EQUINOX AGENTS

keap

CASE STUDY

Fast, Seamless Integration with a Team of Experts

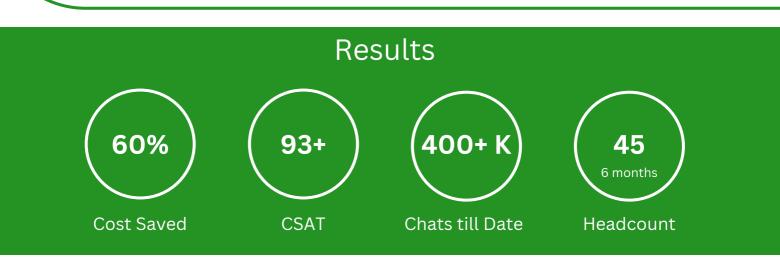| 201-500	>$100M	2001	Arizona
Employees	Revenue	Founded	Location

Challenge

Infusionsoft was excelling its day-time performance. However, they were looking to improve their NPS and ASA scores for after-hours chat support. They have a target NPS score of over 65 and a sub-2 minutes Average Speed of Answer (ASA). The challenge was finding, training, and retaining good agents to manage chat during those hours.

Solution

Infusionsoft couldn't find a suitable external support partner and opted to work with Equinox Agents instead. Within 8 weeks, Equinox Agents hired, trained, and prepared 15 agents to handle customer chats and develop internal QA processes and performance dashboards to monitor metrics daily. Infusionsoft's comprehensive software made it challenging to train agents, but Equinox Agents successfully accomplished it..

Results

60%	93+	400+ K	45
			6 months
Cost Saved	CSAT	Chats till Date	Headcount

✅ Outcome

Equinox Agents was able to exceed the NPS target of 73 on 3500 chats in the first month.

After 1 additional month of QA and 4300 chats later, the team was able to bring down the ASA to 6 minutes while maintaining the NPS around 70. Once Equinox Agents received the necessary tools to handle multiple chats simultaneously, the ASA fell below 2 minutes.

Within the first few months of working with Equinox,
we were able to:

Drastically reduce our cost per contact	Provide a seamless experience to our clientsf	Scale support with ease as our clients grew

❝ Equinox Agents is highly motivated to serve our customers and do things right. Piyush has been a delight to work with, always available, and seeks to understand our requests at the root level. His team in India does awesome work. They are intelligent, and they have the soft skill that we require to connect with our customers.❞

Shelley Correa
Director of Customer Service - Infusionsoft

Scale your Support Team the right way,
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Piyush Parikh
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