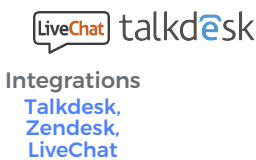




Efficiently monitor and improve QA metrics.

A PlayVox Customer Story



Plesk is a WebOps platform designed to run, automate, and grow applications, websites, and hosting businesses. **Plesk powers 11 million websites and 19 million mailboxes for customers in 230 countries, and is available in more than 32 languages.**

The core mission of Plesk is to simplify the lives of web professionals. Web professionals are web developers, web designers, system administrators, digital agencies, and service providers that mainly create or manage websites and web applications for business.

Plesk is used and offered by thousands of hosting companies and Cloud Service Providers worldwide, including top players like **GoDaddy, 1&1, Media Temple, AWS, Google, Microsoft Azure**, and many more.

Plesk is headquartered in Switzerland and has six global offices including Toronto-CA, Cologne-DE, Barcelona-SP, Tokyo-JP and Novosibirsk-R.

CHALLENGES

Since Plesk has over 11 million customers worldwide, customer service inquiries arrive in high volumes on a day-to-day basis. Initially, Plesk used a homegrown QA tool to manage customer service interactions. These interactions came in from different channels: phone, chat, e-mail, and social media outlets like Twitter.

As the Plesk customer base kept on growing, they started to encounter efficiency gaps in their customer service and support processes. This led them to implement Zendesk integrated with TalkDesk and Live Chat as their CRM to manage their ticketing system.



Once the company started using an automated ticketing system, they needed a Quality Assurance program that would let them monitor their adherence to the Plesk Support policy and customer expectations.

Plesk needed to find a QA tool that help them meet their multiple quality marks: tech expertise, soft skills, and knowledge sharing, while improving their customer service teams' performance.



SOLUTION

PlayVox has helped Plesk align their agent-customer interactions by being customizable and easily adaptable to their needs. Playvox helps Plesk to:



- evaluate the quality of communication with client and provide the feedback to the agent effectively;
- control over knowledge sharing workflow and best practices;
- stimulate the agents in finding the root cause of the issue and helping to improve the product;
- measure the potential and ability to represent the company in the social media environment, through effective communication and etiquette.



"I like that PlayVox is expandable and as I see it is developing even more. Talkdesk integration brought the Call Quality to the new level of usability – the waveform shown while playing the record is stunning, and that is the functionality that even the native TalkDesk player lacks. Moreover, PlayVox's integrations allow us to run our entire Quality Assurance program in one place. The major usability is that everything is aggregated within PlayVox."

- Alexey Krasnichenko
Quality Assurance Manager



“One of the major problems we faced before implementing PlayVox was the motivation and engagement of our agents. PlayVox came with unique features such as: contests, recognitions and their rewards system called Karma Points.”

Alexey Krasnichenko - Quality Assurance Manager

Through these agent engagement tools, Plesk managed to boost and improve agents' quality performance and productivity using Plesk's QA Manager.

“PlayVox's integration with Zendesk allow us to run our entire Quality Assurance program in one place. The major usability is that everything is aggregated within PlayVox.”

Alexey Krasnichenko

Having a centralized Quality Assurance process has allowed Plesk to increase their monthly handled evaluations by 55%. They evaluated their service agents on average 9.6 times per month

“Properly aligned Quality Assurance process allows us to provide top-notch service to our customers which is one of the highest priorities for Plesk company”

Roman BasalykoVP - Support & Customer Success

Plesk administrators have granted Playvox a Net Promoter Score of 63 and their Quality Assurance Analysts awarded us with 100 NPS. It's safe to say they are delighted with our software.

Alexey highlights: **“PlayVox's organizational benefits perfectly align with Plesk's quality tracking operational goals.”**

PlayVox has become one of the key players in Plesk's customer service department. We have provided information to identify areas of improvement and take immediate action. After implementing PlayVox, they were able to efficiently monitor and improve the needed scope of metrics.

“The integration with Zendesk has reduced our QA process time, as PlayVox allows us create specific filters and to easily evaluate interactions based on those filters”.

Alexey Krasnichenko - Quality Assurance Manager