



From a fragmented portal to an all-in-one solution, WorkSmart Labs is now able to work even smarter.

WORKSMART LABS
worksmartlabs.com

Industry: Mobile Technology

Location: New York, NY



Use Case: Simplify multiple channels of customer inquiries into a centralized location

Why UserVoice?

- Instant Answers™
- Mobile browser compatible
- Centralized platform

THE COMPANY

WorkSmart Labs strives to attract people to a healthy lifestyle by developing innovative mobile apps that help users actually enjoy eating well and working out. With its award-winning engineering team, WorkSmart Labs uses cutting-edge technology to create Android and iPhone apps that allow users to track their nutrition and exercise in a fun and effective way. Their apps monitor fitness progress and provide expert diet advice and analysis to keep their users on track.

WorkSmart Labs continually strives to develop products that meet the needs of their growing user base and deliver quality

support, which can become quite a challenge with applications that are built on multiple platforms for various operating systems and handsets.

THE PROBLEM

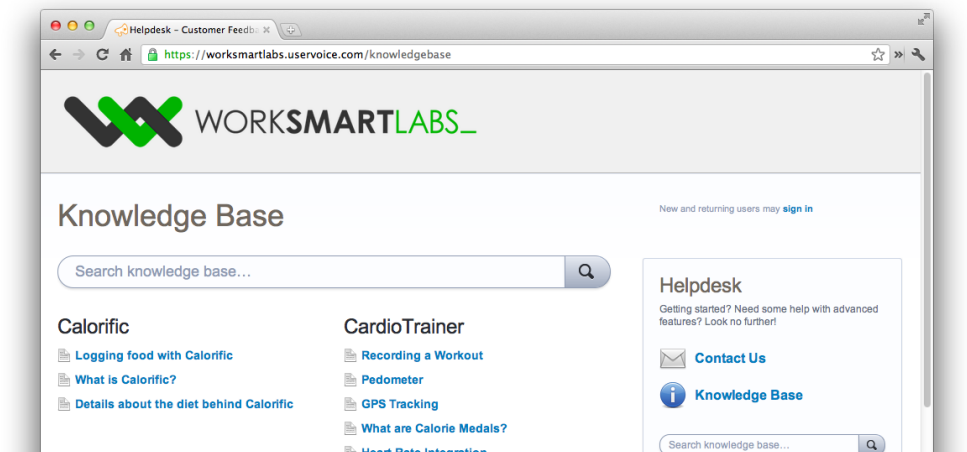
Because their apps are focused on helping individual users succeed in their health and fitness goals, WorkSmart Labs places a premium on customer satisfaction. WorkSmart Labs tried many tools to manage their support queue including Gmail and GetSatisfaction. Gmail soon became unwieldy with a flooded inbox and GetSatisfaction's public facing support system always put the company on the defensive. "Whenever anybody submitted a

issue on GetSatisfaction we knew other customers were watching,” said Charlie Sneath, WorkSmart Labs Director of Communication. “It felt like we were always apologizing and unable to focus on solving customer support issues on an individual basis. It’s always easier to deal with support issues privately.”

could aggregate all of their emails into one place to be organized and prioritized, making it much simpler to track and respond to customer queries.

UserVoice Helpdesk helped WorkSmart Labs centralize all of its support materials (Knowledge Base, FAQs, etc.) for customers, in

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WorkSmart Labs using Uservoice Helpdesk™

What WorkSmart Labs wanted was a system that would allow them to take multiple channels of customer inquiries and centralize them in one easy-to-manage location so they could address customer needs simply and efficiently. That’s when they turned to UserVoice Helpdesk.

THE IMPLEMENTATION

When they switched to UserVoice Helpdesk, WorkSmart Labs immediately saw that it was exactly the kind of tool that they were looking for. It gave them what their previous systems did not. They

many cases answering questions before they were even asked. UserVoice Helpdesk’s feature, Instant Answers, automatically pulls up relevant support articles and FAQs while customers are typing their inquiries, often eliminating the need to submit the support ticket altogether. “Instant Answers has been great,” Charlie Sneath said. “Our support system used to be fragmented between an inbox and an FAQ page. Now it’s all available to the customer from a single portal which is easier for us and better for our customers.”

Since WorkSmart Labs interfaces

mostly with smartphone users, a large portion of the inquiries they receive are sent from mobile devices. UserVoice is formatted to work with mobile browsers, making it easy for customers to contact WorkSmart Labs without frustrating obstacles.

WorkSmart Labs took advantage of UserVoice Helpdesk's many features to make their customer support faster and better. "The canned responses are helpful to quickly reply to customer inquiries and it's really easy to make edits to tailor the response to the customer," said John Edwards, WorkSmart Labs Wellness Coach. "It's a very simple process that saves us time and helps us reply to customers more quickly."

RESULTS

With the assistance of UserVoice Helpdesk, WorkSmart Labs has simultaneously been able to save itself time and offer better support to its customers. Where its customer support system was once unwieldy and difficult to organize, WorkSmart Labs has been able to bring order and efficiency through the many targeted features UserVoice offers.

"It was so much more tailored to the task at hand," said Charlie Sneath, "and much more manageable. We finally had a tool that was designed for what we needed."

And because UserVoice Helpdesk is a web-based application it works the same way at the office, at home or on the road. "UserVoice works exactly the same wherever you are which saved me a lot of time when I'm out of the office," said John Edwards. "I don't need to be on an office computer or have any special software installed."

These tools that make UserVoice helpful for WorkSmart Labs also make things easier for their customers. When UserVoice Helpdesk anticipates customer questions that the Knowledge Base or FAQs can answer, customers get the answers they're looking for instantly (a timeframe all customers can get behind) – a win-win situation. By anticipating customer questions before they're even asked, WorkSmart Labs actively communicates to their customers the kind of consideration and forethought that goes into their support service. It tells their customers that they are number one.

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