

Hot Topic Media

Publisher Elevates Customer Experience for Brands

Rapidly evolving business required personalized solution

Hot Topic Media is a rapidly expanding publisher and content marketer in the personal-growth industry. Since the company engages its customers in one-on-one interactions, it was looking for a tool to control and leverage these interactions into product sales. Across multiple business units, a geographically diverse customer support team needed the ability to route, track, and archive all customer interactions in order to personalize the communication while delivering a consistent customer experience.

Support Challenges

Hot Topic Media is experiencing high growth in a rapidly changing environment. It requires the flexibility to change direction quickly, while maintaining the ability to scale.

The company needed a tool that could:

- Optimize the customer support workflows, improve its ability to engage customers, and convert customer interactions into sales.
- Organize timely and accurate customer feedback and then streamline the flow of this feedback to the marketing and content-development teams.
- Administer and track staff productivity, monitor levels of customer engagement, and establish new customer support capabilities without incurring the expense of hiring additional personnel.
- Quickly and easily change customer messaging.
- Sift through, filter, and separate the spam emails from the valid incoming customer email interactions.

“After a failed Microsoft CRM deployment, we wanted a more ‘personal’ relationship with our provider/partner...a partner who was as committed to the success of the project as we are. We turned to Agiloft.”

— David Hlavac
Director of Operations



Industry

- Consumer Personal Growth Advice

Challenges

- Multiple branded business units with distinct clientele and requirements
- Need for effective and consistent communication
- Need to identify, filter, and route a huge quantity of inbound spam
- Customer interaction visibility
- Desire to reduce response time to a high volume of incoming customer emails and phone calls, while increasing customer satisfaction

Agiloft Solution

- Java™ Platform, Enterprise Edition
- Hosted SaaS knowledgebase on a dedicated server
- Integrated spam classification, dynamic reclassification and filtering
- Integrated productivity tools, business automation and reporting

Benefits

- Comprehensive but easy-to-create reports to measure data metrics
- Changes to business model and new business units are deployed quickly
- Increased employee productivity
- Full audit trail of all changes and communications for later analysis

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The Agiloft Solution

Hot Topic Media first implemented Microsoft CRM, but soon realized that its rapidly changing business model, communication with customers, and automation requirements were not a good fit for the Microsoft product.

After this experience, the company made a careful evaluation of several products, looking for the right mix of flexibility, ease of use, and scalability. They finally settled on Agiloft due to the Agiloft team's willingness to understand the company's business model, demonstrate how their system could handle the various business processes, and commit themselves to the success of the project.

Additionally, Agiloft had the features needed to meet all of Hot Topic Media's challenges while also enabling the company to effectively run multiple businesses from within the same system. For instance, the end user interface allows for branding so that different sets of customers see different logos, color schemes, and content. It filters FAQs by business unit and allows users to submit support tickets directly into the system by clicking a hyperlink from the different support websites.

Furthermore, depending on which support addresses they are sent to, Agiloft automatically routes inbound emails to the correct support teams and ensures that tickets have appropriate field values that reflect not just the business unit, but also the type of issue.

Hot Topic Media's system also uses a custom table of solutions to hold hundreds of outbound email response templates. Technicians can easily import these solutions into new support tickets using a full-text search lookup from within the ticket. The system then inserts the solution into a customized email template that also automatically adds the business unit's

latest tag line, promotional URL, and catalog URL, and the email is automatically sent to the customer. Rule automation ensures that outbound emails contain the appropriate "from" address based on the business unit under which the ticket was submitted.

"Yesterday, our CEO suddenly decided to pull the trigger on a new business unit and announce support for it at a conference. Within minutes of our request, our Agiloft service rep added the new logic to the system and it was ready to go. The turnaround time on changes is really amazing."

— David Hlavec

Data Mining productivity and opportunities

Daily and weekly reports show the number of tickets closed by each support rep and for each business unit. New reports can be created easily to provide statistics and trend graphs showing which types of issues users are submitting most often. There are even reports on how many times each solution has been used in a given time period to evaluate the best solutions and assist in designing additional ones. Reports such as these provide insight to the marketing team and help direct their campaigns to drive increased sales.

About Agiloft, Inc.

Over 3 million users at organizations ranging from small enterprises to U.S government agencies and Fortune 100 companies depend on Agiloft's top rated product suites for [Contract Management](#), [Service Desk](#), [Custom Workflow](#), and more. Agiloft specializes in automating processes that are too complex for competing vendors. Our best practice templates and adaptable technology ensure rapid deployment and a fully extensible system. For more information, visit <https://www.agiloft.com>.