WiX Answers | ⌂ Guesty

How Guesty achieved 60% one-touch resolution by consolidating all support channels

Founded: 2013

Partners with Wix Answers since: 2018

Mission: Provide property managers and management companies with an end-to-end solution to automate and streamline their operational needs.

Industry: Property management platform operating in 80 countries

Offices: New York, Los Angeles, Lisbon, Barcelona, London, Milan, Tel Aviv, Sydney

Number of employees: 250

Products Used:

▤ Knowledge Base   ▤ Ticketing   🎧 Call Center   💬 Chat   ▥ Insights   ⊚ Help Widget

❝ With Answers, we were able to consolidate our solution into one system with dedicated queues. We use custom fields, labeling, and canned responses through automatic actions without wasting dev resources - it saves us time and costs while ensuring that customers get the high-level support they need".

Doron Pryluk, Director of Customer Solutions

Guesty is a global short-term rental property management platform that provides an end-to-end solution that automates and streamlines the daily, complex operational needs of property management companies. Users can manage and distribute listings across all leading travel booking channels such as Airbnb, Booking.com, Vrbo, Agoda and many more.
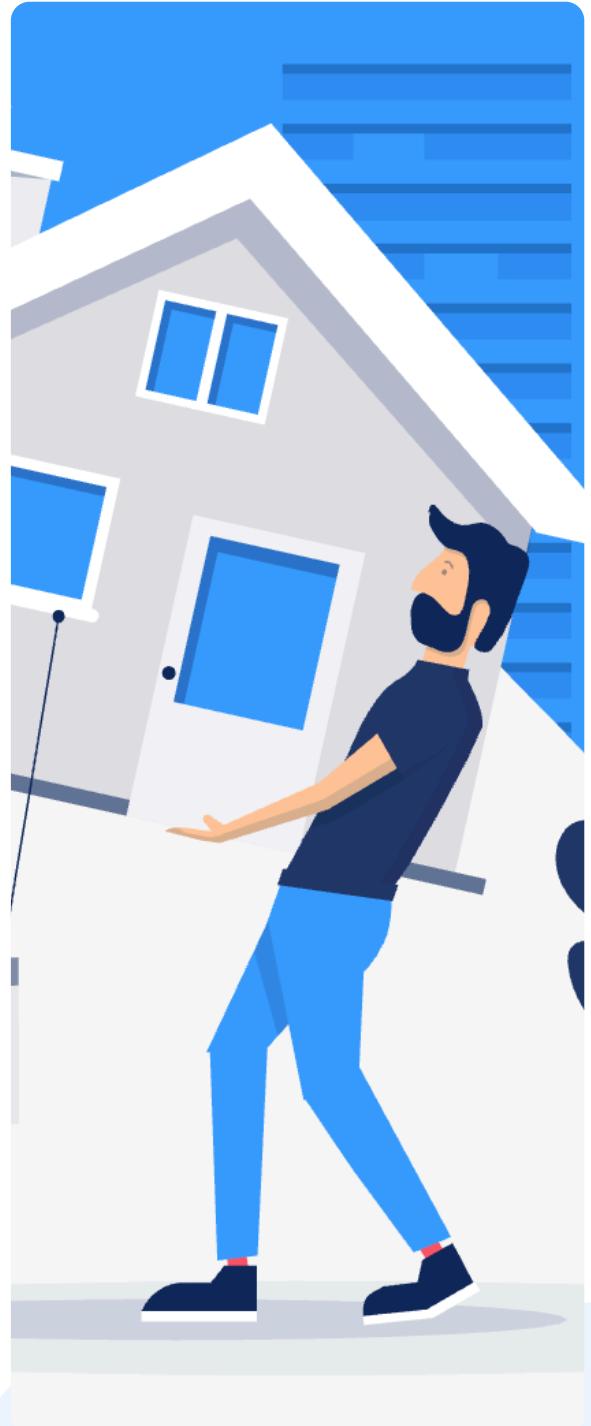
The Challenge.

Guesty was looking for a support solution that could:

Scale at the same swift pace of its growth and would make onboarding easy for new agents in all three locations.

Ensure customer issues are resolved efficiently while local challenges such as language and culture aren't barriers.

Let customers easily find answers themselves without having to reach out.

When Doron Pryluk, Director of Customer Solutions at Guesty, joined the company, he was tasked with addressing several unresolved pain points with their existing support software. The most burning challenges being channels existing in different systems, lack of actionable insights on support issues, and questions being quickly rebuffed without a satisfactory resolution. To Doron, it became increasingly clear that their existing support software would not be able to handle these challenges. He set out to find a company that would not only address Guesty's pain points on a technology level but would also be there for them long-term as an ongoing partner.

Results achieved with Answers.

Challenge

Making agent support and knowledge accessible to customers no matter where they are

Gains

- **176% decrease** in agent onboarding time, **from 1 day to 2½ hours**

- Customers can find answers themselves with the assistance of an optimized **knowledge base** and **help widget**

Challenge

Removing the need for multiple support systems

Gains

- Managing agent-customer communication in a single timeline for **tickets, chats and calls**

- All customer information is available to agents next to their ticketing timeline — no need to switch tabs

- Dev-free data accessible within the same platform that offers insights into difficult flows and is customizable at any time

Challenge

Cutting agent onboarding and resolution time

Gains

- A **60%** one-touch ticket resolution since using Answers

- More efficient support through an extensive labeling system that correctly categorizes tickets for analysis, tracks issues and gets the right agents to answer

Challenge

A resource for knowledge for the entire company

Gains

- A go-to hub for product knowledge used by Support, R&D, Marketing, and Product that's simple and intuitively structured

The Impact.

01. A fully integrated platform that doesn't require multiple vendors

Answers provides Guesty with all channels in one fully integrated platform and the ability to create a custom solution. Agents previously faced a platform that was difficult to navigate due to its clunky UI.

"If you're going to have an agent looking at their home screen for 45 hours a week, it better look good. And Answers has an amazing UI. So intuitive and simple," Doron explains.

Answers' ticketing system also includes the option to use different types of internal notes instead of relying on emails for discussing customer issues, whether for QA-purposes, troubleshooting details, or providing additional context on the customers' case.

02. Support that's accessible to customers no matter where they are

The Answers help widget makes knowledge and support accessible to customers within the product flow and anywhere on the site.

"Since introducing the widget, we've seen a shift to customers contacting us here instead," says Doron. "Our customers are no longer frustrated as they can now get what they need without leaving the product dashboard."

03. An AI-powered reply box that cuts onboarding and resolution time

The Answers reply-box offers instant AI-powered article suggestions related to predefined labels. These articles are then used for ticket responses to help support agents be consistent and more efficient.

> "In the Answers timeline you can immediately see the latest customer interaction - it's very logical," Doron said.

By using the **reply box** within the ticketing system, Guesty's response times have vastly improved. New agents especially are responding faster and more accurately. **"Since making the switch to Answers, onboarding agents now only takes 2 ½ hours. With our previous support solution, it took us at least a week to get an agent to understand how to answer a ticket,"** said Doron. The reply box offers instant article suggestions related to predefined labels. These articles are then used for ticket responses to help agents be consistent.

Guesty now has a 60% one-touch resolution. Issues are being resolved after an agent's first response.

04. A company-wide source for knowledge

Guesty's new knowledge base is used both by customers as a help center and internally by Support, R&D, Marketing, and Product. According to Doron, it has created one source of truth for knowledge within the company. He added that the Answers knowledge base is structured in a "simple and intuitive way", making it useful to all departments.

What's Next?

For a startup that's gone global, rather than developing add-ons for their support solution, keeping dev resources focused on the product itself is crucial. Increased productivity, efficiency and the ability to continuously scale their solution are the reasons Guesty chose Wix Answers and has made the solution a part of the future vision of the company.