



TRUCKSTOP.COM

Truckstop.com Delivers Premium Customer Care with Glance

TRUCKSTOP.COM

SaaS marketplace that provides logistical solutions to transportation professionals.

RESULTS

- 50% shorter Average Handle Time (AHT)
- Improved Customer Satisfaction (CSAT) scores

"The Glance integration with Salesforce gives us a frictionless experience. It is simple, lightweight, and fast for both the agent and the subscriber."

Dawn Painton
Call Center Director

WITH GLANCE COBROWSE, YOU CAN EASILY:

- Make conversations relevant and effortless
- Promote a positive customer experience
- Build lifetime customer loyalty

Truckstop.com's subscribers interact with over 500,000 daily truckloads of cargo. This is equivalent to nearly 11% of the United States Gross Domestic Product. The Idaho-based, digital freight marketplace was launched in 1995, when founder Scott Moscrip began offering a better way for truck drivers to find loads rather than posting signs on the side of their trucks or gathering around local bulletin boards. Truckstop.com prides itself on customer care; it's an integral part of the company's corporate mission. CEO Paris Cole is committed to creating an environment of service at Truckstop.com, placing a high value on helping both carriers and brokers achieve success. With this in mind, Truckstop.com has continually strived for new and better ways to train and support customers.

The Problem

Customer support agents were spending too much time walking customers through the platform blindly without seeing what was on the other end. Agents needed a better way to quickly understand the customer's situation and get on with solving the problem at hand. And trainers needed to interactively guide subscribers through the training curriculum.

Many subscribers are independent truck drivers out on the open road. Agents were routinely playing the "Game of 20 Questions" with callers — asking questions to figure out where in the app they needed assistance and what, exactly, was the nature of their call. It was taking too long, and it was frustrating for both subscribers and agents.

Truckstop.com also required an integration with Salesforce, which the company had recently started using after migrating from their legacy CRM.

The Solution

For Truckstop.com, the solution to the problem was Glance Cobrowse. Glance Cobrowse allows Truckstop.com agents to see the browser screen of the subscriber, quickly giving the agent the visual context of the situation.

Agents no longer need to rely on the subscriber's verbal description of where they are in the system, and agents can more quickly begin guiding the customer through their issue.

Glance Cobrowse is also used by trainers to onboard new subscribers. Truckstop.com trainers can cobrowse with subscribers, view their screen, highlight navigation items, and give them a guided tour of the marketplace.

Glance Cobrowse seamlessly integrates with Salesforce. The integration enables the agent to launch a Glance sharing session instantly while viewing the Salesforce case record of the subscriber. The agent clicks a single button in the Salesforce interface, and the sharing session begins without the subscriber needing to download an app or plug-in.

"The Glance integration with Salesforce gives us a frictionless experience," says Dawn Painton, Truckstop.com's Customer Support Director. "It is simple, lightweight, and fast for both the agent and the subscriber." Metadata of Glance sharing sessions is automatically captured in Salesforce, so Truckstop.com management can run reports to see the impact of sharing sessions on KPIs such as handle time and case resolution.

The Results

Truckstop.com hoped that the Glance deployment would result in shorter, easier service calls. "We were blown away when we quickly saw a 50% reduction in AHT (average handle time)," says Trent Broberg, Truckstop.com's General Manager and VP of Customer Success. "We couldn't be more pleased with the results, and our customers love it, too."

Happiness is also on the rise amongst the agents. Dozens of Truckstop.com support agents have left positive reviews of Glance for Salesforce on the Salesforce AppExchange.

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Trent Broberg
GM/VP of Customer Success



Next-generation cobrowsing, brought to you by Glance

1. See

Stop asking...

"Are you online?"

"What do you see?"

"Can you find this field?"

See what your customer sees and gain instant understanding.

2. Show

Guide your customer through the process in real time by highlighting elements on the screen and scrolling the browser. It's as if you were in the room together viewing the same browser.

3. Solve problems

- Cut through the confusion
- Resolve customer problems faster
- Increase satisfaction
- Reduce churn



Glance makes it easy to provide personal, human-to-human customer experience in digital environments. Glance's in-the-moment web and mobile cobrowse, screen share, and video solutions increase customer satisfaction, ensure brand loyalty, and drive revenue. The world's largest enterprises trust Glance to empower their customer-facing teams and deliver frictionless, at-the-exact-right-moment customer consultation. With integrations with Salesforce, Twilio, Genesys, ServiceNow, and more, Glance fits seamlessly into even the most sophisticated CRM-CX tech stack. Discover the power of Glance guided CX at <http://www.glance.net>.