



Impelsys

Summary

Impelsys works as a third party, providing support for publishing companies and needed to upgrade from just providing support via email and standardising the level of support received by customers. With teams in India, Mexico and USA, their new helpdesk had to be multi-channel, multi-language and provide an effective knowledge base

> The Challenge

Before implementing Deskpro, the customer support team at Impelsys didn't use any specific tools apart from a basic email application to answer customer support emails.

When Roshan Vinayan became customer support lead at Impelsys, the first thing that he did was to look for a ticketing tool that could help bring all of the emails into one system and allow them to be handled effectively.

"The primary challenges for us was that our company wasn't streamlined. Agents would open emails in Gmail or Outlook and forget to respond on time, slowing down the conversation and not providing a great experience for our clients."

Apart from streamlining ticketing, Rohan wanted a tool that could provide multi-branded user portals, option of restricted content on the knowledge base, ease of use for agents and well structured snippets."

> The Solution

Impelsys were initially undecided between the Cloud and On-Premise deployment options of Deskpro. However, the lure of having the software maintenance and hosting taken care of, provided Rohan and his team with the piece of mind that they could let Deskpro handle the infrastructure, allowing Impelsys to focus solely on providing their customers with great support.

"We wanted maximum up-time and zero-hassle so opting for Deskpro's cloud helpdesk was an easy decision."

From the outset, the key feature that would allow Impelsys and iPublishCentral to scale their support in the right way, was the ability to create multi-brand user portals, all linked to one centralized helpdesk.

"We tried OSTicket, Freshdesk and a few others, but none of them provided the flexibility and full multi-brand compatibility that Deskpro does."

About

Impelsys is a software development company, who provide app development, content support, hosting as well as building ebook stores for customers. iPublishCentral is their primary platform which has over 150 plus publishers who have their ebook stores hosted to iPublishCentral, where Impelsys help manage their clients customers.

"Even though we had tested Deskpro thoroughly before purchasing, we were still shocked at the depth that the reporting tools could go."

Roshan Vinayan
Project Manager,
Impelsys

With over 100 branded user-portals set up by Impelsys for their clients, providing customers with an effective knowledge base and the ability to send personalised emails was top of their list.

Each brand has its own support email addresses and branded response, so the customer is unaware that their request is being handled in a central system alongside 100's of other content brands that iPublishCentral work with."

> The Benefits

Most of the customer support questions that Impelsys receive are very similar and require the customer to follow preset instructions.

"Previously, our agents would have to constantly re-write the same answers to different customers, multiple times a day. Now with Deskpro snippets, the agents just select the correct canned response, personalise it and send it straight across to the customer."

This has helped Impelsys to provide snappy responses to clients as well as reducing agent errors within responses. Initially, when Impelsys began using Deskpro, they weren't used to having a tool that could run reports on metrics across the whole helpdesk and support team.

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Most of the reporting initially used was around the SLA's for ticket responses. Using Deskpro helps Impelsys to respond to 94% of tickets within 1 hour. They also have SLA's to close tickets between 24 and 48 hours of the enquiry."

> The Future

Moving forward with their helpdesk platform, Rohan and the team at Impelsys have been recommending Deskpro to all customers, especially technology services.

"We have actually recommended Deskpro to all of our clients as a helpdesk & customer support software. It has worked wonders for us, hopefully it can do the same for our clients"

Impelsys are focussed on increasing their client base and in-turn, the number of different brands that they support. The scalability of the Deskpro platform has enabled their global teams to grow with the product and continue to provide outstanding customer support to multi-brands across the world.

"Being able to use all the features of Deskpro and pay one flat price has made scaling our team simple."

Brands supported

150+

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Roshan Vinayan
Project Manager,
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Agents

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