

ICMI 2019 Gladly



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Jenny Roy, VP of Marketing at Gladly, offered insights into their customer-centric omnichannel solution.

Why do you believe that the first five seconds of a conversation is the most critical time to build a relationship with customers?

We believe that the first five seconds sets the foundation for your conversation with your customers. You never have a second chance at making a great first impression. So if that first impression is spent asking, "What's your case number?" or "Please hold while I try to look up your account," it does not help customers feel known and cared for.

That's why we set out to build a platform that enables customer service teams to connect with their customers from the first five seconds of the conversation. Instead of fumbling with technology and asking about case numbers, they can instantly see who the customer is, their history with them, and every conversation they've ever had with them. Are they a gold card member? Are they in the loyalty program? Have they been a customer for 20 years? Did they just send in an email yesterday? Did they likely just receive their most recent shipment? With all this information at their fingertips, agents can help customers faster and skip the "who are you" and focus on the "how can I help you."

Can you elaborate on why you promote your platform as "having people at the heart of it?"

Gladly puts people at the heart of it because we help companies center their service on people. And, we've built a platform that's very framework is around people and the conversations companies have with them. Not case numbers or ticket numbers.

Traditionally, companies have used ticket or case based platforms to manage customer service. That's why when you call in, you'll often get asked for a case number. That's also why if you call, then call again, then email, chat, text, you have to repeat your message quite often, Each of those interactions creates a new case number. All of which has to be tied back to you as the customer but it takes an agent to do so - and a different one per interaction at that!

Customers like JetBlue, TUMI and other top brands chose Gladly because they wanted to put the focus on people, not on what the case or ticket number was. By being able to address a customer by name and communicate with them across any channel, companies using Gladly can put their customer at the center of Customer service.

How does your platform enable agents to converse seamlessly with customers across all channels, while maintaining context and provide answers quickly?

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With Gladly, customer service agents can use any channel to communicate with a customer. And, their customers can use any channel to communicate with their customer service team.

Gladly is a customer service platform that has channels like voice, email, chat, SMS and social messaging all natively built into it. So a conversation can start over chat, and easily move to phone or email, even text. Agents and customers can even be on multiple channels at once. For example, if you are on a phone call with an agent about a damaged package, the customer can actually text over a photo of that package instantly to the agent and it will show up in the feed alongside all the other historical conversations.

In addition, agents can access what we call Answers to quickly pull up templates of frequently used responses. We have even built in Machine Learning to Suggest Answers based on the content of the message and what Answers are the most popular ones used by agents. This saves agents time so that they don't have to go hunting for the best answer to a customer's question. On the management side, answers only need to be authored once and they can be used anywhere and on any channel. That way your team continues to drive consistency through how they answer customer questions and it also ensures that no matter what channel a customer inquiry comes in on, they'll get the same answer.

In what ways do your Liveboards give supervisors real-time visibility into the most important aspects of employee performance?

Gladly arms supervisors with the ability to see how their teams are doing in real-time on both performance and productivity. With Liveboards, supervisors can:

- Get a single snapshot of the contact center in real time
- See a live view of how long customers are waiting and how the team is meeting SLAs
- View data like inbound volume across all channels and teams to compare performance
- Get insight into things like trending topics from customer inquiries
- Look into agent details to see the number of conversations and average response time
- Double click into agent and customer conversations to identify improvement areas