

Ishika's Team Boosts Productivity by 60% Using **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

CRM platforms like Reelo must build strong foundations with their customers to show that high ROI is what's in store for new clients. However, Customer Experience Specialist Ishika Batra and her team handled customer queries strictly through email, which made it harder to locate assigned tickets, track follow-up issues, and monitor agent performance.

As their customer base grew, Ishika's team knew they needed a more organized system to resolve issues that arose. Without a unified ticketing system, it's far too easy for customer requests to fall through the cracks; and when you can't handle the volume of issues and queries, customers start to notice and lose faith in your product.

Solution

While searching online for a fully featured helpdesk tool, Ishika's team found BoldDesk. When they saw the platform's affordability and centralized ticketing system, they knew it had the potential to solve their customer support challenges. Luckily, BoldDesk offers a smooth, intuitive design and detailed documentation, allowing Ishika's team to transition effortlessly. "It is very user-friendly and it is very easy to use," Ishika said.



After adopting BoldDesk, Ishika's team configured its Asana and HubSpot integrations. This enabled them to consolidate communication threads across scattered channels, including comments left by members of the technical team. These integrations, combined with BoldDesk's filtering options, facilitated day-to-day ticket information retrieval and cross-team coordination, allowing Ishika's team to track follow-up issues end-to-end. "It has improved our workflow and made customer support easier for us," Ishika said. "I'm able to put the filters in BoldDesk and see how many tickets have been assigned to a particular person."

To top it all off, the BoldDesk Agent Dashboard empowered Ishika's team to view the fine-grain details of each agent's workload, performance, and customer satisfaction scores. Ishika regularly monitors four metrics, including CSAT, tickets assigned, response time, and resolution time; helping her team scope each agent's time and remove points of failure in the team's support services.

IMPACT

Using BoldDesk, Ishika's team,

- Unified multiple communication channels.
- Streamlined cross-team coordination.
- Improved end-to-end ticket management.
- Saved 15 minutes a day locating tickets.
- Simplified agent self-improvement.
- Increased agent productivity by 60%.
- Solved customer queries faster.

Conclusion

With BoldDesk, Ishika and her fellow customer support specialists can now retrieve ticket information quickly, track follow-up issues and communication across teams, and monitor





agent efficiency in real time. Guided by robust agent performance metrics, each support team member can work toward first-contact resolution and continue to build foundational relationships with every customer.

Pull Quote

"We can [now] resolve tickets in a very organized manner, and we can track issues properly...[BoldDesk] also helps in improving communication with clients...The support features have been better than expected."

- Ishika Batra, Customer Experience Specialist, Reelo Technologies Pvt. Ltd.

