

MarketMan uses Copilot to Improve Customer Service and Shorten New Rep Ramp Time



MarketMan helps restaurants keep costs under control and efficiently manage inventory by automating back-of-house operations. Their cloud-based inventory management and purchasing solution simplifies all back-of-house operations for restaurants. This includes streamlining everything from inventory to budgeting, reporting, and supplier management.

CHALLENGES	GOAL
Manager call review process was very manual, tedious, and inefficient and didn't give leaders the ability to provide real-time coaching to their teams.	Easily access call recordings to evaluate team performance, provide real-time coaching, and onboard new team members.

— Copilot helps me to get ahead of any issues and provide both positive and negative feedback. It saves us a lot of time by reducing friction internally.

Grace Putman
Director of Customer Success - Americas

How MarketMan Partners with Copilot to Improve Customer Service and Shorten Ramp Time

It's impossible for MarketMan managers to be everywhere at once. Copilot helps them run key processes across their entire team.

Use call scorecards to evaluate performance

Managers use call scorecards to evaluate team performance. Customer success reps are responsible for discussing multiple topics on every call; Copilot allows managers to listen in on calls to ensure reps provide resolution and set next steps. Copilot isolates and identifies points in different calls that help everyone be more successful, like reinforcement and coaching around customer qualification and surfacing differences between an exceptional demo and a mediocre demo.

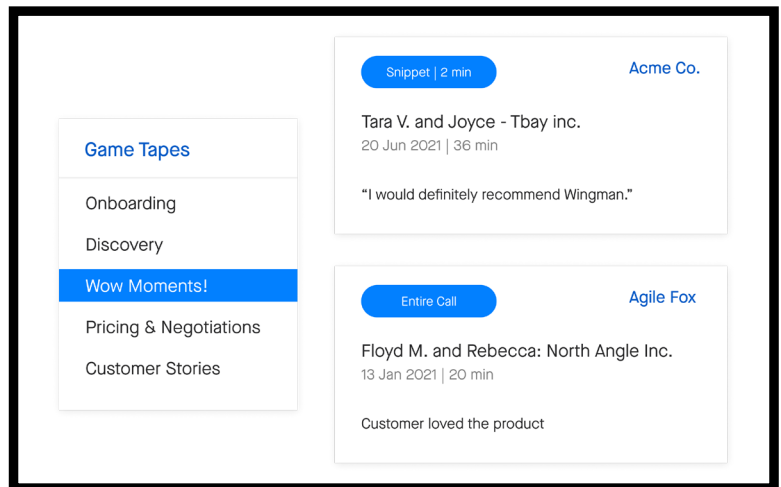
Managers watch new customer training calls to ensure that customers' questions were answered correctly and to capture snippets to be leveraged in new hire onboarding programs.

Leverage game tapes in new hire onboarding

Instead of manually picking and choosing call recordings to share with new hires, Copilot gives MarketMan managers the ability to create a library of tapes to review on-demand, resulting in a shorter ramp time.

Be an active coach and equip your team with the right resources at the right time

Copilot gives customer success managers visibility into product areas where their team needs additional education, and allows them to actively share training materials without reps even asking. This equips reps with knowledge they need to answer future customer questions.



Provide a library of resources for customer success reps

MarketMan customer success reps have a library of resources at their fingertips in the Copilot game tape library, which removes managers as a bottleneck. Reps can share snippets of calls with their manager to get feedback, to inform future calls.