# How DivvyHomes Resolves 14% of Support Requests Without Human Intervention

**Vertical**

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**About**

Divvy Homes is an emerging PropTech company that facilitates rent-to-own home purchasing.

This document is to share OpenTable's experience before and after the use of Y Meadows' customer service automation software.

**Before:**
- 32,000+ support requests a month
- 12 customer support staff working crazy hours
- Overflowing backlog of requests (>1500 customer requests at a time)
- Frustrated customers waiting for responses

**After:**
100% of support requests automatically reviewed through Y Meadows' software:
- 14% automatically resolved - with zero human intervention!
- 86% enriched with necessary information to significantly reduce resolution time

After using Y Meadows' AI solution, DivvyHomes was able to save over 395 hours (2.5 FTE) worth of effort that is now being utilized on more meaningful customer support requests.

This allowed them to meet customer and compliance SLAs while also bringing their backlog back into control.

In addition, customer satisfaction scores significantly improved due to faster and more accurate responses. Not to mention, happier and more motivated team members as a result of focusing on higher value work.

# How a PropTech Startup Successfully Scaled Support for a Rapidly Growing Customer Base

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## Use Cases

**Resolve** → Location Information

- **Challenge**: DivvyHomes receives a significant amount of messages asking for information about what areas they operate in which requires agents to respond with a templated message with the requested information.

- **Solution**: Y Meadows trained a model to recognize these requests and automatically replies to customers with the templated response so agents don't have to handle this high volume use case. Y Meadows also tags the messages within the ticketing system for tracking and analytic purposes. This process **contributed to removing 14% of work** from their team's plate.

**Resolve** → SMS Opt-Outs

- **Challenge**: DivvyHomes allows customers to opt out from marketing channels by texting "STOP". However, customers were also writing requests to opt out without using "STOP". Some were even using emojis!.

- **Solution**: Y Meadows was able to train a model to determine anytime a user wants to opt-out, even if the request is written differently. Once the model categorizes the message as a "Opt-Out" request, the Y Meadows Journey Engine triggers the automation workflow, which looks up the user in the CRM and opts them out of marketing communications. This process also **contributed to removing 14% of low complexity, high volume work.**

**Enrich** → Tag Messages with CRM information

- **Challenge**: Many messages that gets sent to DivvyHomes need to be handled based on attributes of the customer. Agents have to lookup the information in the CRM system and tag the conversation – a time-consuming and manual process.

- **Solution**: Y Meadows processes every message that comes into DivvyHomes' help desk system, does a CRM lookup of the customer, and adds a tag to the message with the relevant information so that agents have the information they need to quickly resolve the request. This not only made it easier for support agents but it also led **to quicker response times.**

*"Y Meadows found solutions that have an immediate impact on our ability to support our customers. I feel as though they are truly invested in the success of our organization and community"* -Tyler Stewart, Director, Customer Support