



MINDBODY

# MINDBODY Leverages Glance to Drive Higher Adoption and Increased Customer Satisfaction

## MINDBODY

SaaS provider to health and wellness businesses and their customers

## ACHIEVED:

- Measurable savings through reduced average handle time and customer churn
- Higher customer satisfaction and loyalty
- Higher employee satisfaction

**"Leveraging Glance visual engagement has improved our overall brand image by improving our support offering. Glance helps us increase our customers' confidence and ability to repeat the solution."**

KC Duggan  
Business Relationship Manager



MINDBODY is the world's leading wellness services online marketplace. This Software as a Service (SaaS) company emerged from the simple idea that small business owners in the wellness industry should have more time to focus on their customers. From yoga studios to gyms and spas, MINDBODY provides business management software and apps that connect hundreds of thousands of passionate health, wellness, and beauty professionals to the millions of clients they serve.

## Customer satisfaction drives "stickiness" and loyalty

MINDBODY is well aware that in today's subscription economy, the customer has the power. Customer experience is the most important differentiator in creating brand loyalty. The key is learning what works to create experiences customers love and want to have again—while at the same time lowering their effort.

MINDBODY chose Glance visual engagement to erase barriers to communication between agents and customers. By implementing Glance, the company achieved measurable savings through reduced average handle time and customer churn. On top of cost savings, MINDBODY has created stronger relationships with its customers, helping people lead healthier, happier lives by connecting the world to wellness.

## Visual engagement helps MINDBODY deliver premium customer care

When a customer using the MINDBODY website calls for support, the MINDBODY support agent can instantly launch a sharing session to view the customer's browser screen. The agent can immediately see and understand what service is being used and where the customer is stuck. The agent can use Glance to scroll and highlight navigation controls on the customer's browser screen, and to quickly guide the customer to resolution.

Also, MINDBODY uses a Glance session to onboard each new customer. Agents can cobrowse with the customer and guide them through the app. Customers are more likely to have quick success with the app for fewer future support calls, higher customer satisfaction, and lower churn.

## The Inspiration

Technical Support Specialists struggled with having to guess what a customer caller was seeing in the app and with the time wasted as both parties attempted to understand verbally what was clear visually. The agents thought, "Why don't we just see what they see!" When the contact center manager and customer service executive team began brainstorming solutions to connect customers and agents visually, they recognized a significant potential to reduce handle time and improve agent efficiency.

They were also motivated to connect with visual learners. After reviewing a range of products, they determined that Glance was the best fit, based on brand alignment, support, and security requirements. Glance performed an in-product demo that did not require the MINDBODY team to install anything. MINDBODY immediately saw the value.

## Implementation

Glance worked closely with MINDBODY's Business Systems Team and Product Development Team to understand and remove technical roadblocks and ensure a successful launch, without delaying the timing of the roll-out. Great teamwork between the MINDBODY and Glance crews resulted in releasing the new capabilities on schedule.

## The Result

MINDBODY launched Glance visual engagement across multiple domains, allowing team members to navigate seamlessly from app to admin portals, and to the support center. MINDBODY managers give the new capabilities rave reviews, claiming that Glance has changed the way they offer support; they can connect with customers on their level and walk them through troubleshooting visually. The combination of Glance and MINDBODY leaves a lasting positive impression and reduces repeat calls.

Numerous factors impact call handle time, so MINDBODY uses agent adoption of Glance as an important metric. So far, agents use Glance on 40% of all customer calls and MINDBODY strives to increase that even more.

Customers have become accustomed to the cobrowsing experience and even ask reps to launch Glance sessions. "We hear customers begin calls with 'Can we do the thing where you see my screen?'" said KC Duggan, Business Relationship Manager at MINDBODY. "Leveraging Glance visual engagement has improved our overall brand image by improving our support offering. Where previously we only addressed auditory, kinaesthetic learners, now we're connecting with visual learners too. Glance helps us increase our customer's confidence and ability to repeat the solution."

# 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

## WITH GLANCE COBROWSE, YOU CAN EASILY:

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



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>.

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