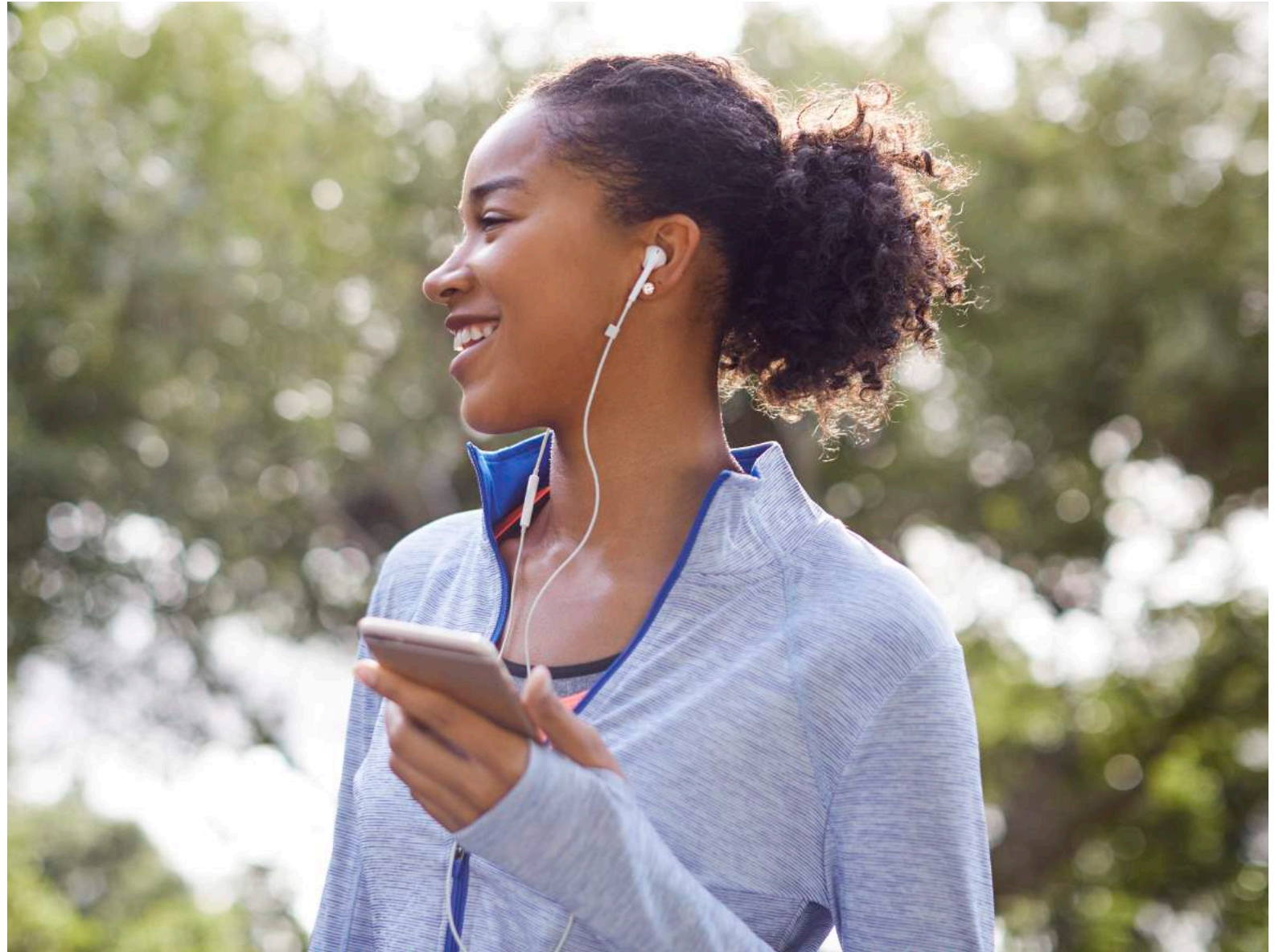


+ Gladly

People Versus Tickets



Why moving to a people centered approach to customer service is critical to delivering exceptional customer experiences.

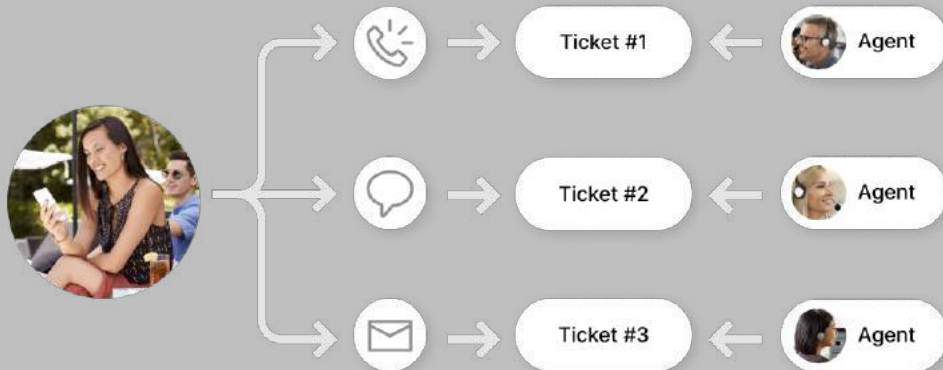
People versus Tickets

TICKET BASED WORLD

Customer requests are assigned to tickets

Pain Caused

Every time a customer reaches about the same issue over different channels, multiple tickets are created and assigned to different agents. This creates large backlogs of work, inefficient teams, and a poor customer experience where customers might receive 3 different answers from 3 different agents.

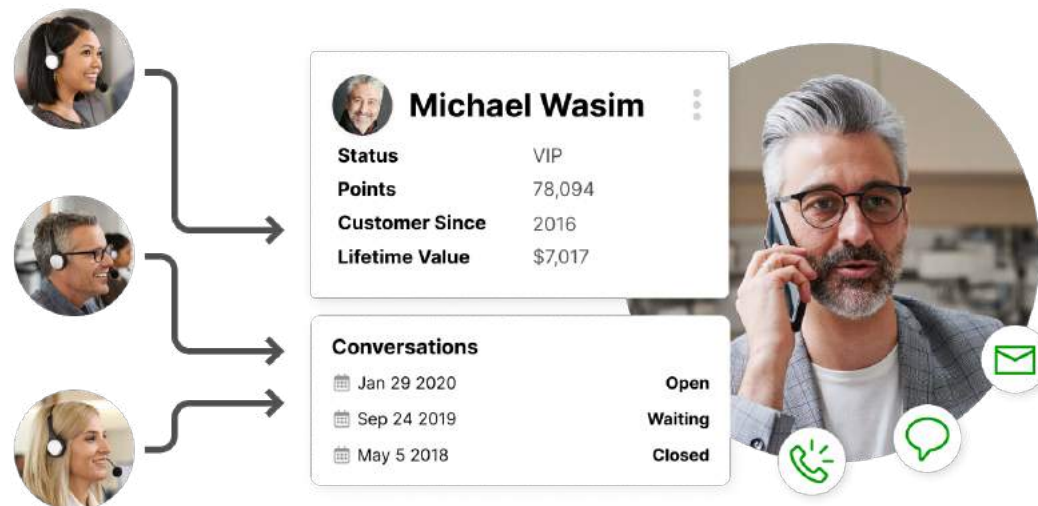


PEOPLE CENTERED WORLD

Customer requests are assigned to the customer

Why Better

All customer conversations, across all channels, are tied to a customer's profile so your agents don't have to open up and resolve multiple tickets relating to the same customer request.



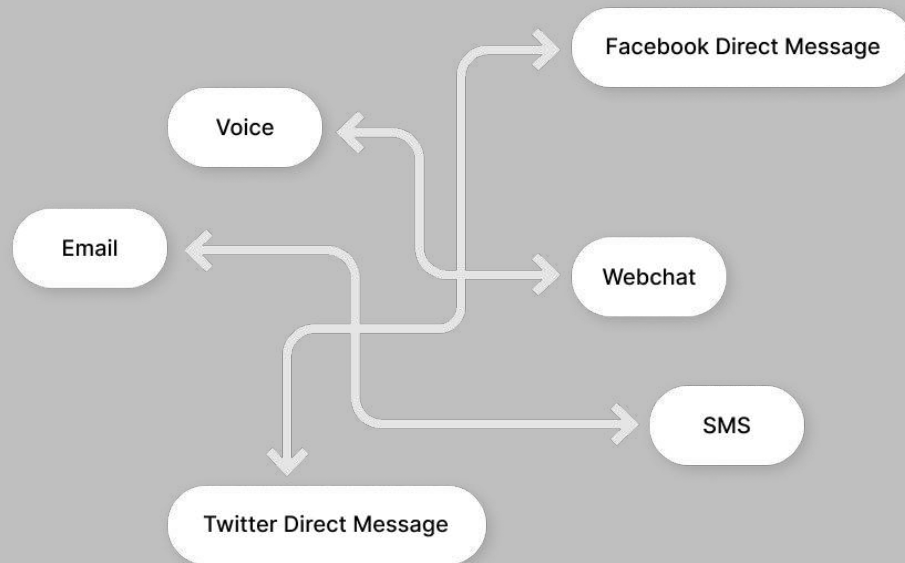
Built-In Channels versus **Third Party**

TICKET BASED WORLD

Integrated channels

Pain Caused

You have to go purchase and integrate 3rd party channels and bolt them on top of your platform, like a voice platform or self-service. This creates siloed customer information as well as agent inefficiency due to having to open multiple windows in order to respond to customers over different channels.

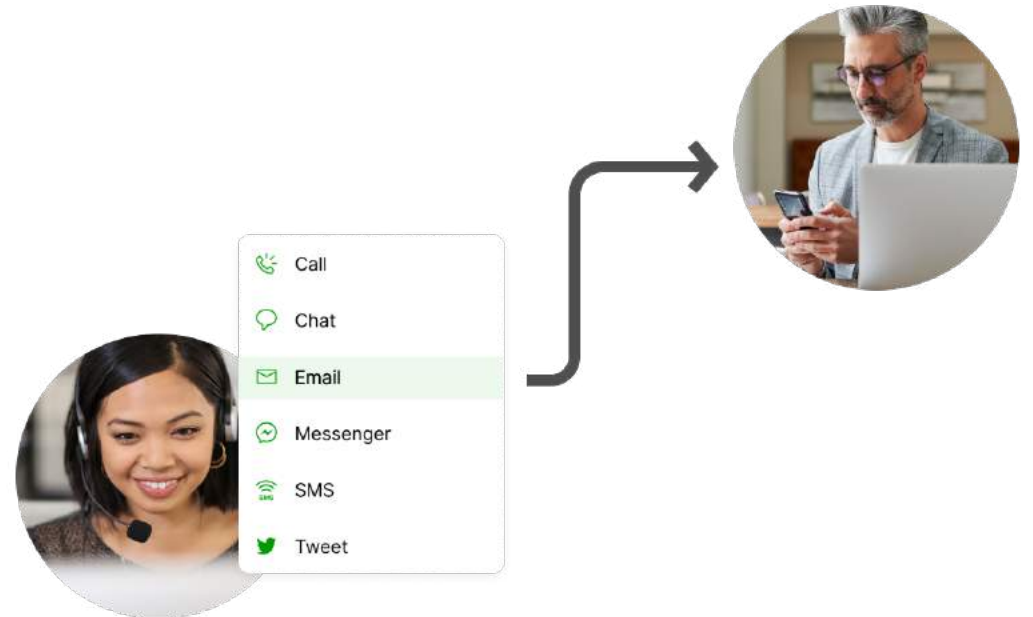


PEOPLE CENTERED WORLD

All channels built-in

Why Better

Voice, email, text, chat, self-service, social and more all built in natively to the platform so you no longer have to bolt-on disparate 3rd party channels to your customer service platform and agents can respond across channels on a single screen.



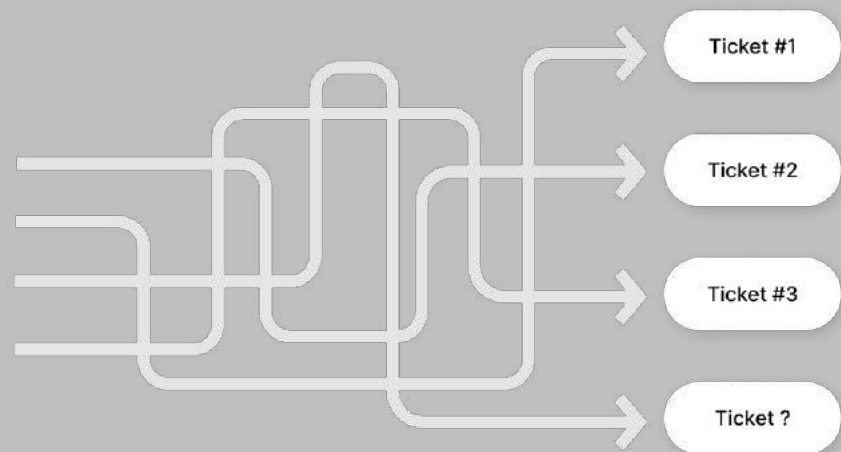
Single View versus Disparate View

TICKETS BASED WORLD

No Single view of the customer

Pain Caused

Opening up a ticket gives your agents no details into who a customer is or their previous conversation history. This means your agents have to ask customers for their name and order numbers, making customers feel like strangers to your brand.

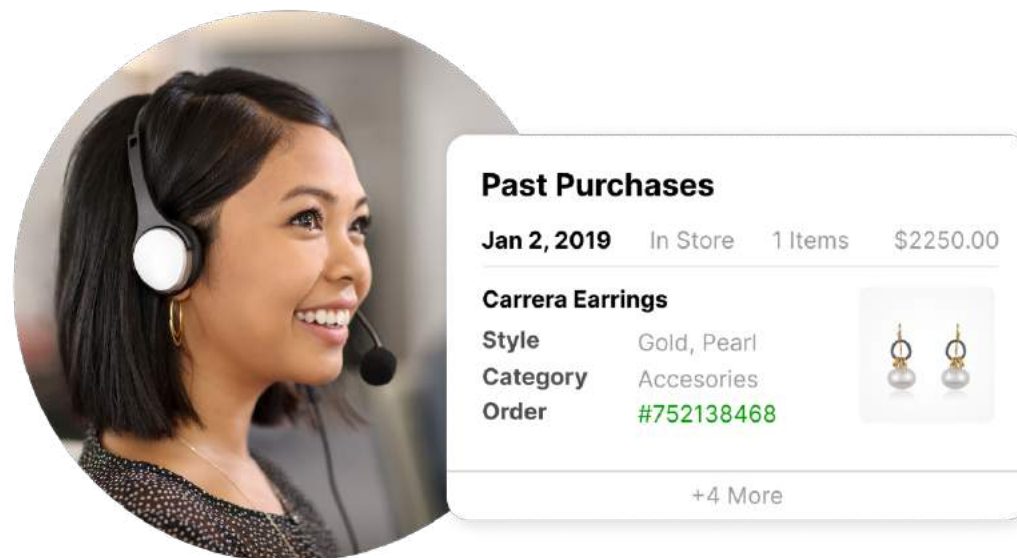


PEOPLE CENTERED WORLD

Single view of the customer

Why Better

Your agents are armed with all the context and information about your customers in a single view, so they know things like customer name, lifetime value, and purchase details within the first 5 seconds of a conversation.



Lifelong Thread versus No History

TICKET BASED WORLD

No customer conversation history

Pain Caused

In current customer service platforms, a customer request (a ticket) provides no previous conversation history, leaving agents having to ask customers to repeat and recap their issue to provide context.

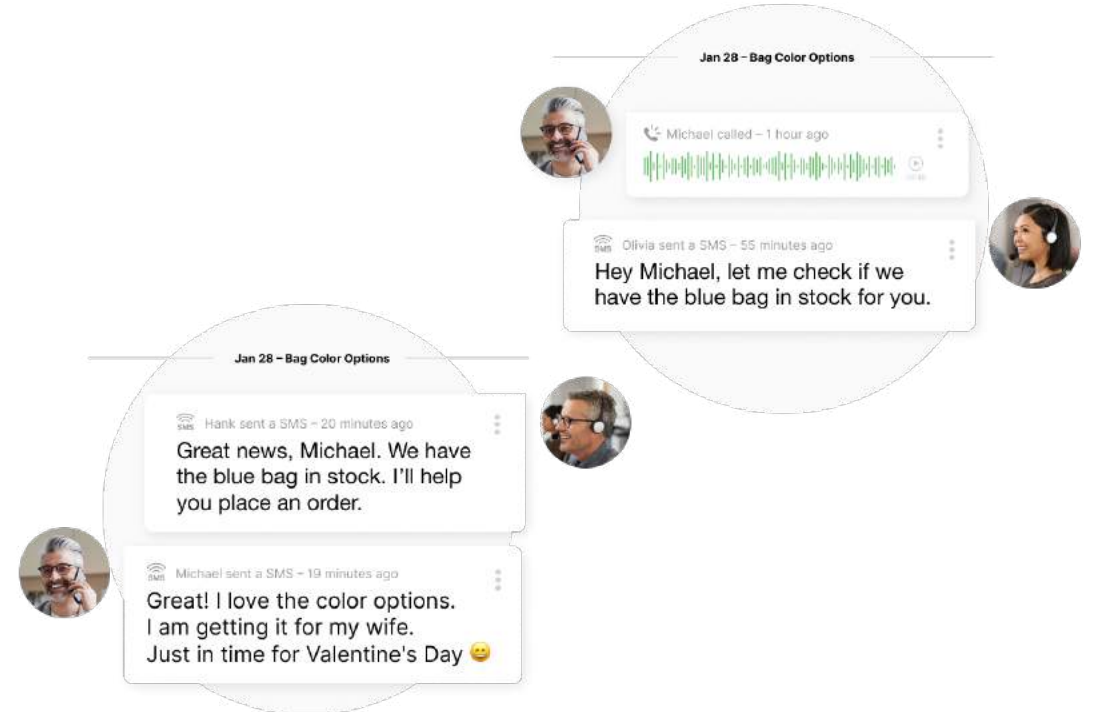


PEOPLE CENTERED WORLD

One lifelong conversation thread

Why Better

A customer's conversations, across all channels, are tied to a single conversation thread so agents can see all previous conversations the customer has had without having to ask a customer to repeat or recap their situation.



Unified Knowledge versus **Disparate Knowledge**

TICKET BASED WORLD

Disparate knowledge base

Pain Caused

Separate knowledge base systems are maintained for both agents and customers, requiring content owners to maintain multiple systems. This makes it difficult to maintain a unified knowledge base at scale that provides consistent answers to customers.

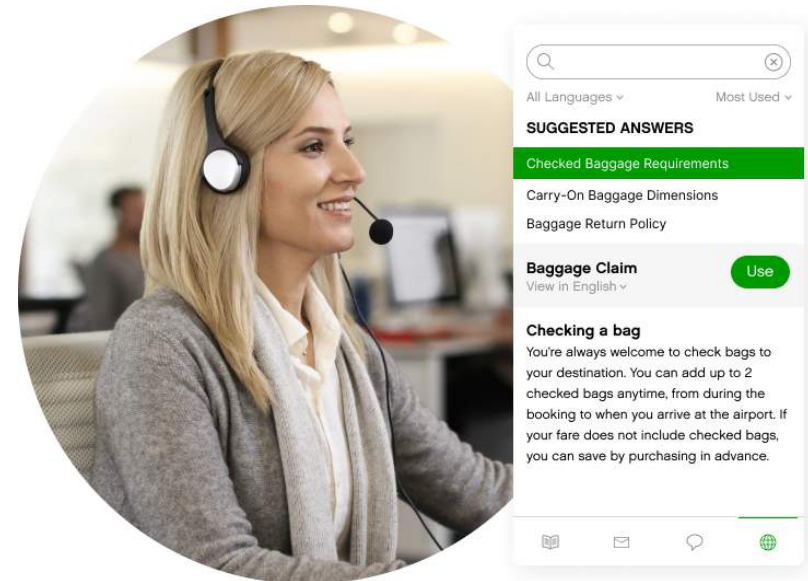


CUSTOMER CENTERED WORLD

One built-in unified knowledge base

Why Better

One unified knowledge base that powers your public self-service answers and your internal agent answers. This gives your content owners the ability to type answers to question once and publish everywhere across all channels.



Easy to Use and Train
versus
Clunky and Inefficient

TICKET BASED WORLD

Clunky and inefficient agent experience

Pain Caused

Most mainstream customer service platforms were created over a decade ago with design and ease of use for agents being a secondary goal. This makes it hard for new agents to get trained quickly and inefficient workflows and workarounds for seasoned agents.



PEOPLE CENTERED WORLD

Easy to use, easy to train

Why Better

A modern messaging app interface empowers the agent to start working more productively with little or no training while providing a single view of the customer, eliminating the need to jump into additional systems.

