

Case Study

Straumann Group Brightens Agent and Customer Experience with Panviva



straumanngroup



INDUSTRY

Dental Equipment

COMPANY

Straumann Group
www.straumanngroup.us

The Straumann Group is a customer-focused oral health company that drives innovation and transforms millions of lives.

As a market leader in oral health, **Straumann Group** delivers customer-centric solutions in the areas of implantology, prosthetics, biomaterials, digital solutions, and orthodontics.

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From paper to pixels: How did Straumann Group digitize support?

Empowering Agents, Streamlining Service

Nearly a decade ago, Straumann Group implemented Upland Panviva to transform the agent and customer experience. With hundreds of products available, Straumann Group's support agents faced a significant challenge in quickly and accurately accessing the necessary information to provide exceptional customer service. Prior to using Panviva, Straumann Group utilized a laminated, 300 – 400-page physical catalog that agents would search through, which was cumbersome and time consuming.

To empower their agents and deliver exceptional customer service, Straumann Group needed a solution that could:

- | Digitalize the product catalog to help streamline customer interactions and ensure agents are delivering the right products.
- | Serve as a training tool for new agents to help them get up to speed quickly.

Reducing Average Handling Time and Improving Customer Satisfaction

Straumann Group leverages Upland Panviva for the company's large and expansive product catalog. By developing flowcharts in Panviva, they were able to guide support agents through the steps they should take to ensure the customer receives the right product.

This flowchart-based approach is now used by 150+ users and ensure the company's customer service agents ask the right questions at the right time, leading to a more efficient and effective customer experience. By providing agents with clear guidance, Panviva helped them quickly identify customer needs and offer the most relevant products, ultimately improving customer satisfaction. Since implementing Panviva, Straumann Group has decreased average handling time to just 3-5 minutes.

Additionally, the decision-tree approach has reduced call backs by empowering agents to recommend certain products proactively to ensure customers have all the items they need to be successful.

"Panviva is the one system that everyone on our team loves. It's made such a positive impact on our ability to understand and navigate our complex product catalog, and it's helped us deliver exceptional customer service. We've heard nothing but positive feedback from our team about this amazing program."

Jared Doherty

Sr. Customer Service Trainer

Effective Agent Training for Complex Product Catalogs

Straumann Group effectively utilizes Panviva as a cornerstone of their new agent training program. The overwhelming number of products can be daunting for new agents, but Straumann Group has leveraged Panviva to provide clear and concise training that helps them understand the distinctions between different offerings and how to guide customers toward the right choices.

Prior to Panviva, Straumann Group's training took place over 3-4 weeks. However, by using Panviva for product training, Straumann Group has reduced training time to 2 weeks and increased the turnaround time for agent competency. Panviva was also the cornerstone for training when Straumann Group opened its new facility in Costa Rica.

Straumann Group also leverages Panviva's Quick Links feature to easily create and manage products for streamlined workflows. Administrators can easily link relevant information and resources, ensuring a seamless set up.

Expert Support and Tailored Training for Ongoing Success

Throughout Straumann Group's partnership with Panviva, they have benefited from the expertise of Upland Software's support team. When a new team became responsible for managing the knowledge base, a Panviva specialist provided customized, on-site training at Straumann Group's headquarters to equip them with the skills necessary to keep their product pages up to date and ensure agents deliver exceptional service.

What Straumann Group has accomplished with Panviva:

3-5 minutes

average decrease in handling time

Improved the agent and customer experience

2 weeks

new reduced training time from 3-4 weeks

Upland Panviva combines the power of AI with the trust of compliant knowledge to exceed your customer's expectations. We transform agents into instant experts by streamlining knowledge delivery, ensuring compliance, and boosting productivity. Deliver exceptional customer service across every stage of the customer journey.