sensitivities their customers have around their bodies, like stretch marks or surgical scars. While Fit Experts did a great job creating a warm, inviting experience, the support platform they were using was sending out a distinctly opposite message, according to Andie's Director of Operations, Karen Zhou.

## - Please type your reply above this line - ##

This ticket was created on your behalf



Eleanor Shellstrop (z3n-eshellstrop)  
May 5, 19:32 PDT

Could you let us have your order number so we can check our records?

**“We really wanted customers to feel like they're contacting a friend when contacting Andie.”**

**“We've seen Gladly improve the interactions between customers and our Fit Experts because we have that continuity where agents can see all of the history in one place.”**

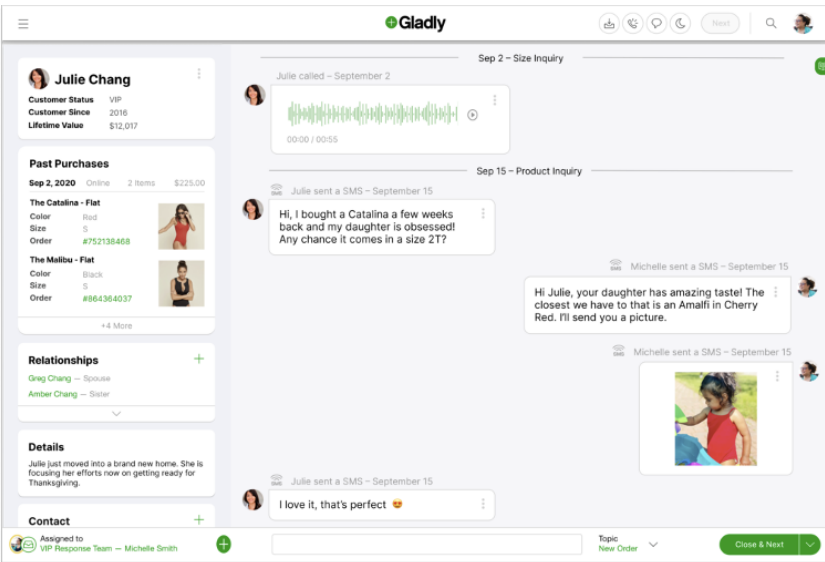
Since switching to Gladly, Andie's Fit Experts no longer have to worry about ticket numbers or robotic messages undermining their efforts. And that's because Gladly doesn't route tickets at all. Instead of tickets, when a customer reaches out, Gladly routes a full record of that customer to a Fit Expert—their name, their past communications over every channel, and their past transactions with order numbers—all encouraging a seamless, human communication between Fit Expert and customer.

EFFICIENCIES

**35%**

drop in Average Wait Time  
across all channels



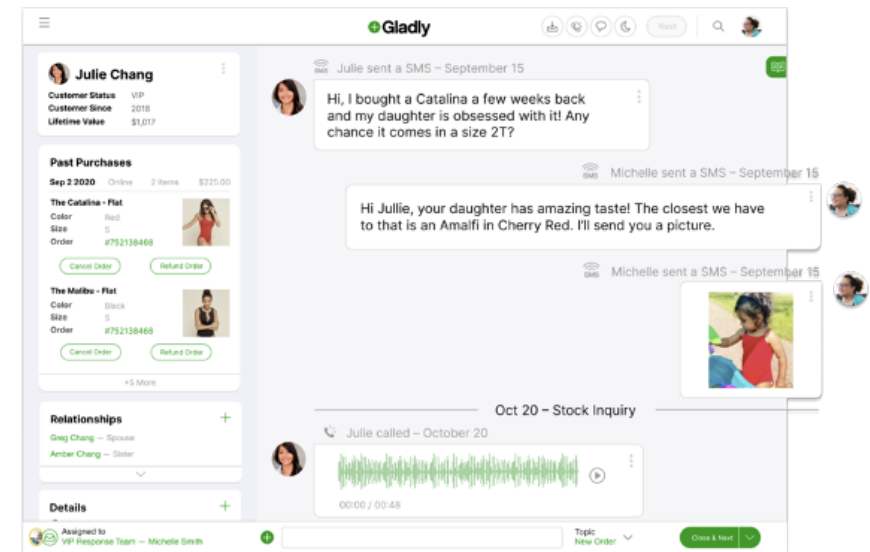


“When customers call in, we know who’s contacting us before they even introduce themselves,” Karen explains. “We’re able to greet them by name and save them a lot of time with finding their order details because we already have all of that information.”

**“We come off as having one-to-one customer service, but in fact it’s really one to many. And that’s really thanks to Gladly.”**

## A Personal Experience for Thousands, From a Team of 5

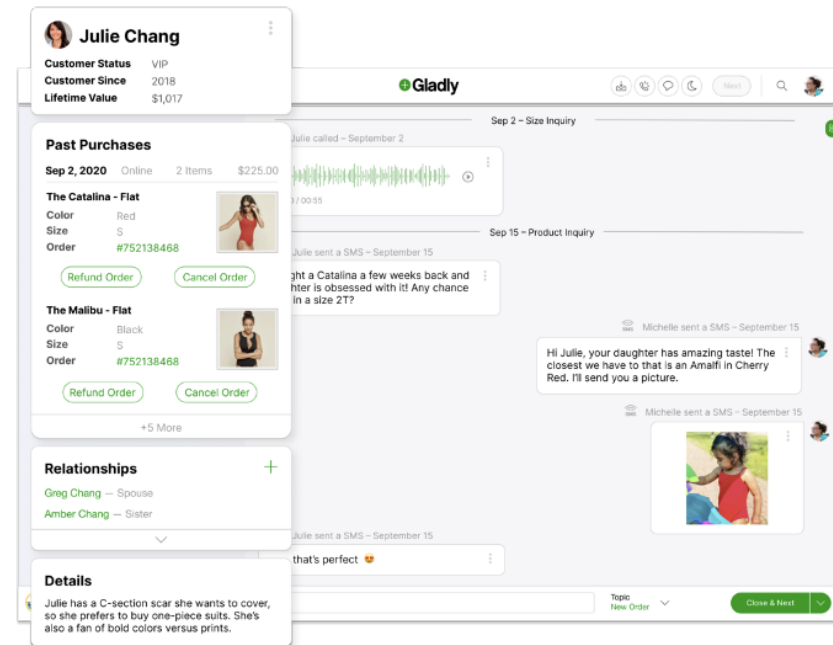
Having a customer’s entire conversation history and past transactions at their fingertips has empowered Andie’s small team of Fit Experts to deliver a personal, concierge experience to each of their thousands of customers.



“One of the key opportunities that Gladly unlocked for us is being able to scale up the amount of support that we provide while not having to necessarily hire a trillion people,” Melanie explains. “We come off as having one-to-one customer service, but in fact it’s really one to many. And that’s really thanks to Gladly enabling us to offer that kind of personalized service at scale while keeping our headcount relatively small.”

## Customer Context and Shopify Actions at an Agent's Fingertips

Like many online businesses today, Andie runs their operations over Shopify. And Karen credits Gladly's Shopify integration with enabling her team to help customers faster and make better, more informed swimwear recommendations to their customers by pulling their customers' transactions from Shopify right into the customer's Profile.



“The integration between Shopify and Gladly has been super helpful because we can see a customer’s order history all in one place in Gladly,” Karen explains. “Swim is a tricky category for fit, so being able to see all of the different sizes and styles that a customer has tried helps us provide the best recommendation moving forward.”

**“With Gladly, there’s really no way to miss a customer’s other interactions because they’re all right there in one place.”**

## No More Time Wasted Avoiding Agent Collision

Andie often has customers reach out to them multiple times and their previous ticket-based platform would heighten the risk of multiple agents responding to the same customer by creating a new ticket each time they reached out.

To avoid that situation, Fit Experts would have to first search the platform to identify any other tickets from the same customer, and then assign those to themselves. This not only wasted precious Fit Expert time, but sometimes they’d forget to do it, and a customer would end up getting multiple responses.

**“With Gladly, there’s really no way to miss a customer’s other interactions because they’re all right there in one place,” Karen says.**

## Self-Service Helps Both Customers and Fit Experts

Self-service was a new channel that Andie introduced after switching to Gladly, and for Karen, it seems there's no going back.

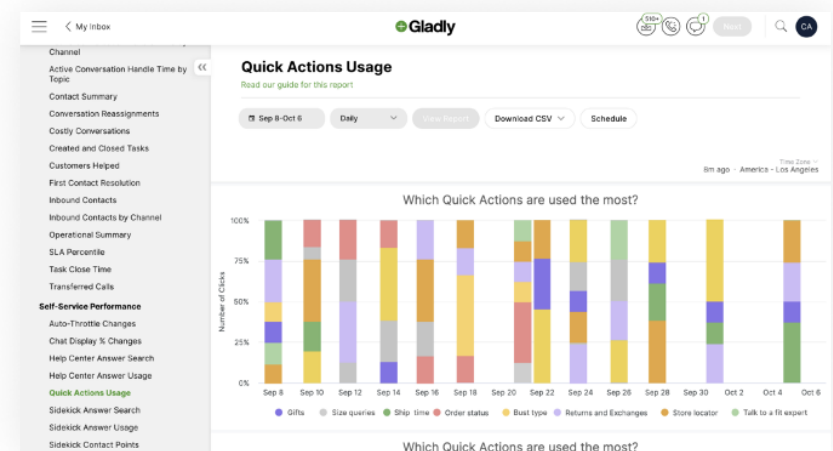
**“Since adopting Gladly, the most dramatic shift we’ve seen is that our ratio of customer contacts to orders has dropped from 0.6 to around 0.3.”**

Leveraging Sidekick, Gladly's self-service channel, has enabled customers to answer simple questions on their own. And that's helped reduce the volume of questions that reaches the team, ultimately increasing the speed of response times. In fact, even during the heightened volume in March due to COVID, Andie saw a **35% drop in average wait times across their channels.**

“Since adopting Gladly, the most dramatic shift we’ve seen is that our ratio of customer contacts to orders has dropped from 0.6 to around 0.3,” Karen says. “That means that inbound volume is much lower, and I think a lot of this is attributed to the self-help features that Gladly provides.”

**“It’s been really helpful to see Reporting on self-service. That way we know what are the top questions that customers have.”**

According to Karen, questions on return and exchanges tend to be the biggest driver for support, averaging about 30% of their total support every month, and “having that answer readily available in Sidekick helps customers get what they need on their own.” Additionally, having the data that Sidekick provides has helped her make the updates needed to ensure that their customers' needs are met.



“It’s been really helpful to see Reporting on self-service,” Karen explains. “That way we know what are the top questions that customers have and can think of ways that we can make the answers to that clear on our website or in other parts of the customer experience.”

## Reduces Customer and Agent Friction with a Unified View of Customer Conversations

### Increased Agent Efficiency

Having key context, like a customer's past order details and their full conversation history in one place means agents get up to speed faster

### Clearer Insights

Having a cross-channel view of Reporting and Hierarchical Topics makes it easier for Rothy's team to identify key trends and issues impacting them in real time

### Eliminated Agent Collision

Visibility into a customer's full conversation history means agents don't waste efforts responding to the same customer

In 2012, Rothy's co-founder Roth Martin, noticed a striking pattern on the streets of San Francisco: while there were a lot of women wearing the ubiquitous black yoga pants (whether they were headed to the yoga studio or not) there didn't seem to be a matching, go-to shoe being sported. In that, Martin and co-founder Stephen Hawthornthwaite, saw an opportunity to create a shoe that would not only be timeless in its style, but comfortable enough for a woman to wear on-the-go, 24/7, wherever the day took her.

And that focus on comfort and lightness wasn't something Rothy's wanted just for their shoes—the direct-to-consumer brand was determined to bring that same effortless feel for their customers to their contact center support as well.

“(Our customers) having to repeat what they last said to an agent, or dig through emails for their order numbers, wasn't the experience we wanted for them.” The obstacle to that goal, however, was in the platforms they were using to deliver that support.

**“Everything an agent needs is right there in front of them. They can see a customer's orders pulled right in from Shopify. They can see what a customer's lifetime value is. They can cancel an order. The usability as an agent is 100% better with Gladly.”**

- Katrina Donohue, Customer Experience Manager

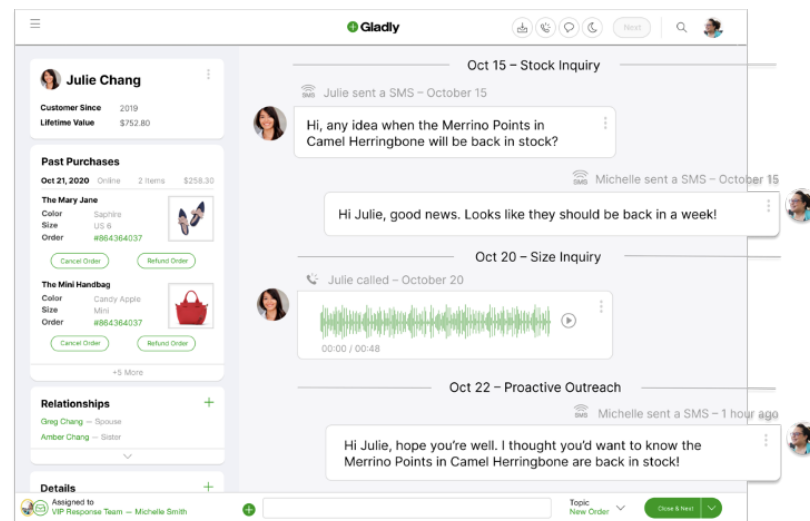
## A More Effortless Customer and Agent Experience

Before Gladly, Rothy's support channels were split across two platforms: one for their voice support, and another for the email and chat support they provided. But with a poor integration, it was a challenge for Rothy's agents to see if a customer that had emailed or chatted in had previously reached out to them over the phone, or vice versa, and what they'd said.

“Our previous platform would separate every communication into individual tickets,” Katrina Donohue, Rothy's Customer Experience Manager explains. “Agents would have to search for and manually open individual tickets linked to a customer to get the full picture. Our goal at Rothy's is to provide our customers with as effortless an experience as possible. And having to repeat what they last said to an agent, or dig through emails for their order numbers, wasn't the experience we wanted for them.”

**“Now instead of piecing together a bunch of tickets, all an agent has to do to see a customer's history with them is scroll up.”**

Gladly's single conversation timeline, which a customer's entire, multi-channel conversation history into one place, was critical to Rothy's. “Now instead of piecing together a bunch of tickets, all an agent has to do to see a customer's history with them is scroll up,” says Katrina.

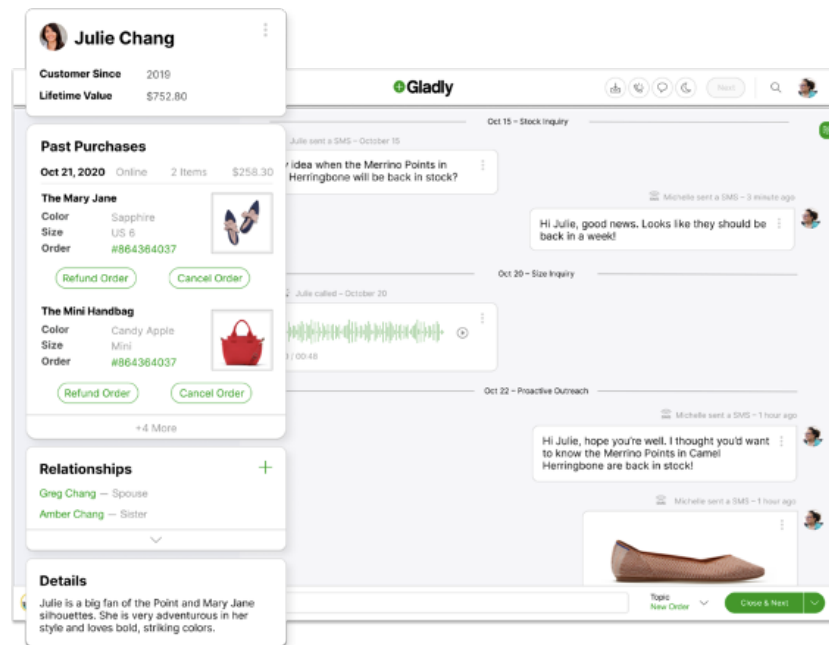


“It's resulted in a much better experience for our customers because they no longer have to repeat themselves and re-explain their problems,” says Katrina. “It's also made my life easier because now if there's an escalation, and I need to be aware of what's happened, I no longer have to sift through 10 to 20 tickets to find out what happened.”

## Customer Context and Common Actions at an Agent's Fingertips

Like a lot of online businesses today, Rothy's leverages Shopify to run its online operations. Gladly's integration with Shopify has helped Rothy's reduce some of the friction and effort for both agents and customers.

Because Gladly pulls a customer's orders from Shopify straight into a customer's Profile in Gladly, agents can view a customer's transaction history, including relevant information like order numbers, in one place.



"I love how easy Gladly is for our agents to use. Everything they need is right there in front of them. They can see a customer's orders pulled right in from Shopify. They can see when their last order was placed. They can cancel an order. **The usability as an agent is 100% better with Gladly.**"

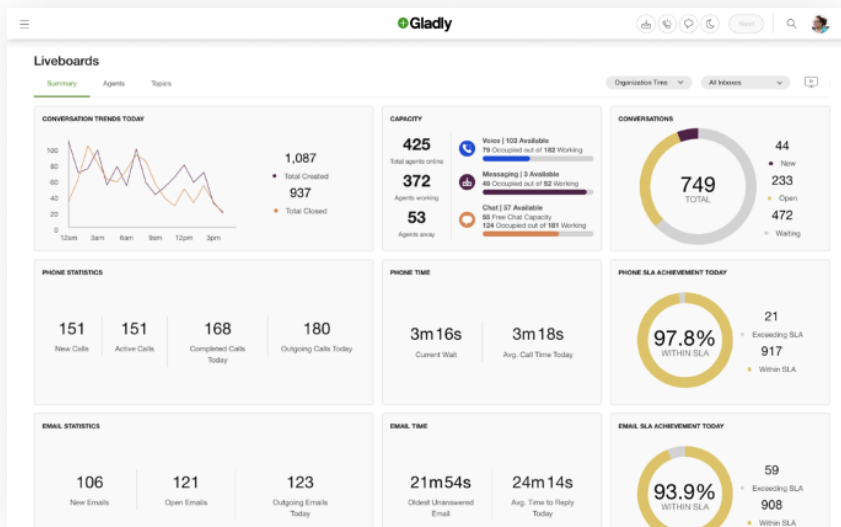
## Deeper Insights with Gladly

Rothy's had previously relied on multiple platforms for their support, therefore Katrina would have to manually piece together reports and data from each platform to get a holistic understanding of how her team was performing.

Since the move to Gladly, however, evaluating her team's performance across all channels is far simpler since all that data is all in one place, according to Katrina.

**"Especially with a remote or outsourced team, it's very important to be able to keep an eye on what our agents are doing, or if there are areas in which they might need additional training. Gladly's Agents Reports and Liveboards help me do that."**

What's more, Gladly's Liveboards, which offers a real-time view of key metrics like SLAs, Average Handle Times, and channel volumes, also makes it easy to understand at-a-glance what's going on in their contact center in real-time.



**“Now when someone asks me for a particular report or metrics, I don’t have to say to them I’ll get back to you at the end of the day.”**



For example, Gladly’s out-of-the-box ‘Declined and Missed Calls Report’ gives Katrina quick, easy insight into how many times an agent on her team has either declined or missed a call offered to them. “So if I see that an agent has missed or declined a significant number of calls, I’m going to dig into that and try to understand why that happened, and how to minimize that going forward.”

Hierarchical Topics has made understanding the trending issues across the team easier for Katrina as well.

**“The reporting on our previous platform wasn’t super intuitive. A ticket would usually be tagged with multiple topics, which made it hard to understand what the main, overarching issue was,”** Katrina explains.

“The way Gladly’s Topics are organized, especially with Hierarchical Topics, is far more structured than what we had before, which makes it easier to spot issues before they blow up. For example, if 50 people reached out for support about the website, and I see that 25 of them were about issues with the checkout page, I can quickly drill down to that and investigate.”

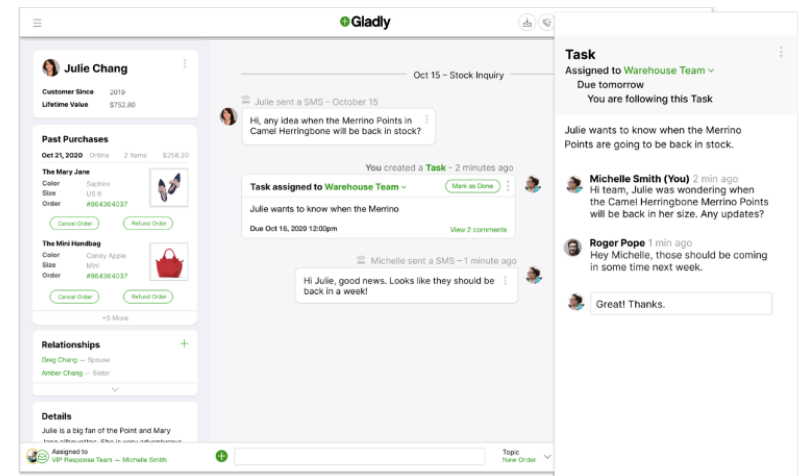
**“Being able to see all the collaboration history, as well as the customer’s details and past conversations makes it so much easier to understand the customer’s situation, and determine how I can help.”**

With Gladly, however, all that collaboration takes place within the customer’s Profile itself, so there’s no guesswork when it comes to specifying the customer who an agent is referring to. And because it stays in the customer’s Profile, agents new to the discussion can take advantage of the conversation history and customer context available to them, instead of having to ask the original agent clarifying questions.

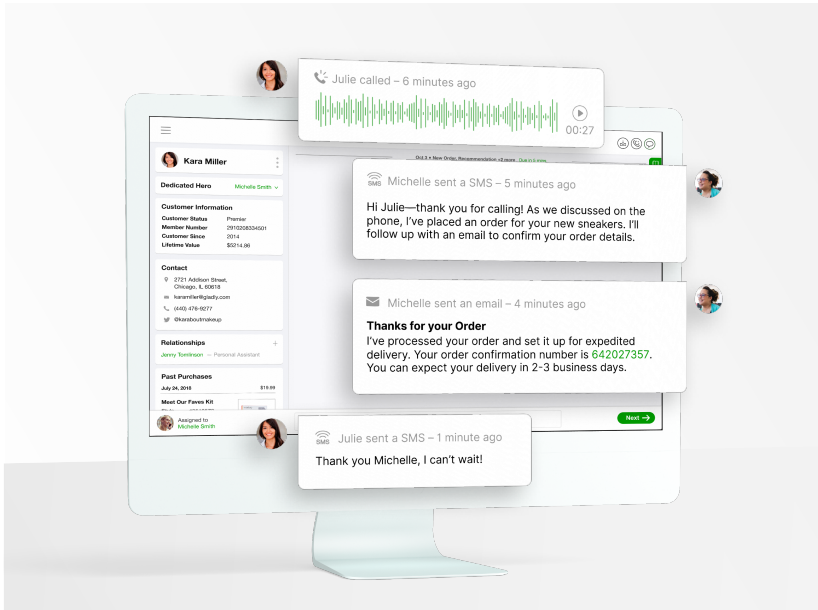
“Being able to see all the collaboration history, as well as the customer’s details and past conversations makes it so much easier to understand the customer’s situation, and determine how I can help,” explains Katrina. “It’s especially helpful for us when it comes to escalations because it helps me get all the context I need quickly, without having to spend time asking a bunch of questions.”

## Smoother Collaboration Without Losing the Thread

Many times, resolving a customer’s issue requires a little bit of behind-the-scenes teamwork between Rothy’s agents. But with their previous platform, there was no shared space to have those discussions. That meant they often took place across external messaging apps, and one-off emails, which can be an unreliable—and unscalable—practice.







## A Step Above the Rest

By streamlining their platforms and empowering their team with a cross-channel view of their customers, Rothy's has been able to provide their customers with support that feels as easy and effortless as their classic shoes and accessories.

See how Gladly can help you deliver the Radically Personal service your customers want and expect, while increasing efficiency and productivity and netting you cost savings by consolidating your disparate platforms.

SEE A DEMO →

After switching to Gladly, companies see up to:



 Gladly