



Fi Eliminates 100% of Customer Billing Workflow Errors with FlowEQ, Zendesk and Recurly

Fi gives dog owners peace of mind with the most advanced dog collar in the market. The Fi dog collar and mobile phone app lets dog owners track their dog's location and even get notified when a dog escapes their backyard. The core technology is encased in a waterproof metal tracking device that connects with a constellation of satellites for GPS tracking.

Quality is at the heart of everything Fi does. Quality products that make everything effortless for customers. Quality experiences that delight dog owners. And quality service that supports dog owners even during very emotional and distressed moments when their dogs are missing. Supporting physical products that connect to the Internet, Wi-Fi and satellites can be tricky. The collars are also sold with a GPS tracking plan which adds subscription business complexity to the support team who also needs to answer billing questions, do quick eligibility checks, and managing plan changes.

Barbara Moreira, Head of Customer Success at Fi, cares deeply that every customer gets the correct answer as fast as possible – even for the weirdest edge cases. When she started looking for tools to help her team streamline their complex workflows, she knew she needed something that could speed up their processes while leveraging her team subject matter expertise. She also needed a solution that could work seamlessly with their existing Zendesk and Recurly applications.

“I was very disappointed by all the other decision tree and workflow tools I evaluated. When I saw FlowEQ I realized it had everything we needed.”

Fi's experience and results with FlowEQ's workflow automation solution:

Faster, more accurate support

- First call response time has been cut in half
- Reduced 100% of customer support billing ticket mistakes with error-proof workflows
- Shortened billing ticket times from 40 seconds down to just 5 seconds with one-click resolution all inside Zendesk.
- Brought their old physical “playbooks” into a live interactive decision tree with automations and integrations to Zendesk, Recurly and internal tools
- Replaced old online decision trees that couldn't handle all their complex edge cases
- FlowEQ's interactive decision trees now bring hundreds of options and decisions down to one decision at a time.

Loved by Fi customer support team

- FlowEQ's easy onboarding made it easy to get started and de-risked the decision for the Fi team to embed FlowEQ within their existing Zendesk screens
- Onboarding new support reps time has been cut in half
- Support reps no longer have to manually update information in Recurly
- FlowEQ reduces the complexity of checking or updating subscription plans in Recurly
- Reps get to focus on the work that requires their subject matter expertise or empathy for a customer at a stressful moment
- Team can constantly iterate and improve workflows based on real-time agent feedback.

“Everyone on our team is obsessed with FlowEQ. FlowEQ's solution is so sophisticated and easy to use that it simplifies everything for our team.”