

mindful

U-Haul delivers on what customers ask for.

When customer feedback signaled, U-Haul partnered with Mindful to provide a choice at every touchpoint.



30M

of queue
time saved



344K

minutes of handle
time saved



15%

service levels
increased



\$3.4M

labor savings

INDUSTRY

Moving @ Storage

AGENT COUNT

1,900

YEARLY CALL VOLUME

+17.8M

CHALLENGE:

Customers demanded an easier way to get in touch.

“I can’t believe this—I waited on hold for SO long and the hold music was terrible!” This is the immediate feedback nearly every agent at U-Haul would hear upon answering the phone.

Customer complaints about long hold times and difficulty reaching agents not only reduced satisfaction, but tacked on valuable minutes to handle times, driving up costs.

When it comes to callback solutions, there are plenty of providers with features built in directly to the CCaaS or ACD platform. As many others do, Evan Johnson, VP of Contact Center at U-Haul, started with this option to address complaints.

“We tried to leverage our telephony system’s out-of-the-box solution. Even with significant time and effort invested, it was not successful—there was too much volatility when we were connecting with customers if we even did. This, paired with a lack of visibility to measure our success, created even more hardship.”

Ultimately, the feature add-on didn’t meet the primary goal of letting customers save their spot in line and receive a callback when an agent was available.

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SOLUTION:

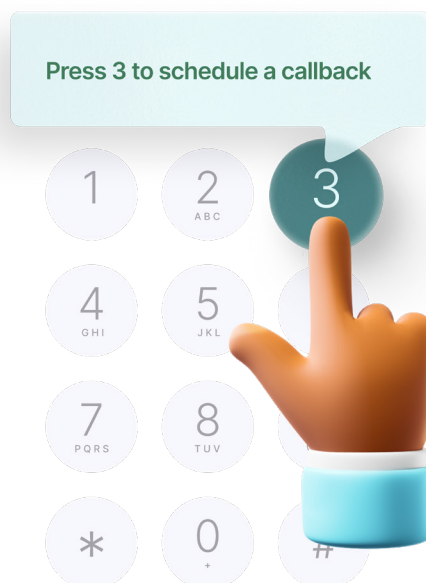
Offer a callback and use click-to-call.

In just two months, the Mindful and U-Haul teams worked diligently to deploy Mindful Callback on all queues. Mindful's deployment team worked in lockstep to dial in precisely the right settings to meet customer and agent expectations.

The next step was to address the ease aspect of getting in touch. "If a customer still has questions after attempting to use our self-service offerings, the last thing the customer wants to do is pick up the phone, navigate the IVR, only to end up waiting on hold. Even without the hold, it's a frustrating and inconvenient process."

Click-to-call with Mindful Scheduler avoids all of that. With the use of Mindful Scheduler Intents, U-Haul was able to route the caller to the right team the first time and schedule the call when best for customers. Mindful made sure the call was connected and flowed easily into agent queues, at the time promised.

Customers love this level of convenience. Evan loves it, too, as ASA takes a major cut when IVRs are removed from the equation, making online-generated calls breeze by every SLA.



RESULTS:

Customer complaints get boxed up.

The greatest result for U-Haul was to see customer feedback about hold times and ease of access effectively disappear. And the numbers help, too—with over 30 million minutes of queue time and \$453k in toll fees removed, while service levels raised 15%.

