

Jatana

CASE STUDY

KitchenTime saves 50% on First Reply Time

with Jatana's suggested replies

KitchenTime is a kitchenware store online where you will find everything for your kitchen at great prices.



KITCHENTIME

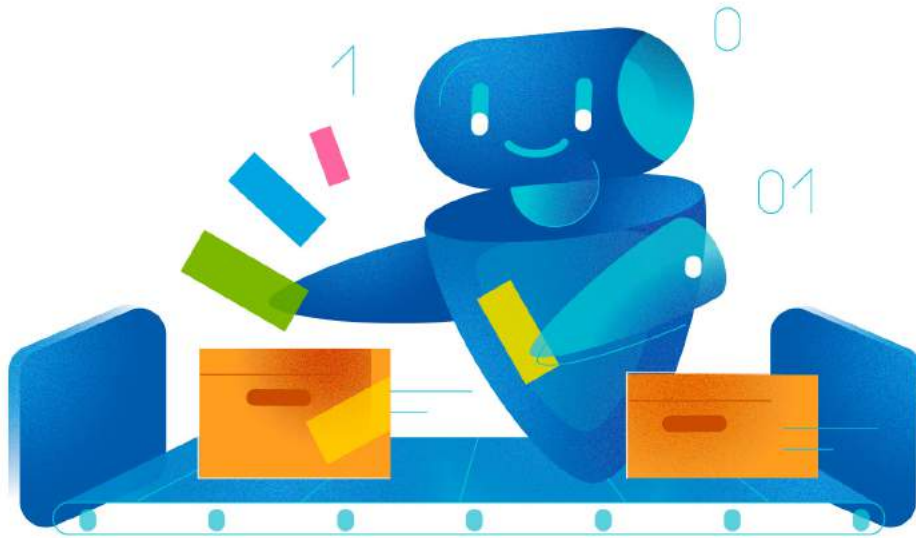
Whether you're an amateur or professional, KitchenTime has something for you, and they're happy to help you find what you're looking for.

Their goal is to become the best kitchen equipment store in the Nordic region!

THE CHALLENGE →

THE CHALLENGE

Save time from answering repetitive tickets



Before implementing Jatana’s suggested replies, KitchenTime used to manually answer questions that, in most cases, required a macro (or ‘template answer’) to be solved.

With more than 350 macros on their Zendesk account, though, the time spent looking for the right macro was just too high.

As the approach was manual, the first reply time (FRT) was higher than what the team had set to achieve to maintain excellent customer support.

When ticket volume spiked, routing times increased significantly, and the backlog grew even more significant.

Moreover, the team was looking to “do more with less” and become more efficient, before increasing the size of the team.

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We love Jatana!
It is effortless to implement, 2-clicks and you’re good to go!

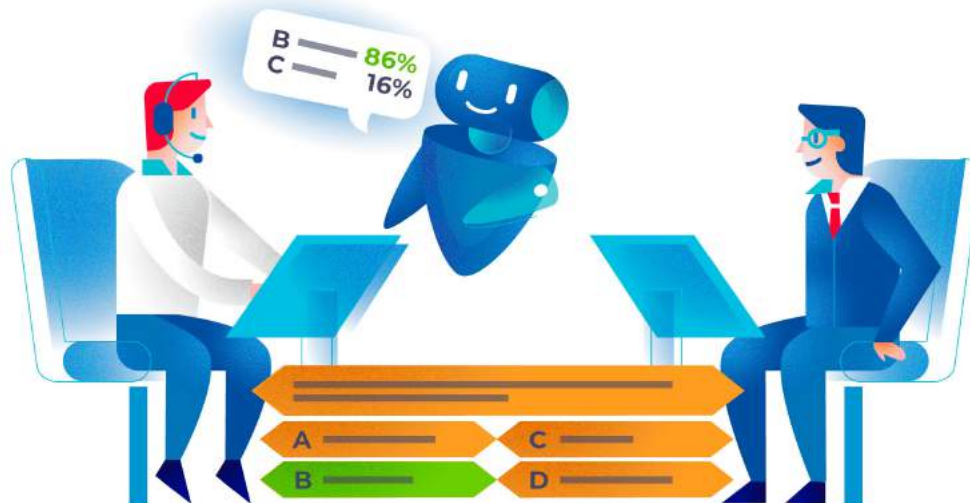
Anna Jagdhar

Customer Service
Manager

THE SOLUTION →

THE SOLUTION

Implement Jatana suggested replies



When looking for a solution, KitchenTime defined the primary goal: **replace the manual selection of macros with intelligent suggestions to free up agents from redundant macro search and let them focus on high-importance tasks.**

The company aimed to quickly automate their manual macro selection processes so they could reallocate their agents to higher value tasks.

The goal was to improve the overall customer experience and control the need to hire more agents, even while the company continued to grow and expand its services into new countries.

In particular, KitchenTime targeted an improvement in First Reply Time (FRT) scores through faster response times.

After researching their options, the support team at KitchenTime **implemented Jatana to meet their goals, and process their backlog and customer service challenges.**

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For the first time, we can meet our SLAs and provide the kind of support we want to provide to our growing base of customers.

Anna Jagdhar

Customer Service
Manager

THE RESULTS →

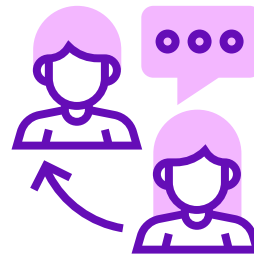
THE RESULTS

50% FRT reduction in 1 month

First Reply Time

19h 32m

-49.67% from last month



With Jatana's suggested replies, KitchenTime was able to automate the selection of the majority of the macros in real time.

This dramatically improved FRT, which decreased from 38 hours to 19,5 hours in just a few weeks.

Also, the backlog disappeared, as support agents can now handle many more tickets in the same amount of time.

We achieved higher customer satisfaction, as our customer could receive the needed support in a shorter time.

”

We are now able to use more time of what matters the most: providing tailored and customized support at scale.

Anna Jagdhar

Customer Service
Manager

To learn more about Jatana customer support automation and the potential impact on your business

→ [CHECK MARKETPLACE](#)