

The Yeomen Solve Rapid Growth Needs with Strategic Support

vimeo



Building a blended support team with Vimeo.

About Vimeo

“Make life worth watching” Vimeo is a worldwide community of video enthusiasts and creative professionals that also provides video hosting services for businesses around the globe.

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.

New Growth Challenges

In 2014, the Vimeo Plus and Vimeo PRO subscription products were growing at a rapid pace. In a single year, their ticket volume increased from a monthly average of 12,000 to 19,000 tickets. With an average of 10,000 paying members being added every month, Vimeo’s New York City based Community team was finding it a challenge keeping up with the increase of incoming tickets. Compounding this challenge was an upsurge in Vimeo’s global presence. Having users from around the world required the Community team to maintain draining graveyard shifts to meet timely demand.

A New Approach

In order to meet the growing needs of its community, Vimeo determined that a distributed team of remote agents would allow greater flexibility to meet customer demands while keeping support costs in check.



Going Global

The Yeomen began the expansion of the Vimeo Community team by strategically hiring additional agents in the cities of Berlin and Sydney. Using parameters developed by Vimeo and their own expertise of international support, The Yeomen augmented the Vimeo team with agents who not only meet the high standards of Vimeo, but who are also capable of managing the sensitivities of international users.

This expansion provided Vimeo with extended coverage of multiple time zones, allowing Vimeo to provide 24 hour support five days a week including weekend coverage. The strategic placement of new support provides this expansion without a drastic change in overhead. These remote agents are capable of handling the majority of Vimeo's global users with minimal involvement from its support managers.

A Cohesive Team Across the Timezones

The Yeomen and Vimeo worked closely together to ensure that the new remote model was integrated with Vimeo's existing Community team to provide a consistent support experience for all of its customers.

The first step in this process was to create new training documents specifically designed to educate remote workers on Vimeo's culture, processes, and the use of its help desk. These documents allowed Vimeo's training professionals to efficiently prepare new hires to represent the Vimeo brand while working in locations separate from its New York office.



In order to maintain consistency between the New York team and the remote agents, The Yeomen and Vimeo established various channels of communication to keep them connected despite their geographical distance. Weekly meetings between the New York team and the remote agents provide opportunities to discuss support practices and address issues that may arise. Additionally, The Yeomen and Vimeo leadership meet weekly to ensure that both teams are working together to provide a single customer support experience.

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Building strong relationships between remote agents and the New York team was a crucial element to developing a single, cohesive support team, so Vimeo and The Yeomen created communication channels dedicated to encouraging interaction between all support agents. The first of these was a real-time online chat forum through which all members of support team are connected. Regardless of geographical location, support agents can discuss support concerns and instantly leverage the experience and expertise of the entire Community team.

To build meaningful relationships, Vimeo and The Yeomen established a channel for social discussions. Unlike many traditional workspaces, social discussions were encouraged between team members, providing both teams more opportunity to develop a singular identity. Remote agents are also encouraged to co-work in the New York office when visiting. Face-to-face interaction was highly encouraged when possible, and both Vimeo and The Yeomen have committed to promoting opportunity for interaction between the two teams.





Maintaining the Magic

The Yeomen and Vimeo work together closely to share knowledge and make sure that the voice remains consistent between both of the teams who support the community.

Yeomen across the globe ensure that Vimeo members get timely responses around the clock (PRO members currently have a 10 minute average time to first response!) with a 90% customer satisfaction rating for The Yeomen's agents.

With 80% of its inbound support volume efficiently managed by The Yeomen, ***Vimeo has been able to assign product specialties to their staff members, allowing them to concentrate their energy on customer advocacy within their organization.*** These specialties have led to a deeper integration of support within the infrastructure of Vimeo's product development, which has led to both a better understanding of the product for support and a more intimate connection between developers and the community for which they are creating products.

With their new roles and a trusted partner at the ready to keep leveling up and adapting to their evolving needs, Vimeo is better positioned than ever to ensure that the community is in good hands even as it continues to grow and diversify. The future looks very bright indeed.

