Namecheap Improves Knowledge Base And Streamlines Ticket Management With Kayako

OVERVIEW

INDUSTRY:
Information Technology & Services

LOCATION:
Phoenix, Arizona

COMPANY SIZE:
1,000-5,000 employees

SOLUTION:
Kayako

BENEFITS

- ⊘ Improved self-service knowledge base

- ⊘ Streamlined ticket management

- ⊘ Boosted productivity

- ⊘ Increased customer satisfaction

Challenges

Namecheap is an ICANN-accredited domain registrar and technology company. They offer a full selection of popular and unique domains, along with full-featured hosting packages, SSL security certificates, privacy protection and more.

As one of the leading domain services providers, customer support is very important to Namecheap. However, they didn't have a help desk solution that could optimize their workflow and manage the high volume of support requests they received. Responding to every inquiry was difficult and overwhelming for agents.

To resolve these issues, the company started searching for a reliable and reputable customer service software. They compared several options but found it challenging to find a single solution that addressed all of their needs.

Solution

The Namecheap team tried Kayako and it became clear that this was the right solution for their business. Kayako's modern customer service solution offered everything Namecheap needed to manage service requests and improve the quality of support. They were able to integrate Kayako into their website quickly, and they saw an immediate increase in agent productivity as well as a boost in morale.

"Kayako's integrated ticketing, chat and email made it very easy to use and to keep track of all our customer support correspondence," Nata Trusova, Director of Customer Support at Namecheap, explained.

One of the most impactful changes Namecheap has experienced with Kayako is an increase in productivity. The company was able to resolve tickets faster by creating a library of macro-driven responses and setting up automated replies for common questions. Now, Namecheap customers get timely and accurate answers anytime they need help.

Kayako also puts customer information at agents' fingertips, making it easy to provide personalized support. Kayako's SingleView™ gives agents a full visualization of the entire customer journey including purchase history, activities, and interactions so that they don't have to ask additional or repetitive questions. As a company with a high volume of repeat customers, Namecheap found the SingleView™ dashboard incredibly helpful. Now, they can offer proactive, personalized support that keeps customers coming back.
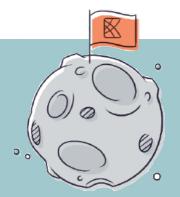
Additionally, Kayako empowers customers to quickly find the information they need with an easy-to-create knowledge base of self-help articles, videos and FAQs. "Kayako's self-service knowledge base feature automatically offers up suggestions as the customer types out their query in our knowledge base. This reduces our workload and pleases our customers as they get instant answers," Trusova said.

With Kayako, Namecheap has been able to increase productivity and provide friction-free customer service experiences. Agents can handle more tickets with less effort and customers benefit from improved customer service processes. "Everyone at Namecheap is really satisfied with Kayako and we are looking forward to seeing what new developments they have in store," Trusova said.

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One of the things we most value about Kayako is how carefully they have thought about real-life support processes. In all aspects, Kayako provides us with value in buckets."

Nata Trusova,
Director of Customer Support at Namecheap

Want To Deliver Effortless Customer Service Experiences?

See how Kayako can help you remove friction from every customer service interaction and maximize customer retention.

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