

Tanisha's Team Cuts Customer Support Bottlenecks Using **BoldDesk®**



Introduction

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

To provide timely, client-specific support, CRM platforms like Reelo must eliminate barriers that hinder efficiency. However, Customer Experience Specialist Tanisha Jain and her team were relying on Gmail to manage customer queries, which made it cumbersome to collaborate effectively across teams and to monitor support tickets from start to finish. Consequently, several bottlenecks crept into their ticket-resolution workflow.

According to Tanisha, "As the number of support requests increased, it became more difficult to track everything properly across different channels...We wanted a platform that could simplify handling everything...and make the overall support process smoother for each and every team and customer."

Solution

While searching online for the right solution, Tanisha's team discovered BoldDesk. The award-winning helpdesk platform's straightforward, user-friendly design immediately stood out to Tanisha and motivated her team to give it a try.



When Reelo made the switch to BoldDesk, Tanisha got access to an omnichannel platform that consolidates messages across emails, chats, and social media. This unified approach simplified cross-team coordination and customer communication, empowering Tanisha's team to track tickets end-to-end. As Tanisha explains, "It improved collaboration within the team since everyone could stay updated on customer issues...[giving us] a smoother and more efficient way to communicate and help them resolve each and every problem."

For Tanisha, BoldDesk revolutionized the way she interacts with customers. She's been working on customer support teams for three years, and her latest position at Reelo proved that, sometimes, the key to improving resolution time and customer retention is better organization. "Now, the process feels much more structured and manageable," Tanisha said. "We can easily track customers and prioritize them and their requests, and that meant smoother communication overall."

Conclusion

With BoldDesk, Tanisha's team gained a fully featured helpdesk tool that could scale with their growing customer base. By centralizing communication threads across disparate platforms, Tanisha's team successfully eliminated bottlenecks related to cross-team coordination, customer correspondence, and ticket management. As a result, Tanisha's team can now deliver prompt, thoughtful support without adding to their workload.

As summarized by Customer Experience Specialist Tanisha Jain, "[BoldDesk] has made daily operations more efficient, and it helped us provide a better support experience."

Pull Quote

"I would recommend BoldDesk to businesses that are looking for a reliable and easy-to-use customer support platform. It simplifies workflows...and improves efficiency, which helps teams manage customer communication more efficiently"

– Tanisha Jain, Customer Experience Specialist, Reelo Technologies Pvt. Ltd.

