MAGOOSH USES DIGITALGENIUS TO REDUCE CUSTOMER SUPPORT QUEUE BY 50%

Since adding DigitalGenius AI to their Zendesk agent interface, Magoosh has augmented their customer experience and increased efficiency. 83% of all tickets are now supported by DigitalGenius, with nearly 10% of total ticket volume resolved end-to-end without agent involvement.

INDUSTRY: Education Tech

BENEFITS:
Customer support queue reduced by 50%; 10% of all tickets automatically resolved end-to-end

MAGOOSH has taken traditional test preparation and flipped it on its head. Magoosh is out to prove that the months leading up to test day don’t have to be miserable. In fact, with their help, they can actually be enjoyable. The Magoosh team is full of expert teachers, tutors, engineers and education aficionados creating the highest-quality tools and resources a student needs to study at their own pace, on their own time and affordably.

“In our first full week live with DigitalGenius’ AutoPilot, it was already auto-resolving close to 10% of my team’s ticket volume. We’re now putting additional tickets on autoilot, and we expect to auto-resolve between 15-20% of my team’s volume soon.”

Briana Cahn, Student Help Manager, Magoosh
THE CHALLENGE
With more than 900 macros available with great written answers to common questions, Magoosh’s main challenge was how to make all this information searchable and available to their support team so they didn’t need to write those answers from scratch.

Their customer support operation consists of 2 teams with 42 agents using Zendesk with industry-leading customer commitments to CSAT and SLAs. In addition, when looking for a technological solution to this problem, Magoosh wanted to future-proof their support team with AI tools that could learn and help their customer service operation with automation and full case resolution in the near future. With all these features in mind, Magoosh chose DigitalGenius as their AI customer service platform.

THE RESULTS
By implementing DigitalGenius into their Zendesk agent interface, Magoosh has augmented their customer experience and increased efficiency. DigitalGenius helps service agents with case classification, tagging and re-routing, with the AI showing 92% accuracy for tag predictions.

83% of all tickets are now supported by DigitalGenius, with nearly 10% of total ticket volume now resolved end-to-end without agent involvement. Customer service satisfaction scores for tickets resolved via DigitalGenius AutoPilot exceeds 95%.

“When Magoosh implemented an AI system in February to help its customer service team work more efficiently, … (Customer Support Rep) Sarah Seiwert said the software has reduced Magoosh’s queue of customer requests by half, and it has made her team’s goal of responding to every customer within 24 hours more manageable.”

“Meet the People Who Train the Robots (to Do Their Own Jobs),” The New York Times