How Shelf Helps Stranded Drivers in Northern Europe Get Back on The Road

through Automated Agent Assistance

Organization Overview

The Scandinavian company is the leading roadside assistance company in northern Europe. For over 60 years, they have provided customers with superior mobility solutions, despite the harsh conditions they operation within. To reach their status as the market leader, they have built a culture that emphasizes the importance of providing a superior customer service experience, while seeking out innovative solutions that will allow them to remain at the forefront of their industry.

"Shelf gave us the ability to seamlessly integrate knowledge into agent workflows. This eliminates the need to toggle between applications, but more importantly, relevant content can be automatically suggested to agents in real-time."

- VP of Business Development

shelf

> “We’ve gone from agents taking approximately 3.5 minutes per call to find information to basically zero with Shelf.”

- Lead Project Manager, on Shelf’s impact on average handle time (AHT)

Company Headquarters

Scandinavia Region, Europe

150 agents

An Inefficient Way for Agents to Find Answers

Given their position as a leader in the roadside assistance industry, this company needs to be capable of servicing all sorts of drivers; regardless of what type of vehicle they use. To do so, they built up a large library of documentation on the thousands of different brands, makes, and models that are on the road today. Over the years, this information accumulated as documents on the company’s content management system. Unfortunately, the search function was incapable of bringing their customer service representatives (CSRs) to the proper documentation in a timely and accurate manner. This meant that agents needed to plow through deep folder structures, wasting precious time on each call.

But the CSRs information retrieval problem didn’t end once they arrived at the appropriate folder. The support documentation that contained the procedures, troubleshooting steps, and FAQs needed for resolving each caller’s issue was dense with text. This required agents to open a document – in the hopes that it was the right one – and use a combination of document scrolling and *ctrl+f* search to locate the necessary information. As a result, the best-case scenario was that an agent would take a significant amount of time to locate what they needed to troubleshoot the vehicle’s issue remotely. The oft-occurring worst-case scenario was that an agent would: place callers on hold, spend valuable time trying to locate the correct answer, return to inform the caller that they did not have the answer, and ultimately dispatch someone who could assist them in person.

“It was difficult to find the perfect knowledge management system. Our team searched high and low and found many knowledge bases, but none of them were disruptive, and that’s what I was looking for.”

- Lead Project Manager

The Search for a Disruptive Solution

Determined to find a solution to their customer care problem, the company conducted an exhaustive search. According to a team member who was tasked with identifying potential solutions, “It was difficult to find the perfect knowledge management system. Our team searched high and low and found many knowledge bases, but none of them were disruptive, and that’s what I was looking for.”

The organization ultimately decided to take a closer look at Shelf and another leading knowledge base solution, but they found that the other company *“...didn’t really understand our problem. It was clear that their product was really only capable of acting as a self-service website FAQ section for customers.”* said the VP of Business Development.

shelf

At the same time, the organization was seeking out innovative ways to provide their CSRs with a unified desktop view that would improve the agent’s experience, make these employees more productive, and create exceptional customer experiences on a more consistent basis. When they found out that Shelf had a partnership and pre-built integration with their Contact-Center-as-a-Service (CCaaS) provider – Genesys – they were excited. After realizing that they could leverage Shelf’s API to achieve a seamless integration with their homegrown CRM and ticketing system, they were sold.

> “We went from a process where [CSRs] had to navigate through a bunch of folders, to answers automatically being presented in real-time. It was transformational for our customer support. Now our agents just do the work that they’d normally do, and almost magically, answers appear on the sidebar of our CRM.”

- Chief Operating Officer (COO)

shelf

Impact of Transformative Solution

Within a few days, the company validated the ability to achieve their desired solution: a seamless integration between Shelf and the company’s proprietary CRM/ticketing system. “We realized that we could leverage Shelf’s automated context suggestion engine to provide results based on what agents entered into the fields in our primary [CRM/ticket] system.” explains a Project Lead. It was an “A-ha! moment” for the company; not only were they able to achieve a single system feel and give the CSRs a single screen to work from, but they were able to leverage Shelf’s information architecture and unique search capabilities to proactively push relevant results to the CSR. The Chief Operating Officer (COO) states, *“We went from a process where [CSRs] had to navigate through a bunch of folders, to answers automatically being presented in real-time. It was transformational for our organization. Now our agents just do the work that they’d normally do, and almost magically, answers appear on the sidebar of our CRM.”*

This creates a huge upside for both the company and its customers. When customers call in, they expect that a vehicle will have to be dispatched to help them. Now, the company has a greater ability to collaborate with the caller to solve the problem and eliminate the need for physical assistance. This ends up being a huge win for customers, who get back on the road faster than they thought possible, and for the company, who operates much more efficiently because they don’t need to dispatch automotive technicians with the same frequency.

shelf