MULTICHANNEL CUSTOMER SERVICE

Commerce & Digital Engagement

Kayako is help desk software for personal and connected customer service. It helps you deliver exceptional customer service in multiple languages across live chat, email, Facebook and Twitter.

Customer Success
Texas Tech streamlines customer support with Kayako

COMPANY
Texas Tech

COMPANY SIZE
10,000+ employees

INDUSTRY
Higher Education

IGNITETECH SOLUTION
Kayako

"Kayako is hands down the most feature-rich, user-friendly and flexible platform I've come across for customer support — both for the customer and for the technicians."

SUMMARY

Texas Tech didn't have a system to help them handle a high volume of support requests efficiently. Both their agents and their customers were frustrated. "We were managing support requests with a shared Outlook inbox. There was little to no accountability," explained Kevin Eyck, Enterprise Server Administrator at Texas Tech University. "We could see that an email was read, but had no idea if it had been replied to. This created a terrible experience for the customer."

WHY KAYAKO

After comparing different solutions, Texas Tech chose Kayako because it offered the features they needed to collaborate internally and resolve customer issues faster. With quick implementation and out-of-the-box features, it didn't take long for the team and their customers to notice improvements. "Once we implemented Kayako, we immediately noticed an increase in the quality of communication and collaboration, especially between our support and development team. Our customers also praised the improved communication," Eyck said.

CUSTOMER BENEFIT

Kayako's integrated self-service feature helped Texas Tech reduce the number of tickets they received by deflecting common customer requests. They also leveraged Kayako's customization options to integrate it with the campus's intranet.

CUSTOMER OUTCOME

With Kayako, Texas Tech University handles all of their support requests quickly and resolves customer problems with ease. Customers also benefit from the improved processes for ticket management and communication.

SOLUTION BENEFITS

- Shared inbox for customer conversations
- Boost productivity and better support customers
- Let customers find help 24x7 with a robust self-help knowledge base
- View real-time customer activity across all your apps for true context

For more information,
visit ignitetech.com/kayako

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