talkdesk | Avetta

User Case
Sales and Service

Industry
Supply Chain
Risk Management

Integration
Salesforce

Key Metric
Increased Agent
Engagement

Challenge

A lack of communication from their previous contact center vendor, combined with poor connectivity and too many dropped calls, prevented Avetta from reaching their customer experience goals.

Solution

Avetta chose Talkdesk for its high call quality and reliability, deep integration to Salesforce, and advanced reporting and analytics. In the midst of unprecedented growth, they needed a contact center provider that could uphold service level commitments and flex easily to meet their changing needs.

Results

Dropped calls are at an all-time low at Avetta, thanks to Talkdesk's global, low-latency architecture and commitment to a 100% uptime SLA. They've also experienced a rise in agent engagement as a result of Talkdesk's intuitive user interface and deep integration with Salesforce.

No room for error

In the supply chain industry, a single mistake can cost a company millions-- or even billions--of dollars. Avetta, a leading global supply chain risk management company, understands this all too well. They serve clients in over 100 countries, managing business-critical supplier qualification and compliance processes for over 60,000 organizations across the globe. Despite their rapid growth, they've continued to approach customer service in a personalized way. As Spencer Petty, Manager of Supplier Relations, describes it: "We never view the service experience as one-size-fits-all. Instead, we train each of our agents to address the specific needs of every client on every call."

Avetta has built its reputation on the core tenets of trust, reliability, and exceptional service, and they expect their technology partners to hold the same values. With their former contact center provider, the Avetta team was not receiving the assistance they needed. They experienced frequent outages, poor call quality, and a flimsy integration with Salesforce. When the vendor didn't respond to or resolve their service issues in time to prevent downstream productivity losses, the team knew it was time to change.

Minimizing risk with the right partnership

As the Avetta team interviewed potential contact center providers, they used the sales cycle as a gauge for how effective each vendor would be as a partner. Petty says, "Talkdesk was quick to respond at all points during the sales process. It reassured us that they would take excellent care of us as customers, long after we signed a contract with them."

Ultimately, the team chose Talkdesk because of its intuitive interface, advanced analytics and reporting, and deep integration to Salesforce. The change came at just the right moment for Petty's team. "When we were preparing to go live with Talkdesk, our previous partner experienced a major outage. Thanks to the ease of implementing Talkdesk, we were able to get up and running on the platform early, preventing a loss of productivity and a negative impact on our clients," he explains.

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Linking data to results

With such a significant global presence, Avetta relies on Talkdesk's intelligent routing capabilities to send interactions to the best agent to meet each client's specific need—quickly, and in their native language. With Talkdesk's easy administrative interface, the Avetta team can create a new IVR or workflow in minutes, without the need to submit a support ticket and wait for a response, as they were required to do with their previous provider.
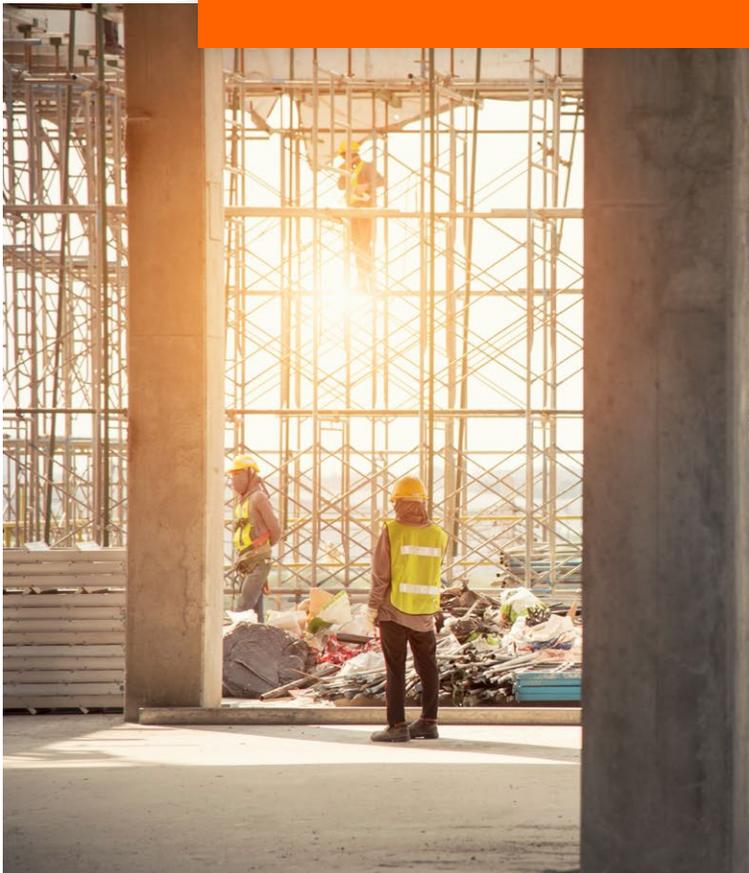
Avetta is taking full advantage of the freedom of Talkdesk's open, modern architecture. In keeping with their mission of creating a personalized customer experience, they use Talkdesk's deep integration with Salesforce to add context and clarity to every interaction and are seeing ongoing improvements to key service metrics as a result. As Petty explains, "Having that interaction history at our fingertips has been instrumental in helping our agents offer the highest quality of service to our customers."

Avetta elevates their commitment to a flexible service experience even further, by using Talkdesk's powerful Salesforce Omnichannel integration to assist customers in their channel of choice. "The omnichannel integration between Talkdesk and Salesforce allows us to preserve vital information across channels while serving our customers in the way that is most convenient for them," says Petty.

In an industry where every millisecond counts, Avetta can't afford any downtime. "One of the things that attracted us to Talkdesk is its reputation for high reliability. Knowing we'll be there every time when our customers call gives us great peace of mind," Petty says. Since moving to Talkdesk, Avetta has seen a decrease in dropped calls and a dramatic improvement in system reliability and uptime.

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As Avetta continues to grow, they're using Talkdesk's advanced reporting and analytics for the data they need to manage and allocate contact center resources to meet business goals. "Our customer service agents and supervisors use Talkdesk reporting to keep a close eye on real-time performance, ensuring a consistent, positive experience for customers." And the benefits extend beyond the service team. "Our global sales team uses the integration between Talkdesk and Salesforce to track sales activities and drive toward their goals armed with the data they need to be successful," Petty explains.

By creating a culture of accountability through transparent, self-service reporting, Avetta is seeing a steady rise in employee engagement and agent satisfaction, according to Petty. "Our employees love the Talkdesk interface. It gives them all the information they need to measure and improve their performance, in one simple platform," he says.

Setting the pace for the future

The Avetta team is planning to expand their customer service strategy even further by incorporating workforce management functionality, integrated CSAT and more. Because of Talkdesk's open architecture and breadth of integrations, the team has confidence in its ability to support their future needs. "We love the fact that Talkdesk is an open, extensible platform and that it allows us to add and integrate with additional functionality as we need it," Petty says.

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As Avetta expands their foothold as the leader in global risk management for supply chain organizations, they will continue to rely on Talkdesk to anticipate and support their evolving needs.

As Petty explains, "We are constantly striving to do our best for customers, and are growing at the top of our industry. I see that same pattern in Talkdesk. They're constantly taking our feedback and finding ways to implement it into their product. To me, that's the sign of a lasting partnership."

Talkdesk is an innovative cloud contact center platform that empowers companies to continuously improve customer satisfaction. Talkdesk is easy to set up, use and adapt. A "visionary" in Gartner's Contact Center as a Service Magic Quadrant, Talkdesk offers ongoing innovation, superior call quality and instant integration to the most popular business applications. Over 1,800 innovative enterprises around the world, including 2U, Canon, IBM and Trivago rely on Talkdesk to power their customer interactions.

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