zendesk

Modsy + Zendesk: How switching from Kustomer to Zendesk gave new visibility and empowered service at scale

Learn how Modsy improved CSAT by 11%, decreased ticket resolution time by 50%, and saved 40 hours of work per week by switching to Zendesk.

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Industry:	Headquarters:	Size:	CSAT:
Internet, Interior Design	San Francisco, CA	35	98%

-50%
Resolution Time

+20%
Calls answered

40
Hours/week saved

+11%
CSAT

When Shanna Tellerman and her husband moved in together, they faced a common dilemma: How would they combine their décor aesthetics? And what would the furniture pieces they were shopping for actually look like in their space?

Modsy comes to life

Tellerman turned her conundrum into Modsy, an online interior design service that offers customers a chance to experiment with layouts and furniture in a shoppable 3D-rendering of a room in their actual home.

With three design packages to choose from, users can see their exact room expertly redesigned with real furniture from well known brands like CB2 and Crate + Barrel and can also discover new brands that are available for purchase through their Modsy designs. Many customer experiences include consultations with a Modsy designer and some with a concierge to help manage online purchases.
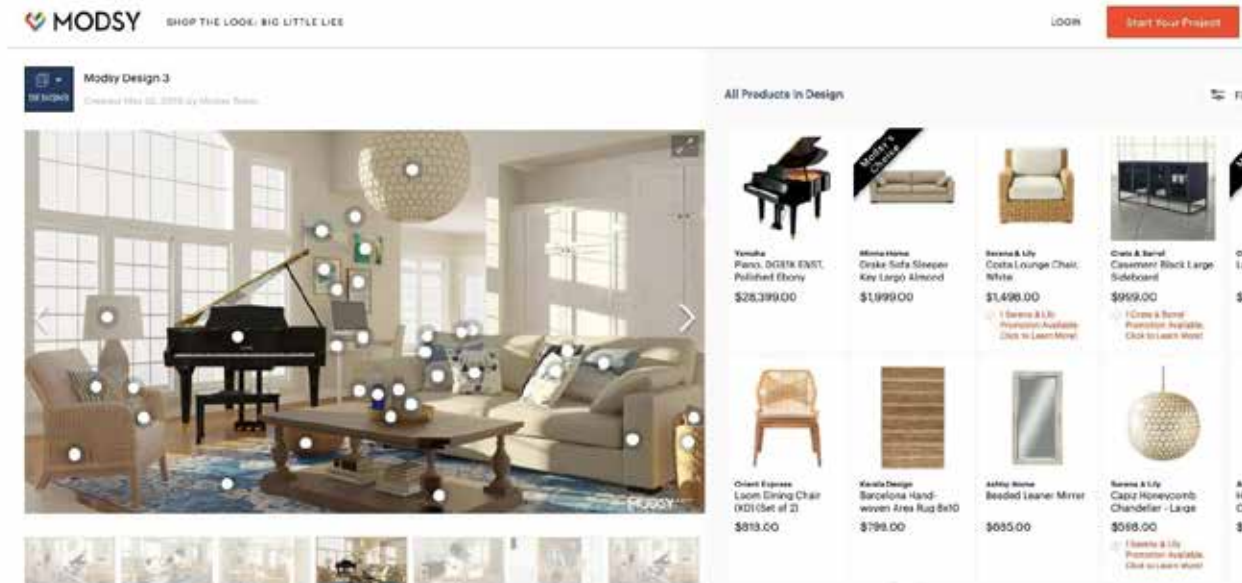

"Customers have the opportunity to swap furniture in and out of the 3D rendering of their space, similar to the video game 'The Sims,'" explained Modsy's Head of Customer Success Stephanie Mohr. "Then they can engage with a Modsy designer for a revised design. And once a customer lands on a space that they love, they can add items to their cart across multiple retailers or from our preferred vendors."

Seamless on the outside, complex on the inside

Like most genius ideas, the product is intuitive and seamless for users—but incredibly complex behind-the-scenes. Mohr oversees a 21-person customer success team that delivers support seven days a week from Modsy's office in Portland, Oregon. Her team collaborates with 45 design specialists, 10 merchandise operations specialists, and 12 partnership specialists, many of whom work remotely. All these units are growing quickly: most teams, including Mohr's, will double in size by the end of 2019.

Modsy's customer success team is split into two distinct functions: general support,

and merchandising customer success. The support team answers questions from prospects and customers and helps with troubleshooting. The merchandise customer success team works with customers after merchandise has been ordered, and handles any return or replacement requests. To make every project a success, everyone needs to have a view into the customer's history with Modsy—to understand the customer's vision and preferences, and to gain insight from interactions that occurred outside the open support ticket.

When Mohr joined Modsy, she inherited a patchwork of disparate customer service solutions. "We were working on a platform called Kustomer and our email, phone, and chat were all different so it was super disjointed," she said. "We set up a number of integrations to allow agents to see whether there was also a chat conversation, but it was not easy—from an agent perspective—to navigate so many different resources just to answer a customer question."

Revamping customer and agent experience

Her initial goal wasn't to come in and change the way agents worked, she said, but she witnessed the struggle as agents logged into three systems each day. "My end goal is to have the most seamless customer experience, and also to have the most seamless agent experience," she said. "It was painful for me to watch our team go through so many disparate systems. It reduced productivity and efficiency. The question became: 'How do we get everything in one place so that it's easier to manage?'"

For her own part, she also wanted easier access to better metrics, needing the kind of visibility that would allow Modsy to make big-picture progress. "I couldn't change workflows or create reports on my own," Mohr said. "It wasn't intuitive enough. I quickly realized this wasn't something that I could grow and scale and we began looking at other options."

After searching for an integrated omnichannel solution, Modsy selected Zendesk. The team's June 2018 rollout included Zendesk Support, Talk, and Chat. Today, 160+

agents, 90 of which belong to customer facing teams, collaborate across departments to solve tickets and keep a pulse on Modsy's users. Among the core benefits of being on a single solution, all agents, retail partner consultants, and design specialists can now log into Zendesk and see a customer's history of interactions across channels. Another benefit is that Modsy can route tickets to the most relevant team or the best agent, which allows agents to work more efficiently.

Zendesk Support, Talk, Chat provides exceptional stats and more

"From the agent experience," Mohr said, "moving from Kustomer's timeline to Zendesk has really helped us manage conversations. Previously, agents didn't have a clear view of recent or ongoing conversations. The new agent experience has really helped us with onboarding since Zendesk is very intuitive."

Modsy gained access to more robust reporting and better control of its support data, which give the team confidence in the numbers and reports they share with other areas of the business. Mohr and her team also use the data to benchmark service levels and gain insights into how customers feel about the Modsy brand.

With better visibility and collaboration, interactions between agents and customers are more personal and troubleshooting is more effective, which gives agents have more time to tend to incoming requests. Almost immediately after implementing Talk, for example, the number of incoming calls answered were boosted from 75 percent to between 90-95 percent. Modsy has also seen its CSAT rise 11 percent, from 88 to a soaring 98 percent today.

Even something as simple as providing agents across channels with a single set of macros that only need to be updated in one location goes a long way—allowing for easier updates and more consistent agent responses.

"It was super important to me to have the ability to make changes quickly and not have to rely on an external team," Mohr said. "We need to be able to make decisions about how best to service our customers and quickly test, iterate, and make changes without having to rely on IT or a third-party."

Having the ability to configure views for different users, both within and outside the company, and to quickly adjust workflows or make operational changes based on what's happening in real time, sets Modsy up for rapid-pace growth.

Guiding business, saving resources

Modsy's tagging system in Zendesk allows the team to track issues and trends. "We can now guide business practices and make decisions about what kind of tools we're going to implement next," said Natalie Engel, Modsy's business operations analyst. The customer success team has been able to proactively feed this customer feedback back into the business and build persuasive, data-backed cases for making specific improvements to product features. This data is also valuable for making improvements to the way that Modsy educates customers and proactively messages them across its website and communications.

Mohr and Engel estimate that the enhancements and automations in Zendesk are saving the team the equivalent of a full-time employee's worth of time, some 40 hours of work per week. The cost savings alone add up, but it also translates into agents being able to move away from manual tasks so they can connect with and empower customers, increasing satisfaction, impacting conversion, and building those valuable long-term customer relationships.

The support, after all, is incredibly personal—each outreach and invitation into someone's living room or bedroom. Agents and design specialists become intimate with customers' home sanctuaries.

"Customers trust us to create a space where their kids are going to play, where their

families will grow up, and where they can relax every day," said Engel. "We value that trust. It's important we meet expectations, get back to customers as quickly as possible, and ensure they're directed to the right person and provided with the correct information."

Coming from the support world, Engel and Mohr have high expectations around the support they receive. The partnership they've created with Zendesk has allowed them to quickly sort through obstacles. "Our account team is always willing to jump in and help escalate our issues when needed," said Mohr. "I would definitely say we've had an overall positive experience with Zendesk."