As a fast-growing, innovative company specializing in reusable packaging programs for the nursery and other industries, Reusability was looking for ways to support growth while controlling service costs. They started with a few clear objectives: (1) reduce the need for additional contact center headcount, (2) improve customer order accuracy and (3) provide modern, digital self-service experiences for customers. Not only did the company accomplish these goals, but Reusability trained a team of non-engineers to use Airkit’s low-code platform to quickly build highly effective digital customer experiences.

“Our team is able to customize CX interactions via Airkit and make different features unique to each individual customer.”

Jeff Chen
Senior Technology Manager at Reusability

So many calls, so little time

Reusability manages the recovery logistics of returnable packaging programs and provides rental racks for nurseries and other industries. This company services over 10,000 stores nationwide with well-known brands such as Home Depot, Lowe’s, Costco and Menards. Before Airkit, Reusability relied heavily on its contact center. Agents answered thousands of calls from nurseries and retail locations, and manually collected information about what packaging and racks needed to be returned. As a result, with each new customer Reusability acquired, pressure mounted inside the contact center. During the peak spring and summer seasons each year, the company spent weeks training temporary agents to manage the spike in call volume.

60%
reduction in planned contact center headcount

2x
increase in cases handled per agent

100%
self-serve digital experience

140%
ROI within the first 8 months

Case Study
Reusability
This model wasn’t sustainable for Reusability’s long-term growth. The Reusability team wanted the freedom to service additional customers without exponentially increasing costs and increasing agent headcount. They also wanted to cut down on inaccurate packaging and rack return data.

Building a solution internally was out of the question given resource constraints on their engineering team. Reusability didn’t want to spend months with 3rd party developers building a costly and incomplete solution that would be difficult to maintain.

Airkit: An Adaptable Solution

The Reusability team partnered with Airkit to build a self-serve digital solution that would reduce call volumes and accurately capture all packaging and rack return data. Today, Reusability’s largest customers have access to a dedicated, branded link which allows them to order new assets or request retrieval of unneeded assets. As a result, these customers no longer need to make a phone call to request service or check on an order. If a customer does call, the Reusability contact center agent sends out an SMS link to the same app-like digital experience.

This link can be reused for future rack return requests and saves agents from collecting information on the phone.

The best part is that this is only the beginning. Using Airkit’s low-code platform, the Reusability team now quickly builds new automated, digital experiences for their customers as needs arise or the business changes. In fact, Reusability has already expanded beyond its initial business case for purchasing Airkit with additional apps.

“For us, moving quickly is essential. Most businesses ebb and flow. We have a six-month season which ramps fast. We needed a solution that would allow us to pivot quickly if needed.”

Jeff Chen
Senior Technology Manager at Reusability
Time Savings

When Reusability’s customers use their dedicated branded links, the overall time savings per call is a whopping 30 minutes. This time savings includes agent time (15 mins), store rep wait time on the customer end (10 mins) and agent management time (5 mins).

Data Accuracy

The Reusability team took advantage of Airkit’s out-of-the-box Zendesk integration, which can be set up in minutes without any coding. This integration allowed the team to reduce human error while accurately tracking the frequency and volume of customer brand rack returns. Reusability is also able to see the number of racks returned by individual stores.

Successful Automation

Every year, the Reusability team invested time, money and energy into training seasonal hires. Thanks to Airkit, this process is no longer necessary. Additionally, Reusability is now able to increase contact center efficiency with a smaller team. The company is on track to reduce planned headcount expansion by 60% in this department.

Increased Efficiency

Since the time Reusability agents spend on the phone with customer brand employees was reduced (by sending an SMS link with a form) or eliminated entirely (when the employee uses the dedicated link) the contact center is 2x more efficient. Each agent went from handling an average of 150 cases each day to 300. Plus, big customers like Home Depot, Lowe’s, Costco and Menards get better service.

New Customer Journeys

The Reusability team has been trained to use Airkit Studio to build new customer journeys without coding. Using existing Airkit templates, they can drag and drop components and create new integrations, ultimately launching digital experiences in days versus months. Many more use cases are set to follow beyond the initial plans. “I’m looking at Airkit as a platform for all of our clients that come online,” Jeff said.

Interested in learning more?

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