



Multi-channel QA evaluations on a single platform.

A PlayVox Customer Story



Founded
2007



Industry
Storage and
shipping services



Location
Arizona, USA



Type of Interactions
Sales and Logistic
Support Service



zendesk

Integrations
1

Dorm Room Movers, founded in 2007, helps simplify the college moving process for students, with an effortless and straightforward service. **Serving over 40,000 students at campuses across the United States** with storage and shipping solutions, **BBB A+ accredited** Dorm Room Movers are recognized as a fast-growing business.

CHALLENGES

The busiest season for Dorm Room Movers is between April and June when their team **handles over 25,000 calls**. During these high volume periods the support team provides multi-channel support (email, chat, phone and SMS), scaling the amount of its agents according to their needs.

After finding a way to centralize their communications through **Zendesk**, Dorm Room Movers needed to find the **best way to operate an efficient and productive QA Program** capable of handling their high volume of customer interactions.



The company had been **running their QA on spreadsheets**, which **limited their real-time feedback and operational tasks**, making things difficult. **Tracking agents' sales and conversions was a cumbersome weekly task**. They needed a **solution that would integrate effectively with Zendesk**.

SOLUTION

PlayVox created an all-in-one solution. Dorm Room Movers received the **integration they needed with Zendesk**, as well as a platform that offered them unique advantages:

- **It allowed them to upgrade from spreadsheets to customizable scorecards** to better target their support team's areas of improvement. Filtering and prioritizing tickets and interactions also made analysis more efficient.
- **Follow-up on different channel interactions became easier.** PlayVox enabled Dorm Room Movers to centralize evaluation of interactions for the quality review process and closely manage both Inbound and Outbound interactions.
- **Agents became more involved in their evaluation process.** Direct participation was increased through real-time feedback and built-in collaborative messaging.
- **Motivating agents became effortless.** PlayVox helped to publicly recognize agents through badges, based on quality results and targeted development. Goal-oriented improvements are encouraged by offering a unique reward program of gift cards ranging in value from 1 USD to 5000 USD.
- **PlayVox gives Dorm Room Movers the means to scale their business** according to seasonal fluctuations.

