



Showtime uses FlowEQ to handle customer service surges during popular pay-per-view events

Showtime's streaming business has surged over the past couple of years. Showtime now supports streaming content through an ever-growing network of partners and smart devices. Showtime makes their content available via subscriptions, partner bundles, and one-off pay-per-view events. While adding millions of new subscribers is great for business, it also comes with a few challenges.

Over the past year, Showtime has doubled the number of supported devices customers can use to stream content. They bundled Showtime content access with other streaming providers. And they streamed six different live boxing events with a pay-per-view pricing model. As all the technical and commercial variables exploded, it became exponentially more confusing for support reps to learn and support all the complexity. And customer support didn't have the luxury to train users for a month before they hit the desk before a boxing match.

"We needed a solution that could help us quickly scale up agents for pay-per-view event surges and we're so glad we found FlowEQ."

Bradley Weissman knew they would need to find a way to scale up customer support, especially during the pay-per-view surges. As Senior Manager Customer Care, Bradley knew he wanted a strong decision tree solution that could work within their existing Zendesk customer service platform. Bradley searched the Zendesk Marketplace for integrated decision tree solutions and found FlowEQ. The rest is an online streaming industry customer service success story.

Showtime's experience and results with FlowEQ's integrated decision tree solution in Zendesk:

Onboard agents faster

- 60 full time customer service agents support millions of subscribers streaming Showtime across a myriad of devices and bundled plans.
- All agents work from home and FlowEQ helps managers see and ensure that agents are following the correct process for every ticket correctly – every time
- "Save a subscriber" retention program is built directly into a FlowEQ flow helping to reduce cancellations and get customers into a plan that's right for them
- Team built very sophisticated troubleshooting flows that resolve these tickets faster
- FlowEQ is implemented with the Zendesk Sandbox so agents get hands-on training before taking live calls. New hire onboarding time decreased by 1000%

Scale up agents for PPV events

- Went from supporting 1 – 2 pay-per-view boxing events each year to supporting 6 live boxing events in 2021.
- Use FlowEQ to rapidly onboard an extra 200 agents in the Philippines for every live boxing event to handle the surge in customer service calls.
- With FlowEQ these surge agents get ramped up and are productive in just one day.
- FlowEQ smart flows take the PPV pricing and refund questions out of the agents' hands and let them process each call quickly and correctly.

"Our customer service agents now troubleshoot issues 10% faster thanks to the FlowEQ decision trees integrated right into our Zendesk account."