

Applian + Zingtree

How Zingtree helped Applian save money & man hours while servicing more support tickets in less time

Applian makes software to record, capture, and keep online audio and video. From Pandora to YouTube, SoundCloud to Netflix, and Hulu to Amazon Instant Video, Applian Technologies' suite of screen capture and audio recording products for PC and Mac help businesses and consumers make web content their own.

Applian's Problem:

Applian initially tried working with traditional call center support services that didn't use tools to provide infrastructure for consistency and quality. The results were difficult to control, resulting in poor and unpredictable outcomes; a frustrating experience for customers as well as the company.

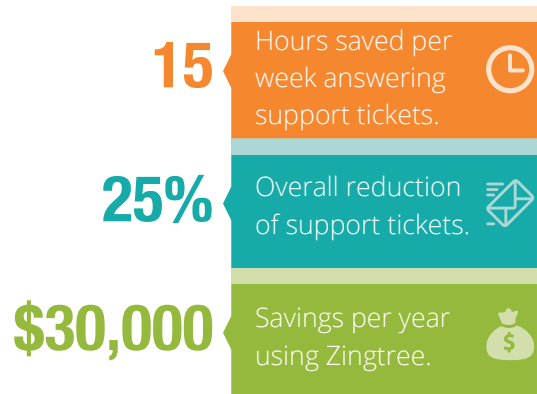
After performing an internal analysis of cost per support ticket, Applian was stunned to learn the high cost for each ticket, regardless of whether the submission was from a customer or prospect. Upon taking a closer look, Applian identified repetition in customer inquiries - although FAQ's were thorough, customers were submitting a ticket rather than finding the answer themselves. Since Applian products require a troubleshooting process, they were looking for a way to construct interactive troubleshooters, which would enable customers to self-solve, and provide agents with background information on the problem before attempting to help the customer.



Zingtree's Solution:

Zingtree's custom, interactive decision trees provided Applian with the means to quickly field more customer inquiries using less support agents, while resolving more tickets in less time, with fewer expenses.

Customer satisfaction also soared after Applian switched to Zingtree. Their initial trial of six custom deployed decision trees encouraged customers to self-solve, providing immediate assistance and reducing the number of overall tickets and time spent on customer service inquiries.



Zingtree is the most user-friendly and business-ready platform for creating and administering interactive decision trees to deliver answers faster - a toolkit to build time-saving question & answer style troubleshooters for almost any purpose.

Zingtree makes it easy to guide anyone through complicated processes. Quickly create a decision tree that your site visitors, leads, trainees and/or customers navigate by clicking buttons to answer questions. And get detailed analytics on how your trees are being used to guide product, service and process optimizations. There's no better way to help people get answers faster.