

Winc Doubles Volume of Customer Feedback by Using Stella Connect's Zendesk Integration

Winc is a direct-to-consumer winery that is revolutionizing the way people discover, buy, and share wine. By working directly with vineyards and winemakers, the company gives members access to exceptional, small-lot wines from around the world. Each month the company introduces members to new wines that match their specific tastes.

Through its Member Services team, the company is committed to helping customers get the most out of their Winc membership. To help measure and optimize the phone and live chat experience delivered by this team, Winc started using **Stella Connect**.

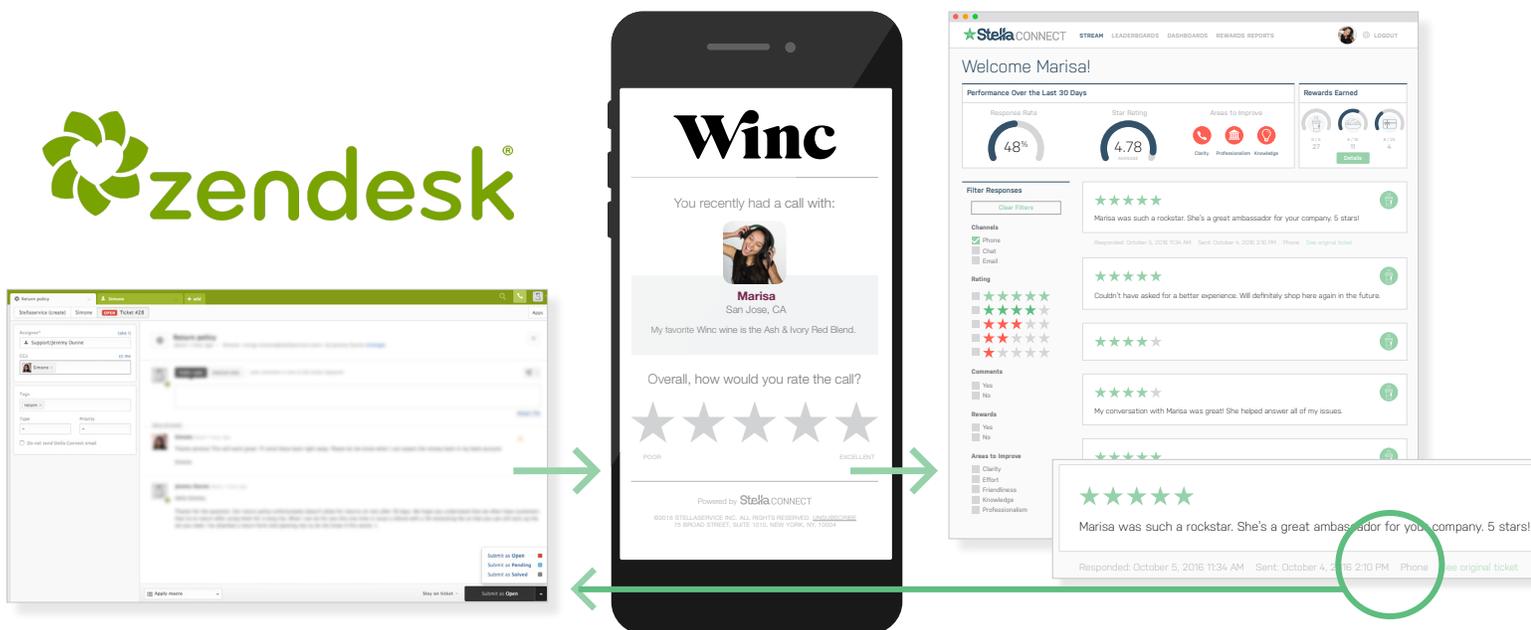
 Winc zendesk®

Driving Scale and Efficiency

Winc started out using Stella Connect's manual solution for sending out feedback requests. The Member Services team simply pasted customers' email addresses into their Stella Connect dashboards to send requests following interactions.

These manual requests delivered consistently high engagement rates, providing a constant flow of feedback and customer-directed rewards that helped motivate the Member Services team and provide an opportunity for Winc to drive continual service improvements.

Once the value of Stella Connect had been proven, Winc decided to integrate the product within its existing Zendesk CRM workflow. The objectives of the integration were to streamline workflow and increase the number of agents using the product.



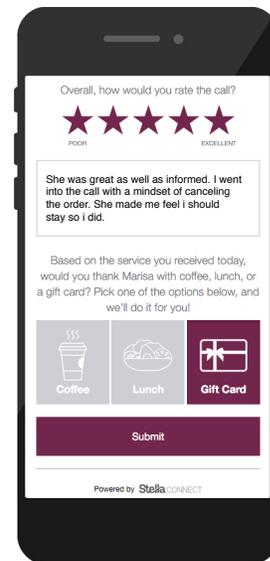
Solving a case in Zendesk triggers a Stella Connect request, removing selection bias and workflow inefficiencies.

Customers receive the Stella Connect request immediately.

Feedback flows into Agent and Manager dashboards in real-time. Users can then easily link back to the original ticket.

Results

Following integration, the Winc team saw the volume of daily feedback requests being sent out almost double as a result of adding more agents to the product. This increase in volume provided an even greater flow of insights for the company to use to motivate the Member Services team and identify areas for improvement. Following integration:



Average response rates to Stella Connect feedback requests are between **30-40%**

Average reward rates are between **55-60%**

“ We love recognizing the superstar Concierges we have on our team at Winc, but it can be even more meaningful when the recognition and rewards are coming straight from the customers themselves. After seeing incredible feedback trying out Stella Connect with a select group of agents, we wanted to maximize the volume of customer responses we generated, which is why we decided to move forward with the Zendesk integration. **The integration was quick and easy, and we were then able to scale the solution with everyone on our team. As one of our Concierges put it: “Stella is life.”** ”

— **Sawyer Perry**, Head of Customer Service Excellence, Winc