

STUDY: ONE-TOUCH AUTOMATION

Captivated's communication platform enabled One-Touch Automation to improve customer experience, increase team productivity and collaboration, and implement company-wide accountability for customer conversation coverage.

"I own a Home Automation Company and Captivated has changed the way we are able to communicate with our clients. With Captivated, we can now text our clients from our Business phone number and whichever Team member is most suited to respond to incoming texts, can. As an owner, I can monitor all text communications going on with our clients, ensuring excellent customer service. Further more, our clients have one contact number (for voice and text) and no longer have different cell phone numbers from various employees that they have interacted with during the whole project process. This enables our employees to actually have "Off" time when they are not working vs. feeling like they need to respond to every text that would come in. Now the on-call Technician can respond to Captivated. I highly recommend Captivated."

Ryan McDaniel, *Owner, One-Touch Automation*

CHALLENGES BEFORE CAPTIVATED

Before implementing Captivated, One-Touch Automation did not offer customers alternative methods of communication, apart from their main business line. As a result, if employees needed to get in contact with a customer when they were remote, they'd have to use their own personal numbers and devices. This meant that:

- With text conversations siloed to different employee's devices, the One-Touch team could not provide coverage for one another
- If a customer needed help with a past request, there was little to no visibility into those past conversations (as they were stored on employees' personal devices)
- Customers had no consistent way of getting in touch with them

THE SOLUTION WE PROVIDED

Captivated not only can now offer One-Touch Automation the ability to allow customers to reach them from their business line via text, but also allowed all team members to have universal access to customer conversations - meaning they no longer have to use their personal phone numbers to hold and keep conversations with customers. The result? Now they have more seamless customer communication, better cross-team coverage, and more consistent contact processes for customer (and interpersonal) relationships.

PRIMARY FEATURES OF IMPACT

Universal, Cross-Device App

All personnel can now access the Captivated app to text customers, and find a customer's full conversation history from any mobile or desktop device.

Conversation Channels

Teams and personnel can field customer conversations and inquiries from a shared queue, allowing for better coverage when someone is out of office.

One Business Line To Reach

Customers can easily text in and reach team members, all from the SAME business number.

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Ryan McDaniel, Owner

