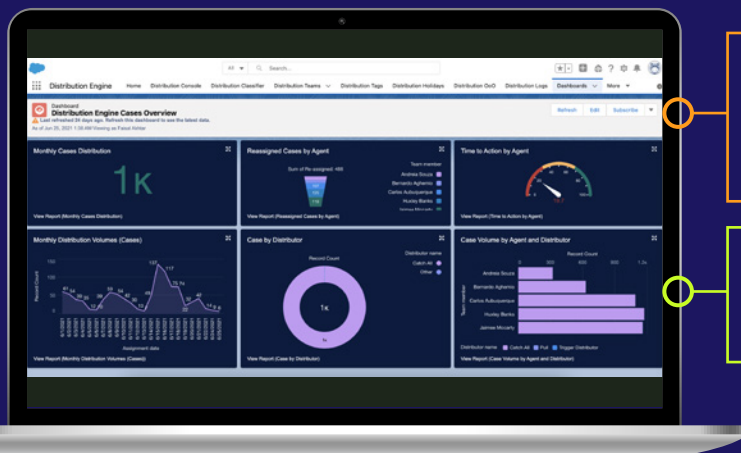


# Revolutionising customer service at Shutterstock through intelligent case distribution

Shutterstock run a global customer service operation supporting multiple brands with customers in 150 countries operating in 20 different languages. A mix of technical and sales support queries coming in from all over the world, 24/7.

Getting the right case to the right agent used to be a huge task, demanding manual sorting by four customer service team leads.

Distribution Engine's intelligent case assignment has automated the process. It freed up hours of time within the business, and dramatically cut the time it takes to respond to customers, wherever they are in the world.



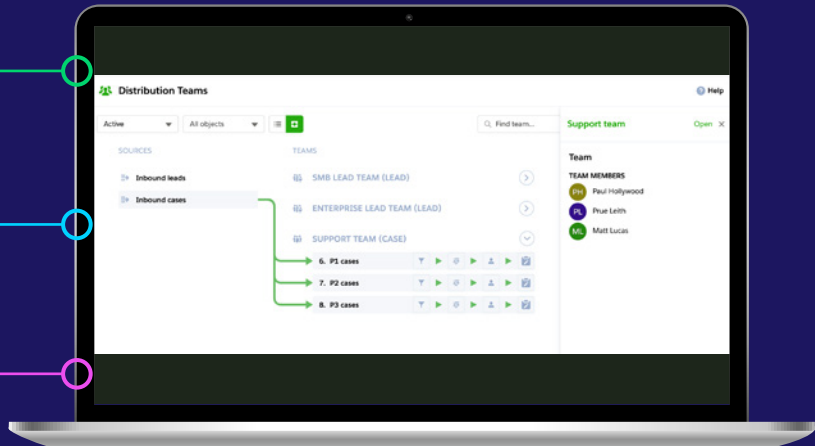
**Managing teams across time zones and territories.** We helped Shutterstock manage a complex team structure with different locations, skills and languages.

**Applying logic to case assignment.** Intelligent case distribution gets the right person onto the case automatically.

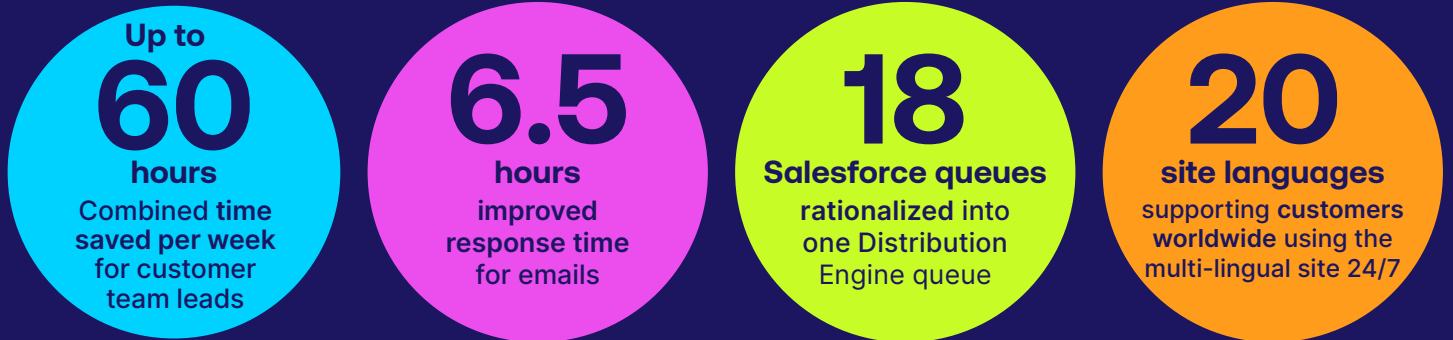
**Saving Customer Support time.** Eliminating manual case sorting saves Shutterstock hundreds of hours a month.

**Improving time to contact.** Using Distribution Engine get the right language speaker to the customer faster.

**Making the process fair.** Load balanced case assignment ensures the workload is spread among the team.



## Intelligent Case Distribution



## The Shutterstock story

### The challenge

Shutterstock has created the largest and most vibrant two-sided marketplace for creative professionals to license content – including images, videos and music, as well as innovative tools that power the creative process.

That success led the company to look for a solution to a complex customer service challenge. With customers in more than 150 countries and operating in 20 languages, a huge number of customer calls and emails need to be processed and directed to an agent in the right time zone, who speaks the right language.

Shutterstock needed a solution to a case distribution problem.

A slow and complicated process needed to change

**“ It was taking up too much time. When calls came in we were separating them into queues, and after segmenting, taking those queues to customer service managers and sales reps to go through and assign cases to themselves and others.**

**Our team got held up when they hit a subject line that was complex and confusing. We noticed we were losing a lot of time. We were sifting through spam, sifting through lots of things, and we didn't really need to be doing that.**

Using Distribution Engine created big time savings for the whole team.

Time saving boosts business productivity

**“ We used to have four customer team leads manually sorting through cases and we've saved about 15 hours per week for those team members. Now that we've given them time back they're able to work with customers to guide them to great solutions – something that's a better use of their skills than just manipulating data to make sure everyone gets an even amount of cases.**

## What people say



Efficient.  
Well-structured.  
Smart. Easy.

Alex Correa,  
Systems Administrator,  
Shutterstock

The set up  
is so easy.

Who would benefit from Distribution Engine? Anyone with a call centre, anyone who has a sales operation, anyone with a lead generating team, anyone who's a power user of cases.



Smart  
tagging  
increases  
efficiency

Distribution Engine's custom tagging features lets you sort leads and cases however you like. By language, by time zone, by skills, by subject – whatever works best for your organization and team.



*We're automatically sending cases to the right people at the right time. Now it's all being distributed evenly by language and by skill. We've worked on the tagging so we're able to say 'this person will handle billing' or 'this person will handle this or that'. We've already scaled it up. I'd say the tagging feature is really powerful.*



Improved  
customer  
service

Intelligent case distribution means a better service for Shutterstock's customers.



*In the past, requests would have to wait for an individual person to be assigned to a query. For example, a case from Japan could come in overnight and wait to be assigned to a Japanese speaking representative. Now that just happens automatically, so the case waiting for customer service rep as soon as they start their day. We know response times have been cut by six or seven hours.*



Easy  
set-up case  
distribution

Shutterstock discovered Distribution Engine through the App Exchange



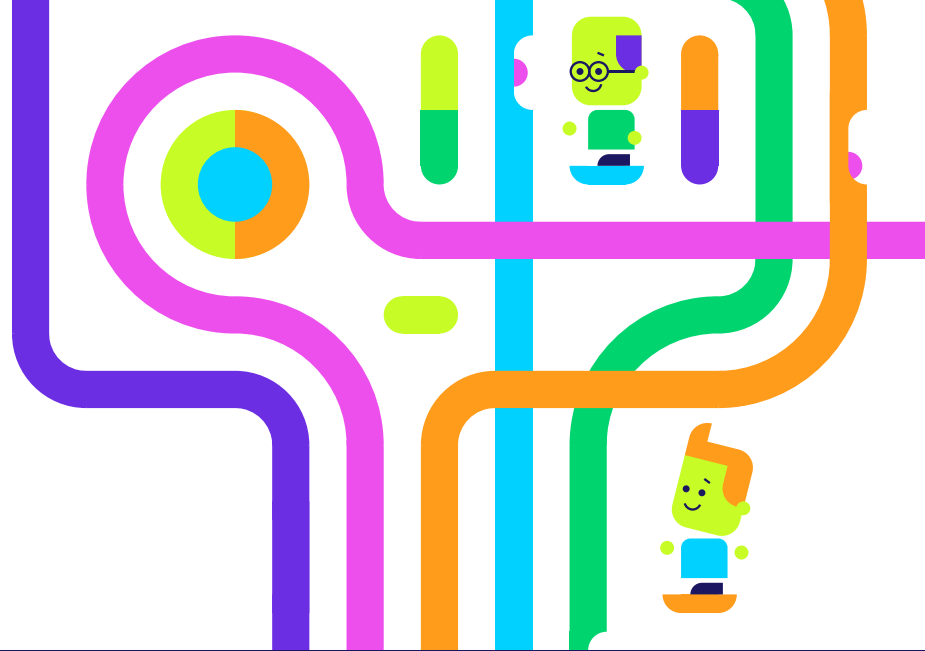
*Setting up the app was extremely straightforward, so easy that we almost didn't have to follow the set-up sheet! It's got to the point where we've handed over the keys to our customer service team and sales ops managers, and they're running with it. As far as management and setting up goes it's been really great.*





**Distribution  
Engine**

by nc-squared



## Want to talk?

Contact us for a free demo or a chat about intelligent assignment for your business:

[hello@nc-squared.com](mailto:hello@nc-squared.com)

## Ready to try?

Download a free 30 day trial from App Exchange and we'll help you get started.

## Find out more

Visit our website:

[www.nc-squared.com](http://www.nc-squared.com)