MIDCO

How Midco Used Khoros Care to Improve Customer Satisfaction and Deflect Calls

Khoros

Khoros allows Midco the opportunity to present the channel that is best for the user, and on the device they're using at the time.

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Khoros

Executive summary

When Midco's previous customer engagement platform fell short of expectations, they partnered with Khoros to operationalize service for customers across various messaging channels, including Google's Business Messages, Apple Business Chat and SMS.

Midco uses Khoros Modern Chat, with automation powered by Khoros Bot, to further improve engagement and efficiency across these channels. They plan to integrate Modern Chat with internal systems to perform functions for their customers, starting first with workflows, office hours, and automated messages. Midco's stated goal is to increase digital support significantly, with an ambitious target of **75% of interactions to be handled in a digital format within five years. This includes self-service and automated interactions, as well as agent-assisted channels.**

Leveraging the Khoros platform, Midco connected customers via Google's Business Messages, SMS, and Apple Business Chat, resulting in a marked increase in customer satisfaction (CSAT) scores. Compared to the traditional phone and chat support techniques that Midco previously used, the completion rate for Twitter, Facebook, Google's Business Messages, SMS, and Apple Business Chat jumped from just five percent to 28%. Customer satisfaction improved as well; Midco's Khoros Care platform boasts a 4.5 out of 5 CSAT.

Khoros also helped Midco connect its internal teams with messaging in place of traditional channels. Operations dispatchers use Khoros Care to message technicians out in the field via SMS, improving communication efficiency and decreasing time-consuming phone calls. Across all of these channels, agents have a unified queue and workflows to help them avoid collisions in customer care. With asynchronous messaging support on Khoros Modern Chat, Midco agents and customers can use full conversation histories to recall previous interactions and, if necessary, pick up the discussion right where it left off.

With the help of Khoros, Midco has realized positive movement in customer satisfaction — their top priority. They plan to continue down this path because they understand that digital is the preferred engagement method for the customers they serve.

Khoros

How they
made it work

Reduced

inbound calls by directing search traffic
to Google's Business Messages

Deflected

calls from their 1-800 number to
messaging using Apple Chat Suggest

Changed

call-to-action buttons in the support
section of their website to SMS

Moved

chat interactions to Khoros, allowing for
asynchronous conversations in whichever
digital channel their customers choose

Results

Since implementing Google's Business Messages and Apple Business Chat, Midco has realized a 73% increase in call deflection, resulting in reduced response times. Likewise, Midco has seen a 20% drop in call volume to their 1-800 number since connecting their SMS to Khoros. Midco has leveraged these increased efficiencies to create an ambitious five-year plan. In that time, Midco will utilize the Khoros platform to handle 75% of interactions digitally.

460%
INCREASE in CSAT survey completion rate for chat and messaging channels, with improved CSAT scores

73%
INCREASE in call deflection since implementing Google's Business Messages and Apple Business Chat

20%
REDUCTION of click-to-call 1-800 number

> Khoros' platforms are adaptable for Midco's changing needs, and have allowed us to use Khoros as a one-platform solution for all our digital needs.

Kenneth Nelson

Customer Care Manager,
Midco

Khoros