



Solvvy

Peloton Boosts its Service with 25% Self-Service Resolution



Support at Peloton

- Voice agents, email, live chat, web support center
- Was struggling to manage high call volumes
- For 90% of questions on the phone, info already exists



Solvvy

Solvvy Impact

- 25% self-service resolution rate
- Significantly reduced call volume
- Met Peloton's high standards for quality customer experience
- Constantly refining & improving knowledge base



Jason Katz,
Senior Manager of Member Support

“Providing an immediate answer always trumps speaking with a person, especially if the issue can be solved right there. We’re seeing a 25% self-service rate with Solvvy—outperforming what we’d expected

Peloton Case Study

Peloton is changing the home fitness game with its revolutionary indoor cycling bike. Founded in 2012 by a group of cyclers who had a hard time finding effective workouts that fit their busy schedules, Peloton combines sleek design with live-streamed media for the ultimate home workout.

The Peloton bike features an immersive 22-inch HD touchscreen that transports riders into live classes streamed from the company's New York studio, plus thousands of on-demand classes. With easily adjustable comfort settings and a smooth, near-silent ride, Peloton is helping thousands of people stay motivated and reach their fitness goals on their own time, in their own homes.

Executive Summary

Peloton offers multiple channels for member support—phone, email, and live chat, in addition to a Support Center on their website where members can search for information. As a growing business, Peloton was struggling to keep up with call volumes especially during peak periods.

The company looked to Solvvy to resolve and remove simple and repetitive questions from its voice channel by providing better self-service on its website. At the same time, they wanted to maintain the high level of service their members

“Month over month we’ve seen Solvvy get better at providing self-service answers.”

Jason Katz,
Senior Manager of Member Support

expect with this premium product. Peloton's goal was to enable more members to self-serve by 10-15%. Solvvy did better:

- 25% self-service resolution for simple questions
- Frees up agents to handle more complex issues
- Maintains an excellent customer experience

Challenges

Consumers today expect instant gratification, and if they can't find what they're looking for right away they'll pick up the phone and call. When Peloton began searching for a better self-service solution, they mapped out what kind of questions their agents were getting and found that nine times out of ten the information already existed somewhere in the knowledge base—things like how much space do I need, how to I adjust the settings, what if my Wi-Fi isn't working, etc. The question was how to make that information readily available to customers through self-service channels, reducing overall call volume and freeing up agents to handle the trickier issues.

Solvvy Support

Solvvy sits on Peloton's "Support Center" interface and helps users find answers to common questions before contacting the company via one of the other support channels. Solvvy uses natural language processing technology combined with machine learning algorithms to index the company's knowledge base and offer accurate answers instantly. Solvvy outperformed Peloton's expectations by automating self-service for things like resetting passwords, trouble-shooting, and both pre- and post-purchase queries.

Implementing Solvvy has also helped Peloton overhaul and improve its knowledge base. By regularly revisiting, revamping, and refining answers, they've increased the amount and accuracy of information available. Solvvy enables Peloton to find out what content is working and what's not, so they can make changes for the better. For example, they recently added an article about activating a new subscription, which helps excited new users get started and get on their bikes faster. And thanks to Solvvy's machine learning algorithms the solutions continually improve, providing better self-service answers month after month. Being able to immediately and effectively answer key questions boosts customer satisfaction and reduces frustration, both of which build loyalty and improve the overall brand experience.

Results and What's Next

Solvvy has reduced the total number of customer service contacts by 25%, a crucial change especially during the company's busiest period at the beginning of each year. As sales continue

"It was critical to us that our service experience match the quality our members expect. One of the things we are most proud of is that together, Peloton and Solvvy have advanced the customer experience."

Laura Mundell,
Director of Member Support

to rise, Peloton plans to extend its self-service abilities, too. The next step in the evolution will be to test Solvvy in the live chat channel, enabling immediate, accurate answers before starting a chat with an agent. And a little further down the pipeline they hope to build self-service into the bike platform itself—which would allow members to find answers or resolve issues without having to walk away from the bike and pick up the phone.

Just as Peloton is taking home fitness to the next level, by partnering with Solvvy they're taking self-service to the next level, too. Together Peloton and Solvvy are elevating the customer experience and helping customers self-serve without breaking a sweat. (Save that for the workouts.)