

# CASE STUDY

## Upswing.io

Education

Using HappyFox Chat  
since July 2015



Upswing is an online tutoring marketplace and service provider. Upswing offers tutoring, academic advising, and mentoring via their website Upswing.io. They utilize live chat as one of their tools for customer support and service, with the goal of ensuring that customers have an agent available for questions or assistance as much as possible.

Justin Fowler, Marketing Lead at Upswing, shared his views on how HappyFox Chat has assisted their business operations.

## CHALLENGE

We were outsourcing our live chat via Hire Live Support. We felt that on our website especially, we needed a live chat solution that would allow us to get our customers the answers they needed in real-time. We were about to go with Intercom for our live chat solution when I discovered HappyFox Chat on ProductHunt. Right off the bat I loved the pricing, and then when I saw what else the software could do, I sent it over to our CEO to take a look.

## IMPLEMENTATION

We are using HappyFox Chat to manage a majority of our communications in real-time with customers as well as the tutors and administrators that use our services. The biggest reason for bringing our live chat in-house was to be able to answer inquiries as soon as they come in.

We had three main priorities: We wanted the ability to login whenever, we wanted our customers to be able to leave messages if chat was offline, and we wanted to have several agents working simultaneously. With HappyFox Chat, we've been able to meet all three of these needs.

*“The chat trigger feature has provided a great benefit to us as well, we are noticing that a lot of our website traffic is responding to the pop-up, allowing us to reach a larger audience.”*

## RESULTS & BENEFITS

Previously, our average response time within our customer support desk system is 4 hours and 27 minutes. Now, with HappyFox Chat, we are able to get to most chats with customers or clients in less than a minute.

In addition to responding to most chats within minutes, with HappyFox Chat we are now seeing a reduction in the overall number of tickets we receive in our support system.

The chat trigger feature has provided a great benefit to us as well, we are noticing that a lot of our website traffic is responding to the pop-up, allowing us to reach a larger audience.

## OUR EXPERIENCE

HappyFox Chat absolutely solved a lot of the issues we were facing, simply by bringing everything in-house. That was truly what we were looking for when we began our search for a new live chat solution.

Ultimately our goal is to have four things: happier customers, more chats, more conversions, and more leads. With HappyFox Chat, we are able to reach all four.

### WHY HAPPYFOX CHAT?

- ✓ User friendly Interface
- ✓ Integrations
- ✓ Customizable Widget
- ✓ Chat Trigger
- ✓ Pricing

