

# Talla Helped Avero Lower Ticket Times and Increase Their CX

## WHY THEY NEEDED TALLA

“The goal or why we chose to set out to make changes was for our support team at the front lines. Reps are constantly saying I don't want to answer the same question over and over and over again isn't there a bot that can do this? That's an expectation people have now, they want to be put to a higher purpose. When looking back at the impact of the pandemic on our business, we just weren't able to keep as large of a support team as we wanted, we didn't have as many customers for a large part of 2020 and so we needed to figure out a way to suppress the number of tickets getting put in front of our agents and Talla has definitely been able to do that substantially.”

## RESULTS THEY HAVE SEEN

“After using the customer assist chatbot from Talla it has shifted our focus from a support perspective in the sense that before we implemented AI on the front lines, the mission of that team was to triage customer issues as quickly and courteously as possible. Now I would say the mission is to continue to invest in our knowledge base to prevent issues or tickets from ever being created. We still have to do triage and we still have to manage tickets but that's not the primary sole focus of the support organization anymore and I think that's been a really positive cultural shift. The time we save in managing the support queue we get back as an investment in the knowledge base which is ultimately better for the customer. We think of our knowledge base now as a feature of our product and we are measuring and putting investment into it and the support agents are almost our engineers for that knowledge base now. The unexpected consequence of that has actually led to a better customer experience because the average time that it takes a customer to get a good answer from that chatbot is seconds vs when it ends up in our ticket queue there's going to be one to two-day turn around before we ultimately get an answer for that customer.”

“**Using Talla has led to a better customer experience because there is less turnaround time for tickets.**”

 **avero**<sup>®</sup>  
Greg Peppel  
VP of Product

## WORKING WITH TALLA

“Talla understands that virtuous cycle of repetitive Q&A and I think puts that front and center into how their product is designed. It recognizes the importance of the relationship between the knowledge base and the chatbot and it almost forces you to reinvest your energy into improving the knowledge base and I really like that. There were other impressive chatbots but I don't think they would have had this forcing mechanism of getting you to constantly reinvest in your knowledge base.”