

Upwork Enables Customers to Get More Done with 13% Self-Service Resolution Rate

Upwork

Upwork

Customer Support at Upwork

- Combination of customer service agents & self-service initiatives

Solvvy

Solvvy Impact

- 13% self-service resolution rate
- Instant answers to questions asked in everyday language
- Reduces costs and frees up agents to handle complex cases
- Accuracy improves with each new customer interaction



Joe Wang,
Director of Customer Experience

“In our platform, time is money—freelancers and clients are finding each other and collaborating on our site, meaning any delay is a potential financial loss. With Solvvy, they’re able to see the answer immediately and continue working with minimal or no delays”

Upwork Case Study

Upwork is the largest freelancing website. It is a two-sided marketplace that connects businesses with great talent from 180 countries. Freelancers earn more than \$1 billion annually on Upwork.com and market more than 5,000 skills in knowledge-related fields such as web, mobile and software development, design and creative, writing and translation.

With millions of jobs posted each year, Upwork helps businesses get more done by making it quick, easy, and cost-effective to find the best talent -- regardless of location.

Executive Summary

Businesses and freelancers collaborate in the Upwork platform so when they have questions, they need answers fast. After all, time is money, especially in the freelance world. Despite the team's extensive effort to create extensive articles providing answers to common questions, many freelancers and clients using Upwork were still turning to the customer service agents even for simple questions. With agent response times averaging around four hours, Upwork turned to Solvvy to implement speedy, accurate self-service so freelancers and clients can immediately find the information they need and keep working.

- 13% self-service resolution rate for customer service inquiries
- Solvvy answers most policy and how-to questions
- Reduces costs and frees up agents to handle complex cases

“Since launching Solvvy, we’re seeing a 12-13% deflection rate for customer service inquiries. Our agents are handling more difficult cases now, not just copying and pasting information—so they’re improving too.”

Joe Wang,
Director of Customer Experience

Challenges

Upwork connects businesses with freelancers in 180 countries. With businesses and freelancers both needing quick access to information, Upwork not only made customer service available but also posted in-depth articles in its help center so freelancers and clients could find answers to frequently asked questions, including how-to's and requirements understand the Upwork Terms of Service.

But with many freelancers and clients choosing to submit customer service inquiries instead of looking for information themselves, Upwork's agents were spending too much time answering the same, simple questions over and over again. This slowed down overall response times, impacting customer satisfaction and driving up customer service costs.

The Solvvy Solution

After evaluating different options, Upwork chose Solvvy to implement a self-service experience that could quickly and accurately address these inquiries, boosting efficiency and satisfaction and freeing up agents to deal with complex issues. Not only does this make better use of the agents' time, it's also more fulfilling for the agents, leading to higher job satisfaction.

Solvvy sits on the Upwork help center interface enabling freelancers and clients to ask questions in their own words and deflecting tickets by providing precise, accurate answers instantly. Solvvy combines machine learning algorithms and natural language processing technologies to understand what customers are asking and extract relevant information from the Upwork knowledge base. Whereas before customers would have to comb through articles themselves to find what they were looking for, now the help center has functionality for understanding questions submitted in everyday language and responding with speedy self-service answers at scale.

Results and What's Next

By drastically reducing tickets for common questions, Solvvy has reduced customer service costs for Upwork and changed the landscape of the customer service experience. With simple issues being resolved in the self-service help center, agents can now concentrate more of their time on more complex issues, which improves their skills and in a virtuous cycle, the customer experience.

While CSAT scores initially went down after the

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implementation, the team soon realized it was because Solvvy took the easy questions out of the customer service equation. As agents have become more skilled at doing the heavy lifting, CSAT scores have been climbing back up, with handling times going down. And most importantly, agents are enjoying the deeper challenge and the opportunity to hone their skills with more complex questions.

In the same way Upwork has changed how freelancers and companies work together, Solvvy is transforming the world of self-service. And Upwork is excited. Wang sees the potential, “Solvvy has us thinking about all the ways we can use artificial intelligence and natural language processing (NLP) capabilities to dramatically change the help and contact center experience.” With an ambitious company such as Upwork, it's just a matter of time.