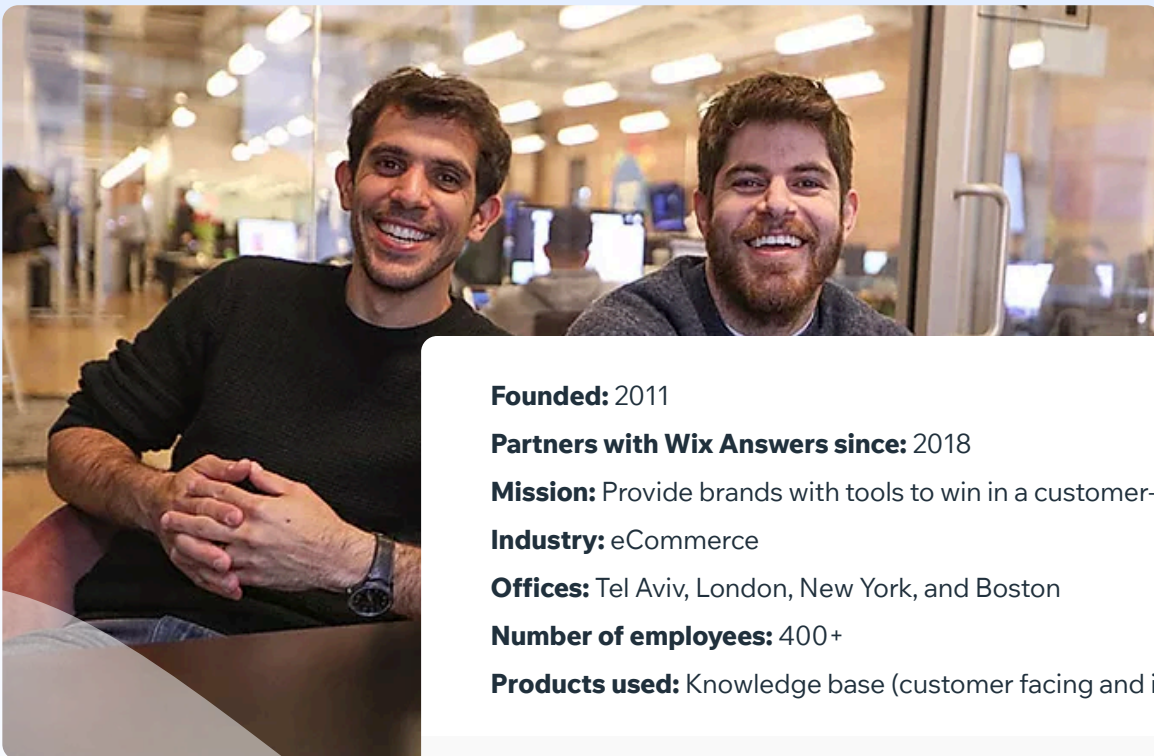




How Yotpo increased its CSAT and improved team efficiency



Founded: 2011

Partners with Wix Answers since: 2018

Mission: Provide brands with tools to win in a customer-centric world

Industry: eCommerce

Offices: Tel Aviv, London, New York, and Boston

Number of employees: 400+

Products used: Knowledge base (customer facing and internal)

KPIs improved with Wix Answers:

Response to resolution time decreased by **75%**

60% increase in agent productivity

Improved CSAT by **23%**

90% of new monthly sign ups, visit the knowledge base first



Our entire processes and communication changed because we now have a structured, up to date knowledge base.

Danny Pinto, Director of Global Support

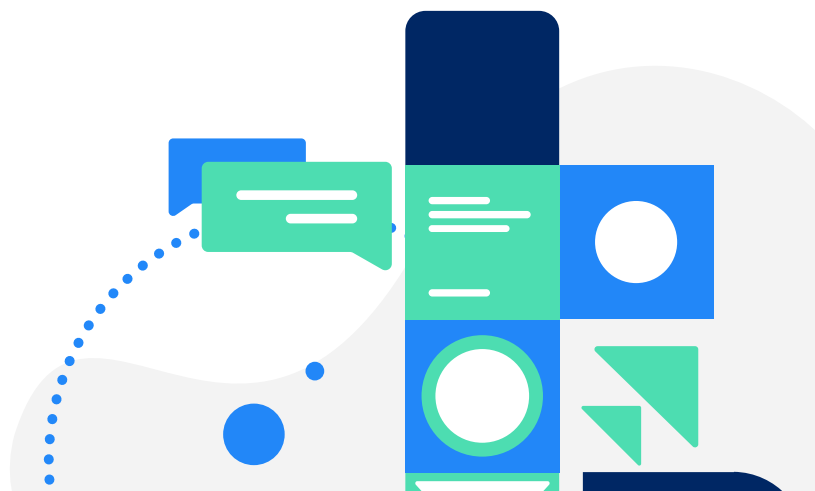
Challenge

Like many startups, Yotpo realized it needed a customer support software to serve the growing user base of its marketing platform. It provides solutions to online businesses for user-generated content such as reviews, loyalty, referrals, community QA, photos, and then leverage that content across the web.

“

According to Danny Pinto, Yotpo's Director of Global Support, “We needed an easy way to preempt customer questions and help our users help themselves. Even though the help desk software we started with is commonly used, it was surprisingly complicated to manage and our support agents found it difficult and clunky to use.”

Now knowing what they didn't want in a customer support platform, Yotpo was better prepared to find a more user-friendly alternative.



Solution

Yotpo's biggest pain point was to have a knowledge base that functions for internal processes and for customers alike in order to create a single source of knowledge that was easily accessible to both parties. After exploring different customer support solutions, Yotpo found a fit in Wix Answers. Today, Yotpo's knowledge base is filled with over 600 support articles. These are all sorted into searchable categories, to help its users find the right information and guide them into using the Yotpo suite.

Agents, on the other hand use the knowledge base to answer tickets more efficiently by easily accessing the corresponding articles. In addition, they use it to outline troubleshooting steps for complicated flows and to optimize internal processes.

The internal knowledge base is used across all departments to have one consistent source of truth for knowledge in the company.

On top of that, Yotpo is currently implementing the help widget, to not only deflect tickets but give customers the freedom to find answers quickly on their own, from anywhere within the product flows. Providing the right article in the right place of the product will essentially optimize the customers experience and saves them from having to reach out.



Impact

Yotpo's knowledge base created through Wix Answers has helped deflect tens of thousands of customer tickets.



Despite the increase in our monthly sign ups, the average amount of tickets opened per customer decreased as customers can help themselves largely because of our intuitive Wix Answers self-service center,” Danny said.

This has freed up Yotpo's support team to spend their time and attention on more proactive customer service.

The company now uses the knowledge base to provide efficient support by making answers and troubleshooting steps readily available. This in turn has drastically affected the response time for tickets.

The response to resolution time decreased by an incredible 75%, and the first response time has improved by 94%. Overall the **estimated productivity rate of agents has improved by 60%**, due to “knowledge being immediately available, the ease of use and the ability to answer faster.”

The Knowledge base functions as a conversion tool, giving potential future customers a window into the functionality of the product, allowing an educated decision on whether the product is a good fit for their needs, **“out of all our new monthly customers, 90% visits our help center prior to signing up.”**

Yotpo has also benefited from the analytics and feedback tools that come as part of its support platform. “Wix Answers gives us a clear understanding of our users’ needs and pain points. With this data, we’ve been able to make our platform and our support better,” leading to a **23% improvement of their CSAT**.

As Yotpo continues to transform the customer review process for hundreds of thousands more businesses globally, it will be able to rely on the customer support platform that supports and promotes its growth.



Talk to us

Tell us about your support challenges.

Let's chat

Find more at wixanswers.com