

**CUSTOMER STORY: WEBCONNEX**

# **GROW SALES WITHOUT SCALING SUPPORT COSTS**

## **Leverage Augmented AI for CX**

Crescendo's Augmented AI platform helps customers get accurate answers faster, handling peak demand in any language without breaking your budget.

**CRESCENDO**





## Scale sales, while AI does the heavy lifting.

Imagine having customer support that speaks 50+ languages, available 24/7 to resolve inquiries faster than your best agents, no matter how complex the pricing, packaging, or logistics. That's Crescendo.

Our CX platform blends human expertise with advanced AI to deliver an exceptional omnichannel customer experience, whether through voice, chat, or email. Crescendo ensures fast, accurate, and empathetic resolutions, while maintaining the personal touch you've built your brand on.

**Building support for events is challenging, especially with growing demand for 24/7 service.**

In the event management space, support needs typically spike at event launch, dip during the registration period, surge as the event approaches, and drop sharply when the event is over. It's challenging to find the optimal staffing model for these kinds of fluctuations. If you understaff, service suffers. If you staff for the peaks, your costs escalate.

With 97% of customers expecting fast responses and most wanting complete resolution within 30 minutes, event organizers face a difficult balance.<sup>1</sup>

<sup>1</sup>  
[ringover.com/blog/customer-service-statistics](https://ringover.com/blog/customer-service-statistics)

**Crescendo's Augmented AI enhances support right at launch with instant answers to customer questions and seamless hand-offs to expert human agents, driving exceptional customer satisfaction even during peak support times.**

Our scalable platform optimizes both frontline and back-office operations, expanding support to 24/7 coverage across geographies and languages, while monitoring agent performance.

With outcome-based pricing, you only pay for successful outcomes, not labor hours, so you can focus on creating meaningful, personalized customer experiences with complete visibility. Best of all, deployment can be as fast as two weeks.

**WEBCONNEX**

# KEY RESULTS

**Huge improvements in Customer Support helped Webconnex could keep growing fast.**

Crescendo's ability to be deployed quickly meant that WebConnex could take on new events with minimal lead time. Event organizers liked the ability to customize interactions according to their brand, and attendees appreciated the personalized support experience.

The enhanced efficiency and scalability relieved strain on the Webconnex team, allowing them to focus on their core competency: delivering exceptional event experiences. Improved customer satisfaction also translated into tangible business growth, helping Webconnex attract more event organizers, generate increased revenue, and solidify their leadership in the industry.

**75%**

Customer satisfaction with chat support

**50%**

Instant Resolutions

**12K**

More ticket sales year over year



## CHALLENGE

**Webconnex, a leading provider of event management solutions, needed a sustainable way to scale customer support as event dates neared and inquiries surged.**

In previous years, Webconnex's support approach relied on costly staffing for peak loads. Their Aircall IVR (interactive voice response) failed to reduce the volume of support inquiries. As the number of simultaneously managed events grew, the situation would only get worse. Webconnex needed a scalable, personalized customer service solution to meet demand spikes, reduce CX team strain, and provide event-specific expertise.

With one of their largest events approaching, the Albuquerque International Balloon Fiesta, Webconnex urgently needed a solution. They turned to Crescendo to develop a tailored approach to managing peak customer service demand with world-class quality. Together, they crafted a knowledge base, then trained, tested, and tuned the AI to provide empathetic, event-specific answers to customers with urgent questions.

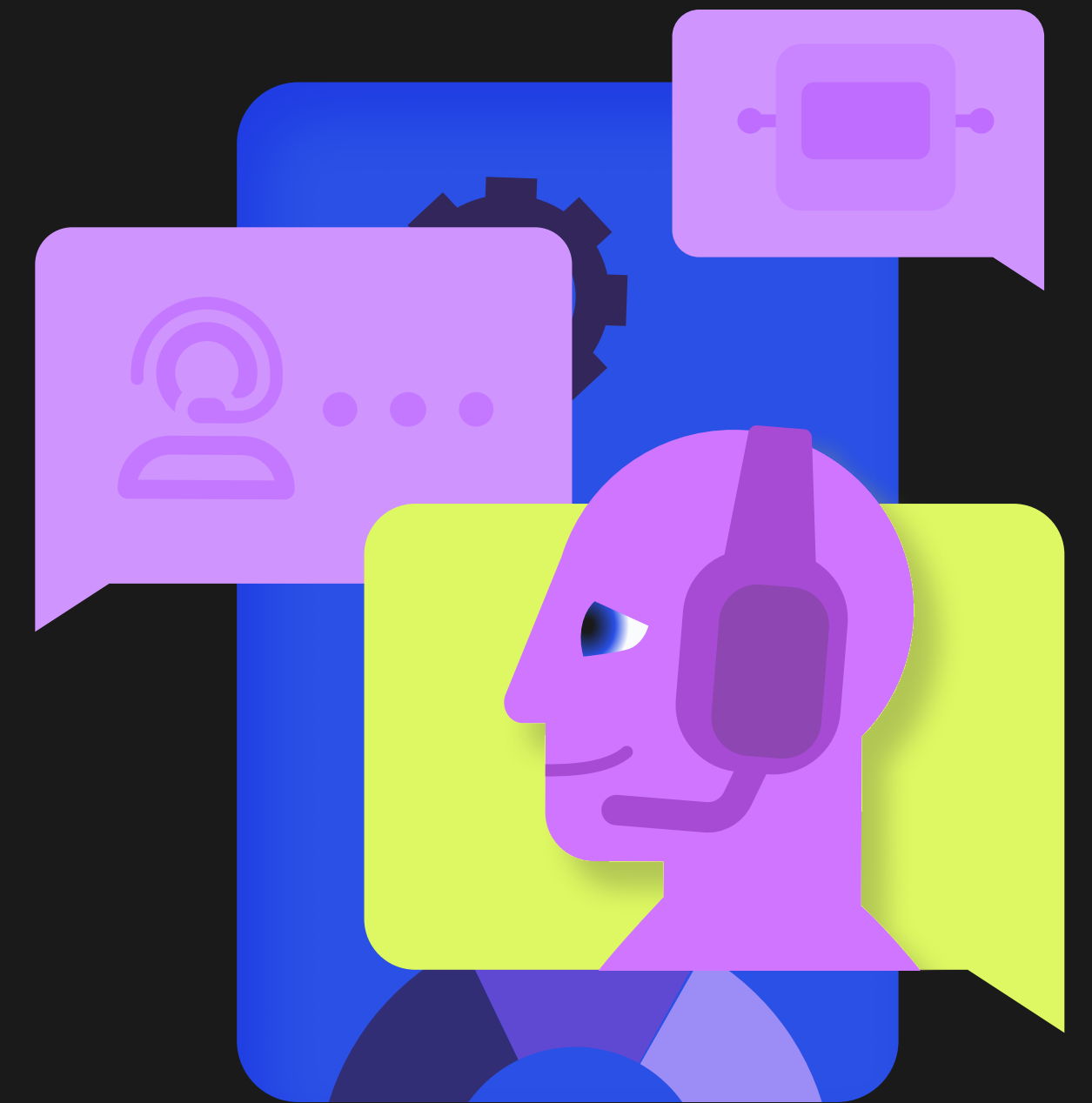
## SOLUTION

# Rapid deployment of Augmented AI for online chat and phone support.

Crescendo addressed Webconnex's primary challenges by deploying Augmented AI for online chat and phone support. With 12,000+ more tickets sold year-over-year, Webconnex expected support strain to increase in parallel. However, because of Crescendo's successful resolution of the majority of inquiries, escalations to human agents were more manageable than expected, allowing agents to focus on more complex inquiries, even as event interest surged.

**Moving from the traditional IVR system to the Augmented AI voice and chat assistants, Webconnex maintained outstanding customer service throughout their growth.**

The platform resolved inquiries instantly, then seamlessly handed-off the more complex inquiries to human agents.





## IMPACT

# Improved metrics across the board, and a lighter load for the internal team.

Since hand-offs included the full context of the customer's prior interactions, Webconnex achieved a remarkable 75% chat CSAT, indicating happier, more informed customers which drove increased ticket sales.

In addition to managing support demand with improved customer satisfaction, Crescendo's AI-powered platform resulted in a 50% improvement in instant resolutions with fewer inquiries being escalated to human agents. With Crescendo's real-time Voice of Customer (VoC) insights on 100% of interactions, Webconnex could monitor support trends throughout the event and adjust staffing as needed. In this case, additional staffing wasn't required.

**"Before Crescendo,  
scaling our customer  
support to match the  
flow of our events was a  
constant struggle.  
Now, we have a solution  
that can adapt as quickly  
as our needs change."**

Eric Knopf  
CEO, Webconnex