

# From Tickets to Customers

For the last 20 years, customer support platforms have relied on ‘tickets’ as their main organizing principle. But while tickets may have worked fine 20 years ago, it’s hard to argue that they still do today.

In this case study we explore how switching from a ticket-based platform to Gladly’s customer-based one helped fabric and crafts retailer JOANN increase efficiency and get out from under their sizeable backlog.

## The Domino Effect of Tickets

JOANN’s significant backlog meant agents took longer to respond to customers. This led to customers reaching out again to follow up, which added a new ticket to the pile, putting JOANN in an unending cycle of clearing tickets, just to add more back.

But after switching to Gladly, JOANN saw an immediate 30% efficiency gain. Instead of creating a new ticket each time a customer reached out, Gladly consolidated new communications into a single, ongoing thread.

As JOANN’s Director of Customer Experience, Drew Chamberlain, succinctly explained: “We get 1,000 inbounds from our customers and instead of 1,000 tickets, we have 700 conversations. We’ve been sending people home early!”

## Agent Collision and Duplicating Efforts

Gladly’s approach of threading customer communications also helped eliminate agent collision within the team. With JOANN’s previous ticket-based platform, tickets created when customers simply followed up would often get assigned to a new agent. That meant customers would end up with multiple responses from multiple agents, which wasn’t a great customer experience, and also a waste of an agent’s time.

# JOANN

### Industry

Retail

### Agents

65+

### Channels

Voice, Email, Chat, Text, Self-Service

## Results

# 93%

drop in email backlog

# 70%

drop in email wait times

# 25%

more customers served with fewer agents

With Gladly, any new communication from a customer would simply be added to their existing thread, and stay assigned to the same agent to handle, eliminating the possibility of agent collision altogether.

From the efficiencies gained, JOANN saw a 25% uptick in agent productivity, a 93% drop in email backlog, as well as a 70% fall in email wait times. And because they were getting back to customers faster, their call volume dropped as well, since customers were no longer calling to follow up, and that led to lower wait times on the phone too.

### Full History vs. ~~Tunnel~~-Ticket Vision

And with a customer's full history at their disposal, JOANN's agents no longer had to ask customers to recap their past conversations just because they switched channels, or spoke to a different agent.

That meant a more seamless experience for customers, which JOANN credits their increased customer satisfaction (CSAT) scores to.

### The Journey From Tickets to Customers

Customers today value effortless service that makes them feel known. By switching from their ticket-based platform to customer-based Gladly, JOANN has been able to put their customers at the center of their support experience—just as they do in their stores—and achieved happier customers, happier agents, and a more efficient contact center.

Learn more about how Gladly can help improve efficiency in your contact center at [glad.ly/efficiency](https://glad.ly/efficiency).

**Instead of  
1,000 tickets,  
agents see 700  
conversations.  
That's instant  
efficiency  
gained without  
lifting a finger.**

## Increase Operational Efficiency With Gladly

**One Customer. One Agent.** Eliminate agent collision and wasted effort with a single conversation history.

**Automate It** Leverage automated responses for the more simple customer requests.

**Cut Out The Rote** Help agents work smarter, not harder, with an automated knowledge base, tasks, and preset signatures.

**Route With Purpose** Provide faster answers by matching your customers' needs to agents' skillsets.

**Onboard Quickly** Our modern, easy-to-use interface means agents are onboarded in hours—not weeks.

**Help Customers Help Themselves** Provide your customers with an array of self-service options, letting agents focus on the complex questions.