



Case Study

BARK

Industry

Pets

Website

www.barkbox.com

April 2022



Reducing call volume and increasing customer satisfaction

Overview



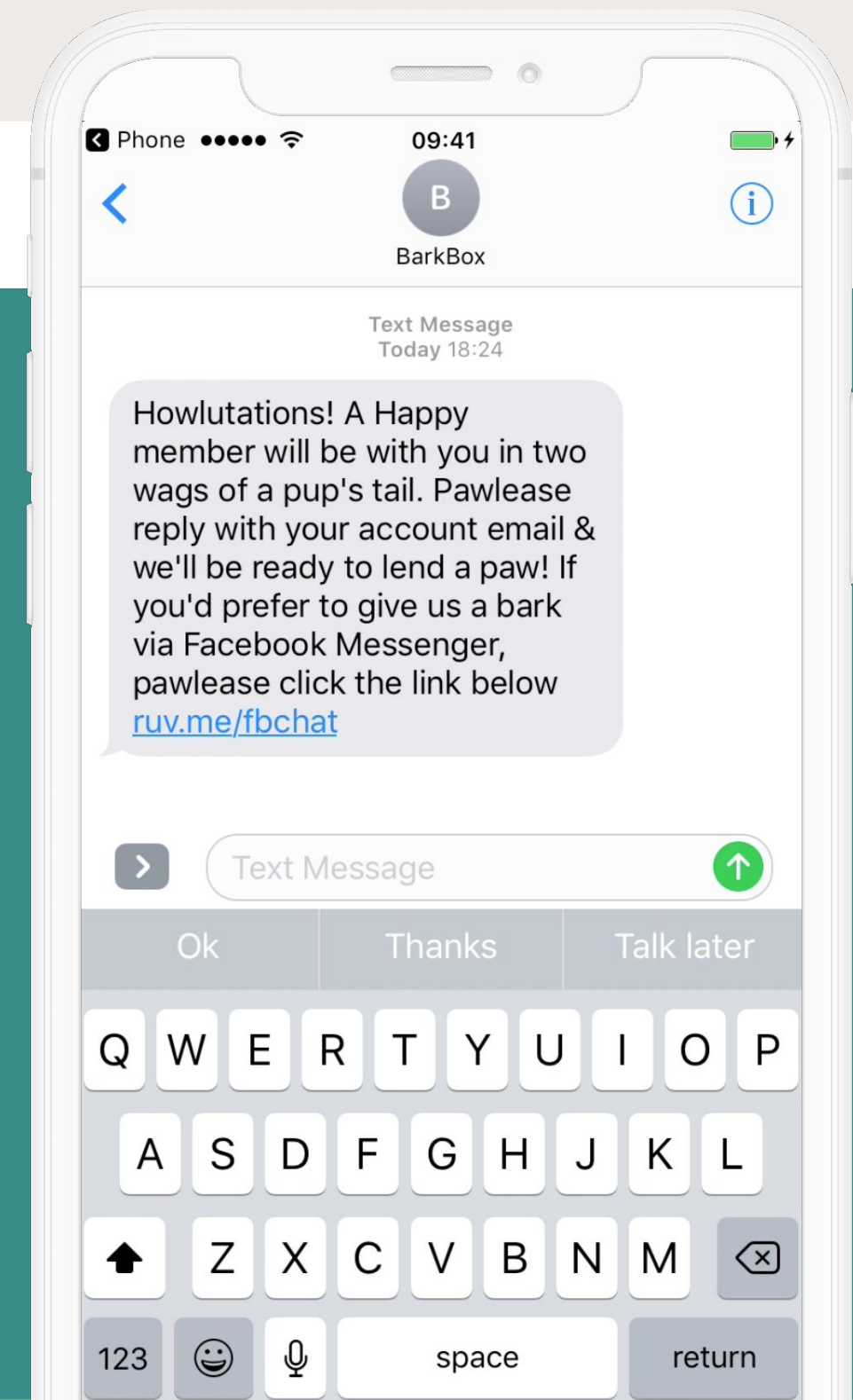
- ✓ New York based pet e-commerce company
- ✓ 500+ agents serving 1 million+ customers.
- ✓ **Channels offered:** phone, chat, email, social, SMS.

Opportunity and Use Cases

Opportunity BARK is growing fast and was looking for new opportunities to engage their customers and increase agent efficiency as they scale.

Use Cases Give customers the option to shift their conversation from Phone to Text based service (SMS, Facebook Messenger) for the following scenarios:

- 01** At the **beginning of the voice menu**
- 02** During peak times when **too many people are waiting** in the phone queue
- 03** **Outside business hours** (collect customer info for support team to contact during business hours)



Impact for BARK

Reduction in
phone calls

15%+

Callers prefer to shift to
Text after business hours

25%+

Customer satisfaction for
Text based customer support

95%+

About Chatdesk

Customer service leaders use our software to increase customer happiness, grow sales, and scale on demand.

110 Wall St, New York, NY 10005

Learn more at

chatdesk.com

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Our highest Customer Satisfaction scores come from Text and Facebook Messenger. Chatdesk Shift gives us the opportunity to provide a seamless shift from phone to the those channels. **Through Chatdesk, we are improving our experience, and saving on operational costs.**



Hernan Giraldo
VP of Customer
Experience Ops, BARK