

CAPTURING THE MOMENT AND THE BUSINESS

Like many e-merchants and retailers, Picaboo, an online photo-publishing service, has had to master the art of managing tremendous upticks in seasonal business in order to maximize their profitability. Bringing ModSquad into the fold allows Picaboo to handle the 400% increase in customer support and engagement needs that come with holiday peaks.

PICTURE-PERFECT ENGAGEMENT

With ModSquad's on-demand workforce services, Picaboo eliminates the resource-intensive activities that traditionally follow seasonal business: recruiting, hiring, training, and then properly rightsizing to fit business needs. Since 2011, Picaboo has entrusted ModSquad to ensure its customers get perfect service that makes them come back for more.

Year-end activities — holiday cards, gift giving, and the desire to capture and share great photo memories — lead to a tremendous surge in business for photo, card, and personalized gift businesses like Picaboo. Not only must the technology be ready to handle the increased usage and demand, but with a barrage of new users visiting the site, Picaboo is determined to ensure their first experience is delightful enough to turn them into long-term customers. To do this requires white-glove customer support each and every time.

"WE'RE DEFINITELY BETTER OFF, THANKS TO MODSQUAD."

— Kraven Youngs,
CS Manager at Picaboo

mand surpassed forecasts, Picaboo was back to where it started, having to hire and train more part-time workers. This vicious cycle took Picaboo talent away from product services and focused on HR tasks that were not, in most cases, their core business or competency. Then, of course, they had to handle the tricky part of a seasonal workforce — what to do when the rush is over. Bringing a staff back down to the appropriate size is always a delicate situation.

Initially, Picaboo believed to attain its goals for customer support quality levels it would have to manage it with internal teams. After a round of seasonal hiring, the downside was quickly apparent in the time, money, and resources required to train the interim workforce. And if de-





DEVELOPING THE SOLUTION

That's when Picaboo teamed up with ModSquad. "We realized that we needed someone to help us locate resources and get them ramped up quickly," explains Kraven Youngs, customer service manager at Picaboo. "ModSquad is a tremendous help, and we leave it in their hands — finding, training, onboarding. We found it extremely time-consuming looking over applications and interviewing."

PUTTING IT ALL IN FOCUS

With an on-demand workforce that includes experts in customer service for the web's leading brands, ModSquad helps Picaboo address demand in a cost-effective and efficient manner. ModSquad assessed Picaboo's existing systems, functionality requirements, and capabilities, and defined the appropriate strategic combination of team and tools for their needs, which included the Zendesk software platform. ModSquad's engagement with Picaboo has included:

- Zendesk implementation
- Tier 1 customer support, including chat, ticket, and phone support
- Customer-support training
- 100% of all escalations

ModSquad is a global provider of managed digital engagement services. Our experienced professionals engage your customers and communities on a personal level across online, mobile, e-commerce, in-game, application, and social media channels. ModSquad offers expert-level service in customer support, moderation, social, and community. We've strategized, designed, and delivered digital initiatives for clients in more than 50 countries, with the capacity to respond in 50+ languages and dialects.

PORTRAIT OF SUCCESS

At first, ModSquad signed on to provide 40 hours per week of customer support for Picaboo. Today, the Mods perform more than 1,000 weekly hours of CS work for this very happy client. One recent month showed a major year-to-year improvement in first-response time, with customers hearing back in nearly one-tenth the time it had taken the previous year. The results speak for themselves:

- Customers are satisfied: Responses take 1/10th the time of the previous year.
- Picaboo can keep up with demand, allowing for 60% YTY customer growth.
- Better leverage for new product launches or campaigns that may result in spikes.
- Lower costs: Able to rely on the Mods, Picaboo requires fewer internal hires.

With 24/7/365 flexible digital-engagement solutions available in 50+ languages, ModSquad provides perfect multi-channel, scalable support.

ModSquad