

The Yeomen Develops A Complete Support Solution



Building out support with GIPHY.

About GIPHY

GIPHY is the best way to search, share, and discover GIFs on the Internet. Similar to the way other search engines work, GIPHY indexes and organizes GIFs from the internet into an accessible catalog for the world to enjoy. The company also features the best GIF artists and user-made content as well as custom toolsets for creating, saving, and sharing GIFs.

About The Yeomen

“Help For Your Help Desk” The Yeomen is a product support company that builds and staffs support desks for clients around the world.

Preparing For A Growing Community

With the successful establishment of their GIF indexing service as the gold standard for finding and sharing GIFS on the internet, GIPHY was positioned to implement a new plan for strategic growth. The target goal was to expand its user base by providing new platforms for sharing and creating GIFS, integrating the GIPHY experience into mobile devices and social media, and offering better tools for creating original content. To maintain their commitment to integrity, GIPHY needed to establish new community policy and support materials to help provide a consistent and positive environment in which GIPHY’s products could be enjoyed.

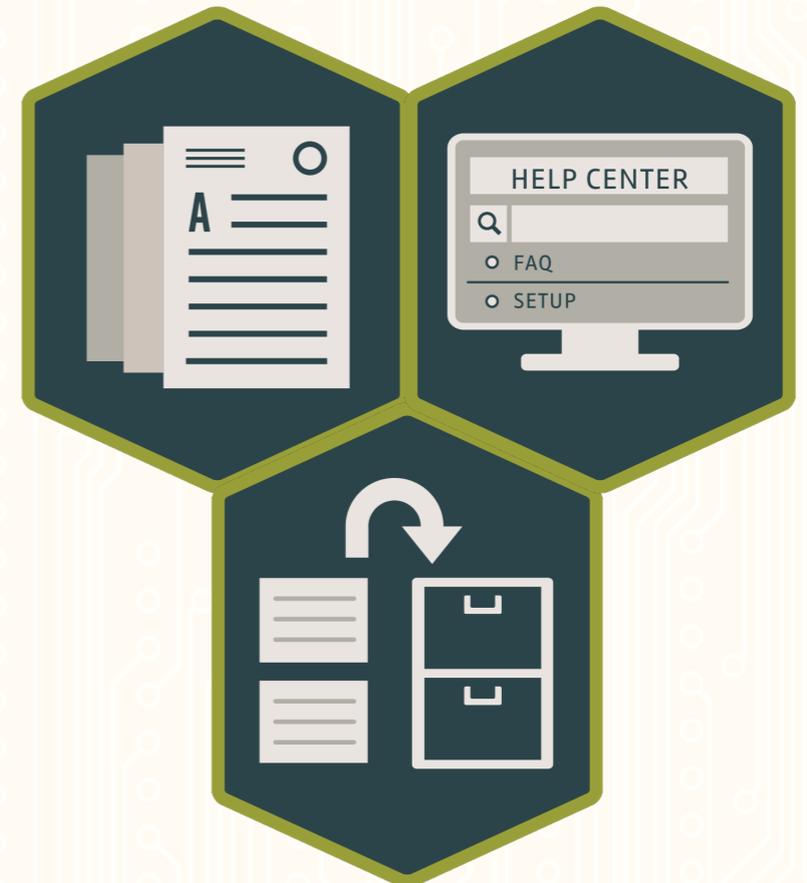


Getting Organized

The already-growing user base coupled with projected expansion led GIPHY to reexamine their current customer support. The system was not designed to scale with rapid growth, and their support was already experiencing strain. Backlogs in user request were resulting in increased response times, and the ambitious schedule of GIPHY's product launches caused their team to struggle in educating users on new features. With even more products nearing launch, GIPHY needed to quickly upgrade their support in order to better serve their growing community.

To accomplish this, GIPHY partnered with the Yeomen to develop a new support solution that would scale with growth and provide consistent support to its user base.

The Yeomen prepared for the upgrade by performing extensive research on GIPHY's product features, the GIPHY user community, and the ways in which users interact with the features. Using this data, the Yeomen worked with GIPHY to develop a proactive support strategy to provide consistent, scalable support. To achieve this, changes needed to be implemented in four major areas: *Help Center Modification*, *Ticket Software Improvements*, *Policy Development*, and *Staffing*.



Help Center Modifications

To reduce strain on support agents, The Yeomen crafted new front-facing documentation ready to be housed in a searchable help center on GIPHY's website. The new documentation was developed using data collected through extensive research into GIPHY's products. The Yeomen presented their findings to GIPHY and outlined a plan for the new Help Center. The new Help Center would provide GIPHY's user base with access to pertinent information regarding GIPHY's product functionality, making it easier for GIPHY users to find answers to their questions. Because a genuine connection to customers is a priority for GIPHY, The Yeomen team worked closely with the GIPHY team to ensure that GIPHY's values and service were represented in every line of new content. "The final product exceeded our expectations." Said Tyler Menzel. "The Yeomen took the seed of our ideas and expanded them into a comprehensive solution."

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-Tyler Menzel, Head of Editorial

Ticket Software Improvements

The Yeomen restructured GIPHY's support platform to optimize it for scalable growth. The desk was retooled with new functionality that allowed for better organization of tickets, a streamlined process to response, tracking capabilities for improved response, and tagging systems for data collection and reporting. The Yeomen also crafted new macros for support agents to implement when responding to common concerns. With these features in place, GIPHY would be able to respond to users with better response time and consistency as well as collect valid metrics regarding user experiences.





Staffing

The final process in building GIPHY's support was staffing the new help desk with a professional agent specially trained to cater to the GIPHY community. This included training on the new functionality tools of the support platform, acquiring expertise of all GIPHY products and policy, and creating detailed reports based on metrics gathered by the new desk. In order to represent GIPHY brand, The Yeomen worked closely with GIPHY to train the support professional in both the values of GIPHY as well as its brand style and tone.

A New Model

The new support model lets GIPHY actively pursue community growth without lapses in customer support. The previous backlog was resolved, allowing GIPHY to focus solely on new user growth and feature iteration. Detailed reports featuring metrics such as ticket volume, bug details, and customer feedback provide GIPHY with crucial information that guides product maintenance and improvement. Implementing new community policy and agent workflows has reduced first-touch time response by 92% while still providing the excellent customer experience for which GIPHY is known.

