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Success Starts Here

Bright Pattern Customer Success Series



Weebly Finds Bright Pattern Drastically Easier to Use Than Its Legacy Call Center Technology

Company Profile

Founded in 2007, Weebly is a complete platform that allows anyone to start and grow an online business with curated website templates, powerful ecommerce, and integrated marketing. More than 40 million entrepreneurs around the world use Weebly to grow their customer base, fuel sales, and market their ideas.

Industry: Small business web platform/e-commerce

Website: <https://www.weebly.com>

Overview

For small businesses of two to three people, Weebly is a trusted partner to establish and maintain their online presence. The Weebly solution is elegant and simple while offering powerful backend tools to run a sophisticated e-commerce operation. Weebly's customers rely on the platform to drive their business and provide everything they need to be a successful online merchant.

Weebly does much more than provide templates and an easy way onto the web. Their award-winning Success Team is on hand for customers to talk and chat through issues and to ensure Weebly customers can meet their goals. In addition, there is a thriving Weebly community with content and help provided by Weebly staff and users. The Success Team is made up of 100 customer service agents who serve over 50 million customers and handle 20,000 calls per month. Before engaging Bright Pattern, Weebly was using a legacy solution that had complex configuration issues, sub-standard call quality, and poor customer service and relationship management. Weebly was also looking for a solution that could scale to handle their growth and stay within their current spend.

“Bright Pattern had a solution up and running in weeks.”



Aaron McElroy,
Senior Director of
Customer Success,
Weebly

“Thanks to Bright Pattern, we can now focus on the customers who have paid for our help and give them the support they are entitled to. We can demonstrate the value of paid support and deal with their issues promptly.”

Aaron McElroy,
Senior Director of
Customer Success,
Weebly

Objectives

- Get better customer support and relationship with its vendor
- Find a solution that can scale to handle expected growth
- Ensure a speedy and smooth transition to the new platform
- Contain costs to be similar to the legacy solution

Weebly's Contact Center Challenges

Weebly operates with a start-up mentality and is focused on finding the balance between aggressive growth and exceptional customer service. The company uses an array of solutions and technology for emails, voice, chats, surveys, and analytics. During the process of finding a call center partner, Weebly was transitioning its entire CRM to Salesforce and phasing out its Zendesk activity.

Weebly wanted a solution that was easy to configure and simple for their agents to learn and use. Its legacy system was visually clunky and the company had a hard time customizing it to suit its needs.

There was no increase in budget for a new solution. Weebly looked for a partner who could contain costs, yet be nimble and responsive, as well as deliver the kind of customer service that Weebly required to transition to a new solution at a critical time in its growth.

A specific challenge was how to deal with customers who were entitled to phone support versus customers who had not paid for this service. Call times were getting longer and customer satisfaction was being impacted.

Results of Switching to Bright Pattern

Bright Pattern developed an IVR for all callers that took them through a simple identification process. This replaced the legacy system of treating all callers the same and having people wait a long time on hold only to find out that they could not talk to an agent.

Customers who had paid for support were routed immediately to an agent to have their issue addressed. If customers were not entitled to phone support, they were routed to self-service and online help, including forums and FAQs.

This automated routing system drastically cut down on the customers' waiting time and removed a significant bottleneck in the Weebly customer care experience.

The entire solution was deployed in under eight weeks after a brief trial period.

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www.BrightPattern.com | 1250 Bayhill Drive. San Bruno, CA 94066 | 650-425-6242