

# ClickFunnels Boosts CSAT & NPS with 30% Self-Service



click funnels



click funnels

## Customer Success at ClickFunnels

- Customer service chat agents
- Over 400,000 annual tickets
- Average response time over an hour

# Solvvy

## Solvvy Impact

- Achieved 25-30% self-service rate
- Boosted CSAT by 20% and NPS by 10
- Identified gaps in knowledge base



Mark Bangerter,  
Director of Customer Experience & Education

“When we started with Solvvy I was hoping for a breakeven ROI of 12% self-service. We have actually seen 25-30% self-service since implementing Solvvy. It’s exceeded our expectations.”

# ClickFunnels Case Study

ClickFunnels helps business owners grow their companies by turning website visitors into paying customers. Entrepreneurs can choose from a range of professional web design templates that use proven sales funnels designed for specific types of products or services. ClickFunnels offers everything businesses need to market, sell, and deliver their product—turning browsers into buyers.

The ClickFunnels process is quick, easy, and affordable. By using scientifically proven sales funnels, the company hopes to help more people successfully pursue their passions so they can leave their day jobs.

## Executive Summary

ClickFunnels was founded in 2014 with the goal of enabling regular people to grow their companies without investing a lot of time and money. Streamlining the customer experience and providing top-notch customer service has been a foundational goal since day one. With dedicated customer support teams for both technical and billing issues, ClickFunnels was handling all support tickets via chat, with response times varying depending on staffing levels and the number of tickets coming in.

As ClickFunnels' own sales started going through the roof, they needed to reduce response times

“Solvvy is really pioneering AI in the support space. As a growing company, knowing that we can go from 59,000 users to 100,000 without doubling the size of our support team is exciting.”

Mark Bangerter,  
Director of Customer Experience & Education

and free up their agents to handle more complex problems. The company also wanted to boost their CSAT scores and provide a better customer experience overall. ClickFunnels turned to Solvvy to implement a speedy, accurate self-service option so users can find what they're looking for quickly and get back to increasing sales conversions.

- Driving 25-30% of tickets through self-service
- Increasing support efficiency and lowering costs
- Improving the experience for customers & agents

## Challenges

ClickFunnels is growing fast. They went from around 30,000 users in January 2017 to almost 60,000 by February 2018. As a remote company, they pride themselves on delivering excellent customer service without driving up costs. But with support tickets on the rise, response times were not where they wanted them to be. ClickFunnels provides all customer support through its Intercom chat channel. Sometimes chat agents were able to respond to inquiries right away. But if no one was available, the ticket would go into a queue with first response times varying depending on a number of factors, including how many tickets were ahead of them and the complexity of inquiries. This was not only frustrating for customers, it was tedious for agents who often had to answer the same questions again and again.

In February 2017 ClickFunnels promoted Mark Bangerter to Director of Customer Experience and Education. Bangerter identified several areas for improvement, and set some lofty goals: increase CSAT, reduce response times, and improve the overall customer experience. By implementing a self-service tool that could answer the simpler questions instantly, ClickFunnels hoped to achieve these goals and enable further growth.

## The Solvvy Solution

ClickFunnels chose Solvvy to implement a self-service channel that could quickly and accurately answer FAQs, reduce costs, shorten response

times, and boost customer satisfaction. Solvvy's AI also helped the company identify gaps in their knowledge base—an area Bangerter says was “neglected,” although they didn't even realize it. Now they can fill these holes with new articles that improve self-service and also help agents by arming them with more knowledge. Since implementing Solvvy, ClickFunnels has added a content team to their customer service arsenal, continually fine-tuning their knowledge base as a result of Solvvy's findings.

Solvvy sits on the ClickFunnels chat window, enabling users to ask questions in their own words and resolving 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 ClickFunnels knowledge base. With Solvvy answering the most common questions, ClickFunnels agents are able to focus on more complex queries and can respond faster, too. Average response times for queries that go into the queue is now under an hour.

## Results and What's Next

While B2B usually has lower self-service rates than B2C, ClickFunnels customers are happy they can get answers without having to wait for an agent to respond so they can get back to pursuing their dreams. Since implementing Solvvy in September 2017, ClickFunnels CSAT score has gone from 76% to 95%, and their NPS score has

increased by 10 points. Despite the company's continued growth, the number of tickets has dropped, as close to a third of queries can now be resolved through self-service. For ClickFunnels' agents, Solvvy has reduced the tedious, repetitive questions they have to answer, allowing them to spend their time on more complex—and satisfying—customer issues.

As an unexpected benefit, Solvvy has helped ClickFunnels expand their knowledge base content to drive even more efficient service. Says Bangerter, "One of the biggest ways Solvvy has helped is by identifying those gaps. We didn't have a dedicated content team prior to using Solvvy. Now we've grown that team to three people who are updating and creating documentation that helps our users and our agents."

In addition to cost savings, Solvvy has helped ClickFunnels deliver the customer experience they were striving for. As the company continues to grow, they are excited to expand their self-service offerings to accommodate their growing customer base without having to double their support staff. Just as ClickFunnels helps thousands of people pursue their dream of becoming a successful, independent business owner, Solvvy is helping ClickFunnels reach their goals, too.

"We didn't have a dedicated content team prior to using Solvvy. Now we've grown that team to three people who are updating and creating documentation that helps our users and our agents."

Mark Bangerter,  
Director of Customer Experience & Education