

Haydar Plans, Tracks, and Updates Tasks Quickly with **BoldDesk®**



Background

Founded in 2017, Reelo Technologies is an all-in-one customer relationship management (CRM) platform that helps retailers streamline workflows involving campaigns, loyalty programs, referral marketing, and more. In doing so, Reelo aims to make personalized customer engagement simple, accessible, and affordable for businesses of every size.

Challenges

As a CRM platform, Reelo has built its reputation on cultivating meaningful, long-term relationships with customers. To uphold this standard, Customer Experience Specialist Haydar Abbas must solve customer queries as quickly and thoughtfully as possible. However, delivering consistent, client-specific support requires the right tool; a helpdesk that enables him to prioritize tasks effectively, monitor ongoing issues efficiently, and communicate with customers seamlessly.

Solution

Using BoldDesk, Haydar can deliver exceptional customer support through a single, comprehensive platform. BoldDesk integrates effortlessly with Asana, allowing his team to link and synchronize tasks and tickets between the two systems without added manual work. They also configured BoldDesk's HubSpot integration, enabling them to share client and company contacts across both platforms.



Impact

For Haydar, BoldDesk has been intuitive from the beginning—critical, considering he had never used a ticketing system before. “To be honest...within a few days, I have learned BoldDesk because it is very much a user-friendly application...Anybody can use [it] by self-learning,” he said.

Most importantly for Haydar, BoldDesk allows him to assign priority levels to tickets and plan his days effectively. He can identify the tickets that require the utmost attention, handle them first, and set the others to a lower priority to address later in the day. This daily, self-defined road map provides essential structure to his ticket queue and workflow.

The Asana integration proves useful for Haydar whenever a ticket requires assistance from the technical team. Any updates they make are reflected within BoldDesk immediately; keeping Haydar up to date so he can notify his clients as soon as progress is made. “That helped me to create a great rapport with customers,” he said.

To top it all off, when a customer initiates a chat with the support team, BoldDesk immediately provides Haydar with all their details. If the client’s information is stored in HubSpot, it’s provided in BoldDesk just the same, thanks to the integration between the two applications. “It gave me...within a few seconds...this is the requester email, this is the requester phone number, this is the requester name,” Haydar said.

Conclusion

With BoldDesk, Haydar can organize tasks swiftly, track ongoing issues easily, and communicate with customers promptly—within a single platform. Even when information is provided elsewhere, such as a cloud storage service or e-commerce platform, BoldDesk’s dozens of supported integrations give agents the data they need without having to switch applications.





Pull Quote

"100% I would recommend BoldDesk...This is a user-friendly software application which anybody can, within a few days...learn...and...use it seamlessly."

– Haydar Abbas, Customer Experience Specialist, Reelo Technologies Pvt. Ltd.

