Productivity and Cost Effectiveness in Customer Service

WooThemes developed WooCommerce, used in almost 30% of eCommerce sites. Now they are part of Automattic, the makers of WordPress. In any organization, efficiency and cost effectiveness of staffing is important. WooThemes piloted measurable communication efficiencies in customer service that were easy to implement and scale across the organization. Staff members became more productive and able to respond both timely and consistently to customer needs.

Introduction

Keeping consistent and up to date outbound communication about products you sell gets more complex with every additional item. It's also an increasing educational issue for every new staff member hired. WooThemes, developers of WooCommerce, and now part of Automattic, tackle this issue head on with considerable success. Success that you can apply within your own company. Learn how this team makes communication increasingly productive, more accurate, and fun!

Problem

WooThemes has hundreds of products with supporting information. How to share this quickly and accurately with every staff member so they can effectively communicate consistent and current information to their customers is a constant issue.

Solution

Finding snippets, pieces of information and knowledge, that you need to communicate to a customer is often handled through searching database storage, or libraries of documents, or by searching an email backlog of prior communication, or all of them. The information is there. Somewhere. Finding information is hard when using systems not designed for retrieving what you need, nor where you need it. Dedicated support systems can help solve this problem, but usually that leaves your information captured in yet another single-purpose database, and leaves it captive to use in that system alone. Consequently, many companies, like WooThemes, use TextExpander. It is designed for information you communicate or send. Information can be personalized, or shared across a team, and

accessed in just a few keystrokes. It's not embedded in, or tied to, just one app, but works across all apps. Your email, your support system, your text messaging system – all can send the same material with ease – maintained in a single shared place.

WooThemes went through huge changes and alterations to keep up with growing demand of WooCommerce, and built a framework of shared TextExpander snippets to help support this at the same time. Over the span of a couple of months, key team members contributed their most valuable snippets, advice, and helped test out new workflows to improve productivity. The biggest benefit came to the customers, the most important people of all. At outset WooThemes focused solely on product links: links to product pages, documentation, and development resources that could be sent to customers and coworkers alike, from a catalog of 300+ WooCommerce extensions and a few dozen premium themes. This began with around 1,200 snippets that were shared across the team, and a high satisfaction rating across all team members sharing the snippets for customer communication about their products. This was done initially in a smaller team.

After the small team proving ground, some basic training resources were put together, and usage opened to all support staff and the entire WooThemes team, about 25% of the company. Based on continued success and user satisfaction, this was scaled to other support groups within Automattic. There are 6 snippet group administrators to manage the different types of snippet groups for their respective teams, and who ensure that users are properly trained to gain maximum advantage. This has also become an integral part of new employee training.

"With shared resources we can quickly deploy fixes, notify users of issues, and save hundreds of keystrokes per hour"

In three months of usage: 693 Hours Saved – that's 86 workdays of additional productivity!

73 users

3,205 shared snippets

179,141 snippets expanded

693 hours saved

Business Benefits

A growing company of over 400, Automattics's WooCommerce powers over 30% of all eCommerce sites on the internet. The team optimized both accuracy and productivity in customer service by taking advantage of cross-team sharing of snippets.

"TextExpander has had a notable impact on our efficiency as individuals and as a company"
— Danny Santoro – WooCommerce

Team consistency has benefitted hugely from instantaneous synchronization of snippets for users in the organization. Now everyone is on point with the latest and most accurate text.

Other benefits gained by WooCommerce in their implementation of TextExpander are:

- A scalable monthly payment cost that charges only by usage.
- Essential management tools like administrator, edit, and read-only permissions to protect sensitive snippets from accidental changes.
- Automatic update so users always have latest version of TextExpander on all platforms.

Summary

"Would I suggest TextExpander for your business? – Absolutely. –
From one-person gigs to companies with hundreds of agents, TextExpander is a priceless tool that will save you time, money, and a lot of headaches. At this point, TextExpander is no longer an expense – it's an investment, and one I would recommend to absolutely anyone who could save time at the keyboard"
— Danny Santoro – WooCommerce

A team powered by TextExpander has these tangible benefits:
- Increased customer service rep productivity
- Lower customer support costs
- Improved response accuracy & consistency – and happier customers!

Try a free trial of TextExpander for your business today. Whether it's powering customer support, sales, or legal boilerplate, using TextExpander can save your team time and money, increasing accuracy and consistency, while reducing drudgery.

https://textexpander.com/