

# Balsam Brands Agents Save Time By Using Talla

## WHY THEY NEEDED TALLA

“We were having issues with our CRM's built-in knowledge management system. It was difficult to administer and even more difficult for our agents to navigate. This led our contact centers to develop and circulate their own knowledge documents, which certainly caused a lot of issues stemming from general misinformation.”

## RESULTS THEY HAVE SEEN

“One of the features that our agents get the most value out of and is a huge time-saver is the plug-in. As we are always looking to cut down on the number of tabs, windows, and platforms that agents must toggle between when speaking with a customer, the plugin overlay has made a huge difference in agent KB use and sentiment. I also love the plug-in feature because it doesn't get in the way of anything else I'm doing. It really does kind of follow you wherever you want it to be, but it doesn't take you out of your workflow. It's also helped me to focus more on new initiatives and being more proactive in the CSM. I don't have to scale my work with how our customer base or agent base is scaling, helping with my workload. On the admin end, I like the simplicity of it. I was purposefully looking for software that wasn't trying to do too many things, especially things that I didn't need or would distract our agents. As a lean team, it was crucial that I was able to leverage technology to my advantage, so the AI component has been really helpful in maximizing the limited time I'm able to put into the platform.”

**“Talla has helped us bring our globally dispersed contact centers together with more accurate information regardless of their location or function”**

  
**BALSAM HILL®**  
Rina Kremer  
Senior Strategist

## WORKING WITH TALLA

“Having Talla has helped us to bring our globally dispersed contact centers together with more information (and more accurate information) regardless of their location or function, which in turn has helped us get the necessary info to our customers faster and with more accuracy. It's been great to hear since we onboarded Talla how much agents enjoy using it, how empowered they feel, and how they feel better connected to our other agent centers because they all have access to the same information. Now everyone has access to Talla, and everyone is using the same information so they can all provide the customer with the same experience. So it's been really great to hear that we're improving our agent experience so they can go on and improve our customer experience.”