

RUNTASTIC

Runtastic provides a sports tracking and management solution for all, no matter if they are a beginner or fitness pro, young or old, tech-savvy or not. Their main aim is to motivate people to do sports and to link like-minded people. With 30 million registered users Runtastic is continuously changing the view of sports through its gamification of activity tracking.



The Challenge

Runtastic were seeing a continuous increase in registered users as well as increasing high volumes of queries which were linked to simple processes. They were looking for a solution that would enable them to handle these growing numbers while maintaining good customer satisfaction and decreasing the average handling time of messages.

The Solution

Digital Genius implemented automation capabilities for cancelation and refunds in English and German Language. This involved processing information from Zendesk and internal backend systems.



KEY FIGURES

40% of Reduction in
Average Handling
Time

80% of
Cancellations
and Refunds
fully resolved

Save 7 minutes
per every ticket
handled by DG

“There has been a high uptake of agents usage and as we have seen in the last week it has become an integral part of their roles. To have this in place before our busy period and to see the number of deflections has been amazing.”

Philipp Hörtenhuber
Head of Customer Happiness