

# MULTICHANNEL CUSTOMER SERVICE

## Commerce & Digital Engagement

Kayako is help desk software for personal and connected customer service. It helps you deliver exceptional customer service in multiple languages across live chat, email, Facebook and Twitter.

Customer Success

### Toshiba Canada doubles agent productivity with Kayako

#### COMPANY

Toshiba Canada

#### COMPANY SIZE

201-500 employees

#### INDUSTRY

Information Technology  
& Services

#### IGNITETECH SOLUTION

Kayako

“I expected a learning curve with Kayako — but I was wrong. Our agents used to address 100 to 125 tickets per day. Now, they handle up to twice as many.”

#### SUMMARY

Toshiba’s diverse portfolio of products made it challenging for customer service agents to quickly find answers to customer questions and respond to specific needs. Worse, the team was unable to track the progress and results of support requests. “Our old help desk made it such a hassle to log tickets, it was tough to show that we were providing valuable service,” George Minich, Director of Technical Services at Toshiba Canada explained.

#### WHY KAYAKO

A free trial of Kayako showed the team at Toshiba that this was the right option for them. It offered all the features they needed out of the box, and it was easy to implement. “We haven’t had to involve any software developers or buy any new hardware for it to work. We simply added a few custom fields, created some business rules with the help of macros and automation and migrated our old tickets into the new system,” Minich explained. Kayako also gave the company more insight into the work the customer support team was doing.

#### CUSTOMER BENEFIT

Kayako’s helpdesk software had a positive impact on the quality of customer service Toshiba could provide. With Kayako’s SingleView dashboard, Toshiba agents get a complete view of past and present customer purchases, service interactions and activities. Having this customer information at their fingertips empowered Toshiba agents to deliver proactive, personalized support — quickly and efficiently.

#### CUSTOMER OUTCOME

Now, all of Toshiba’s support requests are streamlined through a standardized workflow in Kayako, resulting in a ticket management process that is quick, transparent and stable. “Kayako has helped us respond to service requests in a very timely manner, resulting in happier customers. We’re big, big Kayako fans,” Minich said.

#### SOLUTION BENEFITS

- Shared inbox for customer conversations
- Boost productivity and better support customers
- Let customers find help 24x7 with a robust self-help knowledge base
- View real-time customer activity across all your apps for true context

For more information,  
visit [ignitetech.com/kayako](https://www.ignitetech.com/kayako)