

AT A GLANCE



Plated
<http://www.plated.com>

Industry:
Food delivery

Location:
New York, NY

Years in business:
3

CHALLENGES

- Small team of associates with limited ability to handle increased call volume
- Unacceptable hold times and high abandonment rates
- Lack of integration between phone channel and Zendesk
- Lack of real-time visibility into operational metrics

SOLUTIONS

- Self-Service IVR
- Premier Edition
 - Inbound IVR
 - ACD Contact Center
 - Zendesk CTI
 - CX Analytics/Reporting



Plated Delivers Exceptional Customer Experiences with a Cloud-Based Platform

Powerful Integration of Genesys and Zendesk Fuels Growth

Founded in 2012, New York City-based Plated is a food delivery service that makes it easy for customers to create healthy, chef-designed recipes at home. When Plated was featured on Shark Tank on ABC TV in 2014, the heightened media attention brought an influx of new customers, but the company was challenged to scale contact center operations to meet demand.

By integrating Genesys with their existing Zendesk deployment, Plated gained new insight into call volume and staffing needs, while creating efficiencies that led to both happy agents and happy customers. The powerful combination of these two cloud-based solutions allowed Plated to enhance customer loyalty and drive massive growth.

Disconnected Systems Hinder Spirit of Hospitality

With just a small team, Plated was struggling to meet soaring call volume. The lack of integration between the company's previous phone system and Zendesk, which they used to manage all customer orders, led to disconnected workflows and a less-than-perfect customer experience (CX).

Resolution of customer issues was taking too long, because agents lacked efficient means of looking up customer and ticket details. With limited visibility into metrics—such as why customers were calling, if they already had an open ticket, etc.—Plated was powerless to adjust staffing in a timely manner.

Plated knew a fun, collaborative work environment that embraced a spirit of true hospitality was within reach. The culture was there, but disjointed systems were preventing agents from delivering a consistent, seamless experience that would delight customers and scale with the business.

“Success depends on our ability to scale to meet customers’ expectations, and we have a great partner in Genesys, who can turn things around on a dime and support this growth,”

NICK TARANTO

CO-FOUNDER AND CO-CEO

Phase 1: Analytics Drive Better Business Decisions

Plated chose Genesys for its ease of use and seamless integration with Zendesk. Agents can work in a single interface, and everything that transpires over the phone channel is now captured. The flexibility of the Genesys Customer Experience Platform helped Plated get up and running quickly, while its ability to easily scale laid the foundation for future growth.

In phase one of implementation, Plated used CX Analytics to glean insight from critical data housed in Zendesk: average handling time, hold time, abandonment rate, and call volume per day/per agent. Analyses that would take days, weeks, or hours—at which point, they were no longer useful—were now available in real time to shape business decisions.

“The biggest eye-opener was that we were dramatically understaffed,” said Nick Taranto, Co-Founder and Co-CEO.

Plated used data to more intelligently route calls based on the hour of the day or day of the week to streamline agent workflow and optimize staffing resources, all while achieving the best service levels. The CX Department knew the solution was working when they reduced call abandonment rates by 30% within the first week.

Phase 2: Continuous Improvement with a Cloud-Based Platform

In phase two of the implementation, Plated integrated all data between the Genesys phone channel and Zendesk. This furthered the company’s efforts towards a holistic CX approach that allows them to understand previous interactions and identify the reason for the call within the customer journey.

While the customer is listening to the welcome message, the self-service IVR works behind the scenes to direct the customer to an agent. Based on the caller’s phone number, the Genesys solution looks up the customer data, automatically creates a new, or locates an existing ticket, and routes the call to an agent in mere seconds. The agent receives a screen pop with the customer’s data, so she/he can immediately serve, rather than wasting time researching the caller’s history.

Compared to a traditional on-premises model, where changes can take months, the Genesys cloud solution allows Plated to quickly adjust to customer and agent needs and continually improve. For instance, when an identified caller is related to a ticket closed in the last 96 hours, the ticket will automatically be re-opened, without input from the customer.

By helping Plated get smart about using their data, Genesys supports the company’s mission while also enabling agent productivity. Agents now have more information before calls are answered, which makes their work easier. Issues are resolved more quickly, and customers receive a level of service that matches the company’s brand promise.

“I look at our tech platforms as people,” said Taranto. “You can customize and groom and tweak and twist to really accommodate your needs. We know that by having Genesys

and Zendesk integrated, we've created a harmonious technical environment and one-stop shop to make smarter business decisions."

Analytics That Impact the Bottom Line

Plated continues to harness the power of Genesys analytics to build better forecasting models, achieve more staffing goals, and significantly streamline operations.

"By utilizing tools we already have and configuring them in the right way for our business, we can be fiscally responsible while delivering world-class service," said Taranto.

An on-demand solution that matches service goals, Genesys offers the best dashboards in the industry. Plated CX team leads are able to automatically generate reports for management to understand spikes in interaction volume and use the reports for training, which helps call center supervisors make informed decisions and take on more responsibilities.

Slashed Abandonment Rates, Soaring Satisfaction Scores

Thanks to real-time insight gained from Genesys analytics, Plated has slashed call abandonment rates dramatically and significantly cut hold times as well. In turn, CSAT scores now average in the 90th percentile—a major jump from their average at the beginning of the year.

"Success depends on our ability to scale to meet customers' expectations, and we have a great partner in Genesys, who can turn things around on a dime and support this growth," said Taranto.

Happy Agents, Happy Customers

Thanks to Genesys, agents are spending less time manually looking up information and more time connecting in a way that impacts customers' lives.

For example, agents are empowered to use a "Hospitality Pass" to offer authentic moments of kindness that will help make customers feel a part of the Plated family. When one customer called in to cancel his service due to the fact that he lost his job, the agent gave him account credit so he could enjoy wholesome food during a difficult time. Agents have also been known to hand-deliver boxes to customers to show appreciation.

The company has also seen a marked increase in positive sentiments expressed in social media. According to Taranto, the best compliment they received was a question asking, "Are you real?" from a customer pleasantly surprised at how quickly agents responded to emails and calls. Another customer shared, "The food is great, but the service is the real deal. Plated customer service should be teaching a master class on how to execute customer service."

"What we are doing is unheard of in eCommerce. Food is incredibly personal, and we look for amazing employees and partners to rise to the challenge of delivering on our promise to customers," said Taranto.

RESULTS

- Slashed call abandonment rate by 80%
- Cut hold times by 90%
- Boosted customer satisfaction scores by 20%
- Improved agent satisfaction
- Increased positive customer sentiment on social media

About Genesys

Genesys, the world's #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes. Genesys is trusted by over 4,700 customers in 120 countries, to orchestrate over 24 billion contact center interactions per year in the cloud and on premises.

Visit us at www.genesys.com or call us at +1.888.436.3797

