WiX Answers | **Rakuten Viber**

How Answers enables Viber to meet a 20 minute SLA while handling over 3,500 tickets a day

Founded: 2010

**Partners with Wix Answers since:** 2019

Mission:

- Stop losing time by automating manual actions and letting agents focus on where they are most needed

- Create an intuitive platform for agents and a help center where content management doesn't need to be outsourced to other departments

Industry: Individual messaging, video calls, group chats, public chats

Number of users: 1 Billion

Offices: Amsterdam, Barcelona, Brest, Kiev, London, Manila, Minsk, Moscow, Paris, San Francisco, Singapore, Sofia, Tel Aviv, and Tokyo

Number of employees: 450
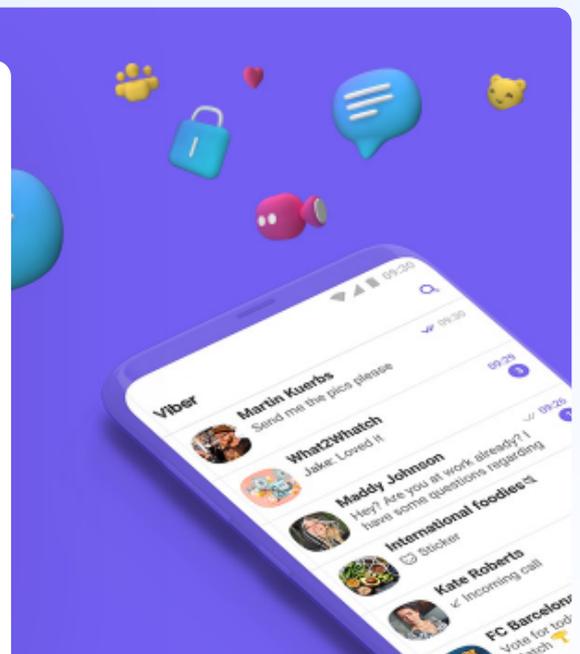
Products Used:

Ticketing   Knowledge Base   Insights   Help Widget

> "It's so easy to communicate, there's always the willingness to help and get things resolved. If something doesn't exist out of the box, Answers puts in a lot of work to find a solution or make it happen for us."
>
> *- Yael Harel, Customer support lead at Viber.*

Viber is a free messaging app that allows its users to send individual messages, make video calls, open group chats, and follow brands and celebrities on public chats. With over 1 billion users, it's one of the biggest players in the messenger-service industry.

With 3,500 incoming tickets a day, keeping support operations streamlined is no small challenge. That's why Viber's support department needed a system capable of automating many of its day-to-day flows, removing time-intensive manual actions that would require hiring more agents.

The Challenge.

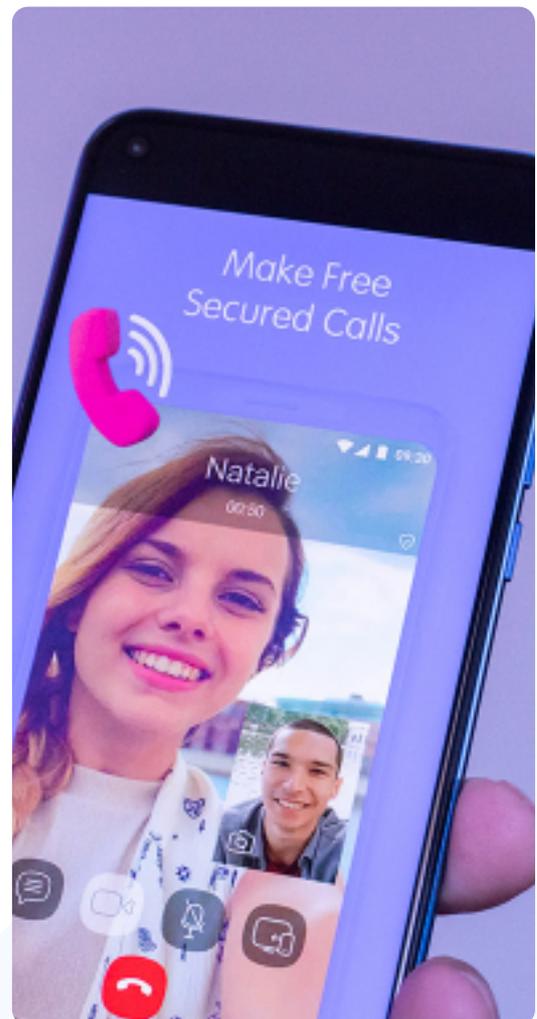Viber needed a support solution that would allow them to:

Create multiple actions with minimal effort, so that 19 agents can manually answer 3,500 tickets a day

Have the capabilities to automate flows for thousands of tickets that don't require manual replies

Customize the help center to match their main website, update content easily and create an intuitive user experience

Manage and translate articles in multiple languages, without needing help from other departments

Onboard agents quickly with minimal effort

Viber was looking for a new support solution that would give them the capability to answer thousands of tickets a day with 19 agents.
The huge volume makes it impossible to answer each ticket individually without hiring more agents. At the same time, Viber was searching for a company that's exceptionally responsive - where partnership and communication are core values.

Results achieved with Answers.

Challenge:	Gains:
Dealing with thousands of incoming tickets that have to be handled manually	• Easily created macros to manually handle 3,500 incoming tickets a day • Reached a 10 to 20-minute first response time • Full overview of all group statuses in a single dashboard
Automating flows that don't require manual actions	• Customers can report ads, inappropriate content and more with just one-click • A contact form that triggers an automatic action without the need for an agent, e.g, if customers choose "GDPR" in the menu, the ticket will be automatically sent to a specific queue and the user will receive a previously created response • Tickets are automatically tagged and filtered into groups and views • Tickets that get tagged under specific groups are automatically closed
Managing the help center entirely within the support department and customizing it to match Vibers' overall look and feel	• Created a seamless visual brand experience for Viber users when interacting with the help center, contact form and main site • Easily maintain and update design without needing designers or dev experts • Migrated existing content and created the capability for left-to-right languages without dev work • Content management solution that can be handled by one dedicated technical content writer without requiring help from other departments

The Impact.

Viber needed an intuitive platform that would make their support team's day to day more efficient and streamlined, removing the need to expand the department.

01.

Smart macros and views enable flexible, streamlined workflows

The most significant value Answers offered Viber was to enable greater productivity and efficiency in a challenging support environment with thousands of incoming tickets per day. Macros are an essential ingredient for achieving this success in that they allow quick, accurate replies. The result is that 19 agents can manually answer 3500 tickets per day with a 20-minute or less first response time.

Macros are customizable shortcuts that apply a set of actions to a ticket with just one step. Viber uses them to create replies with article content, internal notes, to set priority levels, add tickets to specific labels, and more.

When a new feature is released or improved, a macro is created or updated. This lets Viber speed up and simplify tasks on tickets. Agents can more easily answer incoming tickets with just a few clicks, without needing to spend too much time on each ticket.

For Yael Harel, Customer support lead at Viber, Views are crucial to every-day workflows. Viber categorizes assigned tickets automatically into multiple views. While agents only see 3-4 views, managers have the full overview which enables them to easily track KPIs and make adjustments to workloads. This is something Viber needed urgently since views and groups previously could not be organized freely.

> "One of the biggest things I look at is Views — to understand if we're meeting our goals and open issues. When looking at specific dates and views, these can be manipulated easily, something I previously needed to do manually. So that's been a huge time saver for me." -Yael Harel, Customer support lead at Viber.

02.

Elevated customer satisfaction through automated flows

"Our main challenge is that we're a small team with a high volume of users, so we were looking for a very flexible system that accommodates those needs." Moty Rokach, Senior Director, Customer Service & Operations at Viber

This allows thousands of tickets a day to be streamlined because they are automatically closed or dealt with by being sorted into specific groups.
Due to the nature of their business, many incoming tickets are customers reporting groups, content and ads, for which agent replies aren't necessary. There are also GDPR-related tickets opened via a unique contact form with dynamic fields.

All of these cases need to be handled automatically via an API. This avoids having agents tackle huge waves of tickets manually everyday.

This is why Moty was looking for a system that ***"easily communicates between the platform and the actual website."***
Previously, these entities were not well connected. Answers provided the crucial strong connection between Viber's website and support platform.

A good use case for the importance of this connection is opening an account.
Users need an activation code which is generated by an automatic action that sends a code and then closes the ticket. On top of that, with specific keywords the system recognises spam tickets and closes them.

To save time and ensure that tickets aren't missed, they are automatically tagged and added to the right groups, allowing later analysis.

"

Yael drives home how essential this feature is, "Through the unique contact forms' dynamic fields, when you select one thing it opens new fields according to that specification. Answers moves the ticket to the correct queue without the need for dev involvement which is absolutely necessary for us, otherwise we'd be completely overwhelmed with tickets."

03.

Communication that reflects partnership

For Yael, a strong partnership with their support provider is a top priority. It allows them to easily communicate their needs in order to quickly solve problems.

> *"It's so easy — we just communicate directly through Viber if something's up and we always get a quick answer, and there's always the willingness to help and get something resolved. You're not waiting a week to get an answer to a simple email. A good example would be that we needed a unique contact form that would allow different use cases, including triggering automatic actions so that agents don't need to take care of all tickets manually. That didn't exist out of the box and Answers put in a lot of work to make that happen for us." -Yael Harel, Customer support lead at Viber.*

For Moty Rokach, there was instant confidence after ***"Answers actually showed a level of flexibility in their onboarding teams and systems that we couldn't find elsewhere, creating features we needed before the contract was even signed. The onboarding in the end was uncomplicated and didn't need to involve tons of people."***

04.

Easy onboarding and a system that makes the support department independant

Yael viewed moving to a solution with an intuitive, easy-to-learn UI as a high priority.

It was important to not change the day to day for agents too much and make it easy for them to get used to the new system.
For Moty, the biggest advantage was having everything agents need inside tickets.
Now, they no longer need to switch systems to find user details, history or any other customer data.

"Usually when there's a major change there would be an expected drop in KPIs, but because the change was so smooth and the new UI completely intuitive, it stayed completely stable — a big surprise to us and a huge win," said Moty.

A big part of Viber's decision to move to Answers was the intuitive UI of the content manager when creating and updating articles and how-to's. A big concern was to find a solution that would allow the Support department to become independent from the Marketing department when it came to creating and updating content.

The necessity being a solution with a strong connection between the knowledge base and support platform.

"When I had to decide whether to hire another support agent or a technical content writer, once we chose Answers I knew I could hire a writer because we didn't need to hire more agents, and hiring our own content manager that could handle the system by themselves was really a dream for me — something that's actually possible with Answers platform," said Yael.

When the time came to onboard, the process for the entire department was very fast. On the day their new solution went live, agents were already able to answer tickets after only 3 hours of onboarding training.

> *"In my experience after using a lot of different systems to train agents over the years, needing just 3 hours was very unusual and wasn't something I experienced before. The system is very intuitive, super easy to learn and most of the training wasn't how to use it but what to look at, like macros and which groups to use," said Yael.*

> *"Other systems we looked at weren't as intuitive, didn't have the same level of communication and wouldn't have been as smooth to transfer to." - Moty Rokach, Senior Director, Customer Service & Operations at Viber*

What's Next?

Moving forward, Viber recently added a support-specific content manager to their team to update their knowledge base so articles can be used by agents for replies and onboarding. The main goal for the coming year is to expand content within the knowledge base so that it can become a go-to source for product information. They will also continue using the data Answers provides to optimize their support operations.