

FiftyThree Draws on the Expertise of The Yeomen to Deliver an Integrated Support Solution



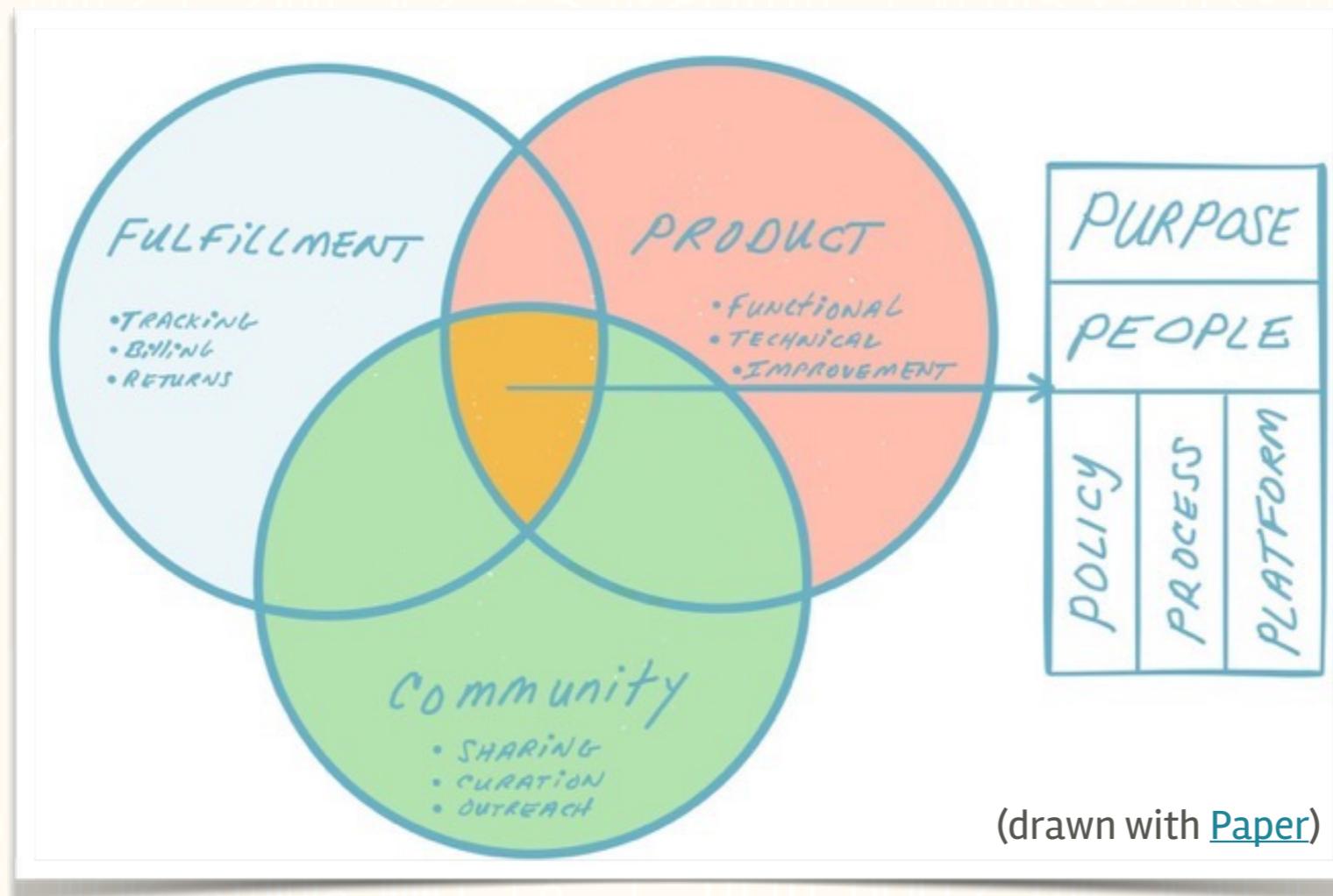
The Challenge

Following a successful launch, FiftyThree was faced with a growth crisis in scaling its operations to meet demand. This challenge included professionalizing its customer support function to delight its growing, worldwide customer base. Facing pent-up demand for its products, disparate systems, incomplete policies, and lack of a scalable platform, they recognized the immediate need to revamp their approach to customer support. To help overcome these challenge, FiftyThree partnered with The Yeomen to implement an integrated solution that breaks away from the mold of traditional support models.

A New Support Model

FiftyThree revamped its prior support model to leverage its strong supply chain partnerships to better nurture customer intimacy by creating “effective pathways to customer delight by closing the distance between our customers and the activities from which issues typically arise” (Jason Sharpe, Head of Global Operations, FiftyThree). A major step to closing this distance was positioning the fulfillment function of the support team within the FiftyThree’s global distribution centers. This enables the team to self-correct any fulfillment errors and resolve issues in a first-touch response. Fulfillment, Product, and Community support specialists now function as a tightly integrated team.





A New Approach

With the clock ticking, FiftyThree moved quickly to examine its current model and better leverage the expertise of The Yeomen. According to Sharpe – “After vetting the Yeomen for cultural fit and capability, it was clear that they had a tremendous wealth of knowledge and expertise.”

Together, FiftyThree and The Yeomen embarked on an approach to bring excellence into FiftyThree’s global customer support function. Project implementation was segmented into three phases: Stabilization, Systems Implementation, and Global Expansion.



Stabilization

The Yeomen kicked off the project by carefully extracting legacy system data and transplanting into a new and improved help desk platform. This was paired with a broader consultative role, in which The Yeomen worked directly with FiftyThree to develop community policy and key processes. These elements provided Fiftythree with a stable support foundation on which international growth could be developed.

Systems Implementation

The Yeomen migrated FiftyThree's former help desk system to a new platform, which would allow for better scalable growth. The Yeomen and FiftyThree then worked together on processes to improve performance visibility, refine issue reporting, and automate particular workflows.

Global Expansion

Having achieved stability in the team and the "tool-set", the final phase was to expand the support function globally from the North America to Europe and Asia-Pacific. This brought considerable change in the requirements for support. Managing tickets from multiple countries required specialized knowledge of local terminology and cultural cues. New markets also meant more users and increased case volume. The Yeomen expanded FiftyThree's English-only support to four new languages over two continents. A globally distributed team soon began operating as a cohesive unit, representing FiftyThree's commitment to customer care.

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-Jason Sharpe, Head of Global Ops at FiftyThree



Results

In partnership with the Yeomen, FiftyThree's support function was able to maintain high standards during a critical period of growth, including a customer satisfaction rating consistently above 90%.

The Yeomen now supports products across multiple continents and languages. The team and support model have proven to be agile and adaptable to change as FiftyThree's offerings evolve. Happy customers are receiving responsive and localized support from a cohesive global team, positioning FiftyThree to pursue growth while maintaining their high standard of customer care and service.

About FiftyThree

FiftyThree brings together the craft of software, hardware, and service design. Founded in 2011, and based in New York, the company is known for its award winning Paper iOS app and the original Pencil stylus. It has been internationally recognized for design excellence and innovation, receiving awards from Apple, IDSA, The Edison Awards, and IxDA. Paper is an app for sketching ideas, taking notes, creating diagrams & sharing your work with others. Paper won Apple's prestigious "App of the Year" award and is used by millions of people around the world.

About The Yeomen

The Yeomen is a product support company that builds and staffs support desks for clients around the world. Founded in 2013, the company specializes in fostering customer growth and brand loyalty through support solutions specifically catered to client needs. These solutions proactively resolve customer inquiries while accurately representing client business practices and values to customers. Areas of expertise include policy development, Help Desk migration, Help Center documentation, workflow processes, and specialized staffing.

