

Reelo Systematizes and Centralizes Its Customer Support with **BoldDesk**®



Introduction

Reelo is a customer loyalty platform that helps restaurants develop devoted customer bases through membership programs, marketing campaigns, and more.

Challenges

Reelo's initial support system was a morass. The company lacked foundational SOPs for handling customer support requests and chats. Worse, it didn't have any tools that could collect all support requests in one place.

"There were chances we used to miss...responses to customers' communications across teams were scattered, and...tracking issues required extra effort, manual effort," said Nilesh Chauhan, a customer support team lead at Reelo.

A significant side effect was a complete inability to calculate support metrics, such as the number of outstanding issues, how fast customer issues were resolved, or how many chats were still waiting for responses. Accurately assessing the company's support performance was virtually impossible.

According to Nilesh, "We needed a tool that managed customer queries in a structured way, and tracking tickets, ensuring timely responses was a challenge."

Solution

Reelo evaluated BoldDesk and was thoroughly satisfied with its features. In particular, the ticketing system provided much-needed structure.



Through tickets, staff can track customer issues no matter how they're submitted, and those tickets don't disappear into an unnavigable digital wilderness. Even when tickets are assigned to other teams, Reelo's support staff can keep an eye on their status.

Additionally, the built-in SLA capabilities, which automate reminders and escalations, give support agents accountability and management transparency into support efficacy.

Results

Adopting BoldDesk has enabled Reelo to take full control of its support operations. "Post [BoldDesk], everything is easier now...coordination between teams has improved...tickets are easy to track and manage. Everything is now centralized."

BoldDesk's built-in reporting has also been a major asset to Reelo's support efforts. "The reports present in BoldDesk are automated," noted Nilesh. "I just need to click once, then I have every report. I can analyze my team's performance."

At any time, he can pull up reports on ticket inflow, SLA breaches, customer satisfaction, and more. His team's work is now quantifiable, allowing him to accurately identify where delays occur and where efficiency can be improved.

Pull Quote:

"It brings a lot of structure to support processes, and it is very easy to use and scale." -

Nilesh Chauhan, Team Lead - Customer Support, Reelo

