



# Case Study

Industry

Pets

Website

[www.whistle.com](http://www.whistle.com)

April 2022



# Handling increasing ticket volume and repetitive tickets

## Overview



- ✓ San Francisco based consumer electronics company in the pet space
- ✓ Provides a location and activity tracker for pets

## Objective and Use Cases

### Objective



Increase customer retention by providing quick after-hours support (e.g. troubleshooting, replacements)



Drive conversion for new product launch – Upgrading customers to the new Whistle Go product line

### Use cases for Chatdesk

Convenient and low cost solution to quickly respond and engage with customers

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Conversations from **zendesk**    



# Whistle enables superfans of their brand to respond to tickets

## How it works:

Chatdesk helps Whistle scale their support team efficiently with personalized support from high quality agents who are superfans of the brand.

01

Whistle can select unlimited support agents from US-based Chatdesk Experts, who are **superfans** of their brand. Some Experts are existing customers and they're excited to help others.

02

Customer messages get routed to your Experts to solve. Responses are always accurate and **personalized for each customer** using machine learning technology.

📍 Alaska



I have 12+ years of experience working in customer service, and a whole lot of experience with social media. I myself have 2 black labs, Sara & Bella, that are my world! I think the idea of making sure your beloved pets are safe and healthy at all times is amazing! So humane and brilliant!

Whistle Expert  
Deanna

📍 California



I've been a customer care representative for over 10 years and the compassion I have for helping others shines through largely because of the amazing and loving relationships I share with family (4 kids, 2 dogs, 1 cat, and a fish). I love that Whistle's line of products gives me peace of mind, knowing where my dogs are and that I can track their health and activities.

Whistle Expert  
Bree

# Impact for Whistle

Issues resolved on first contact

97%

Reduction in average response times during after hours

94%+

NPS for tickets handled by Chatdesk Experts

90+

Reduction in cost per ticket

82%+

Sample conversion opportunity and pre-sale response by Chatdesk

#### Customer Message

I recently received my whistle fit for the insight project and I was wondering if there was any way to upgrade to the whistle +GPS? I would like to be a part of the project, but didn't see any GPS options

- Miriam

#### Chatdesk Response

Hi Miriam, Yes, you can upgrade to Whistle with GPS. Whistle Fit users get a discount. You can visit and link below to get your discount code.  
<https://www.petinsight.com/whistle-3-upgrade>  
If you have any other questions or concerns please let me know.

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Chatdesk Teams helps us achieve high NPS scores while significantly reducing our customer support costs



**Kevin Nester**  
Director of Customer Experience, Whistle



#customerexperience

# Sample feedback from customers on Chatdesk



Very quick, very responsive... customer service A+

I love the quick responses and all the resources that are given if I have a question. I never feel like I have to wait long at all for a response

Got back to me quickly and was able to help in timely manner. Super nice too

Every time I have any issue, the representatives are super helpful in trying to resolve the issue

My question(s) have been helpfully and quickly answered

Everything has been handled fast and easy, very pleased.



## About Chatdesk

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

Learn more at

[chatdesk.com](https://chatdesk.com)