



 CASE STUDY

Shopify grows and diversifies customer service with Calabrio.





THE TIME HAD COME FOR SHOPIFY TO DITCH SCHEDULING THROUGH SPREADSHEETS AND AUTOMATE THEIR PROCESS.

Overview

Shopify is a complete commerce solution that allows you to set up a store to sell your goods online, in person, and through many other channels. It lets you organize your products, customize your storefront, accept credit card payments, track and respond to orders—all with a few clicks of the mouse. With over 600,000 stores, Shopify's goal is to make commerce better for everyone.

Challenges

- A primarily remote Support workforce, with agents all across the world.
- Previous system of management of schedules through spreadsheets was taking too long to create. If a single person were to manage it, it would take four full weeks to create only three weeks of schedules.
- Vacation approval was slow and cumbersome. The Workforce Planning team would spend over 40 hours a week just processing vacation.
- Schedules were repetitive. Often times schedules would end up being copied from one week to the next to save time. This led to agents having less variety in their work than desired.

At a glance:



COMPANY

Shopify



INDUSTRY

Commerce



PRODUCT USED

Calabrio WFM



THE CHALLENGE

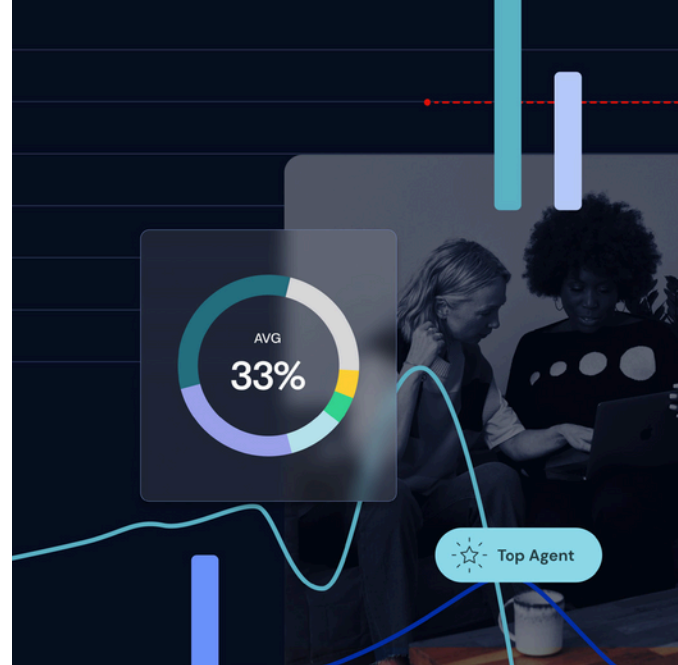
Previous system of management of schedules through spreadsheets was taking too long to create.



THE SOLUTION

Automated schedule generation, saving several hours per week for each of our team leads.

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Solution

- Implemented Calabrio WFM to meet scheduling needs.
- Built new guidelines for scheduling, optimized for growth across regions and languages.
- Automated schedule generation, saving several hours per week for each of the team leads.
- Automated vacation processing, with all requests being handled by Calabrio, saving the Shopify Workforce Planning team over 40 hours per week.
- Gained insight into real time volume, allowing the Workforce Planning team to make real time changes to balance queues.
- Increase the complexity of schedules, with many agents now able to be tasked with 5 or more different activities per day.
- Implemented different scheduling guidelines for different regions, allowing them to expand to new times and languages.
- Improved the ease of access to the agent's schedule, with everything available to them in a user friendly interface online or through the mobile app.
- Improved ability to create scenarios, and to view different scheduling setups prior to them being published.

Learn more about Calabrio WFM.

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Calabrio is the customer experience intelligence company that empowers organizations to enrich human interactions. The scalability of our cloud platform allows for quick deployment of remote work models — and it gives our customers precise control over both operating costs and customer satisfaction levels. Our AI-driven analytics tools make it easy for contact centers to uncover customer sentiment and share compelling insights with other parts of the organization. Customers choose Calabrio because we understand their needs and provide a best-in-class experience, from implementation to ongoing support.

