ScreenMeet

Open Tables Selects ScreenMeet as Seamless Extension of Salesforce Environment for Enterprise Remote Customer Support

The ScreenMeet Customer

OpenTable®

OpenTable, part of Booking Holdings, Inc. (NASDAQ: BKNG), is the world's leading provider of online restaurant reservations, with more than 50,000 restaurants globally using its software to seat over 120 million diners monthly. OpenTable helps diners discover and book the perfect table and helps restaurants deliver personalized hospitality to keep guests coming back.

The Challenge

How can a global enterprise serving 120+ million consumers and 50,000+ restaurants monthly provide both back-office and front-of-house enterprise remote support to its B2B customers operating both desktops and mobile devices across multiple operating systems?

The Set-Up

OpenTable counts both consumers and the restaurants these consumers frequent as their customers. These restaurants, OpenTable's B2B customers, rely on OpenTable to manage the reservation and seating process both in the back office and at the hosting stand in the front of the restaurant.

Keenly aware that the value of the OpenTable brand is tied to the confidence that restaurants and consumers have in the user experience, OpenTable leadership was reviewing its operations to identify areas for improved efficiency and heightened customer experience. One significant area identified for improvement was the company's remote support.

The Opportunity

OpenTable had been relying on a homegrown remote support solution for more than a decade. Over that time, the company's customer list grew more than 700 percent from 4,500 participating restaurants in 2006 to over 31,000 in 2016. [Eater] Commensurate with that growth, the demands on their remote support swelled, as well. OpenTable needed to be able to respond quickly to member restaurants experiencing technical issues with OpenTable's reservations system. This meant OpenTable remote support needed to be able to intercede in a timely manner, resolving issues that involved desktops in the back office and/or mobile computing platforms and a variety of operating systems in the front of the house.

Once OpenTable leadership acknowledged that their homespun solution was no longer able to provide the agility to resolve issues across platforms and operating systems quickly and efficiently, the search was on for a better solution. They identified three top priorities:

Broad Platform Support

The remote support solution had to be able to support desktop and mobile devices, and it had to support Windows, IOS and Android environments.

Cloud-Native Architecture

The remote support solution needed to reflect the cloud approach OpenTable had taken with Salesforce – lightweight and able to scale quickly across multiple cloud providers.

CRM Integration

The remote support solution needed to work as a seamless extension of OpenTable's Salesforce Service Cloud deployment so that agents could quickly engage in co-browsing or UAC sessions from directly within Salesforce.

The ScreenMeet Solution

In evaluating ScreenMeet against TeamViewer, the other vendor being considered by OpenTable, ScreenMeet prevailed across the board. OpenTable's requirements are ScreenMeet's strengths. Conversely, TeamViewer is limited in its support for different operating systems; it is not a cloud-native architecture; and TeamViewer could not match ScreenMeet's deep integration into Salesforce.

As an additional advantage, the ScreenMeet software captures all session data and imports it into Salesforce. This powerful capability allows OpenTable to reference session history easily and mine the repository of customer data to learn from past sessions and optimize future operations.

And while the above attributes were enough to convince OpenTable that ScreenMeet was the right solution for their enterprise remote support, ScreenMeet was able to offer one additional advantage that amounted to a knock-out blow: Disruptive pricing. Whereas most other vendors base their pricing on a concurrency model, offering a certain number of seat licenses to be shared across the remote support organization, ScreenMeet was able to offer its solution to OpenTable on a user basis, giving all OpenTable support agents access to ScreenMeet from within Salesforce for roughly an equivalent cost.
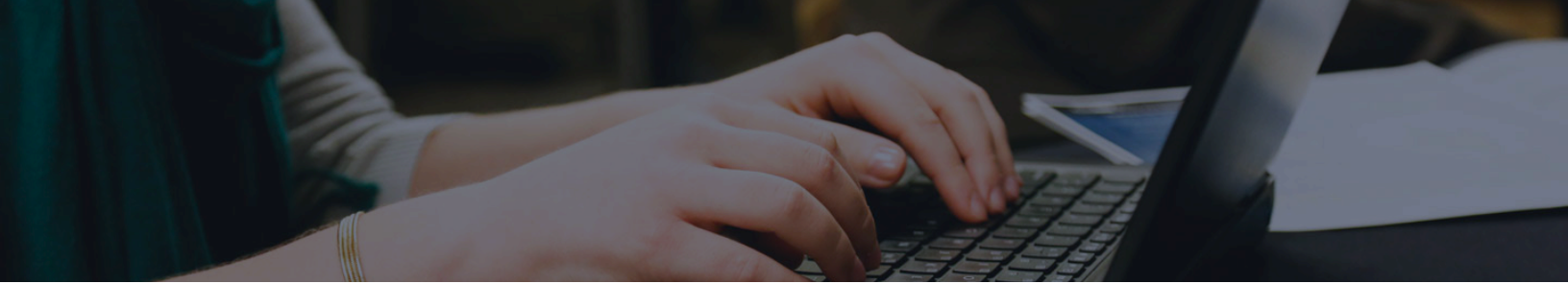
The Pay-Off

Given the support agents' workflow orientation around Salesforce, having ScreenMeet available within Salesforce has resulted in superior service delivery for OpenTable. Agents are able to achieve a lower mean time to issue resolution, and speedier resolution has boosted both customer and agent satisfaction.

According to Kathryn Mauck, Project Manager, Support Operations at OpenTable, "ScreenMeet functions great -- it's simple and easy for our agents to use. It has taken a process that required agents to have multiple browser tabs or programs open and reduced it to just a single interface (Salesforce). With the ScreenMeet integration, our agents can start and end screen share sessions without leaving Salesforce to log the data somewhere else. Now, our customer information is all in one system and can be accessed at the drop of a hat as we take care of our customers."

ScreenMeet has helped OpenTable modernize and simplify its approach to remote customer support. Find out how ScreenMeet can help your company.

The Scoop on ScreenMeet

ScreenMeet was founded in 2015 by online meeting and customer support veterans to build a new generation of web-based, enterprise tools for customer support and IT help desk at the world's largest companies. For enterprises seeking to deliver exceptional person-to-person customer support experiences, ScreenMeet provides purpose-built support software that integrates with CRM and ITSM platforms made with the latest web technology.

If you're ready to transform your enterprise's approach to remote customer support, let's talk. We'd love to show you how next-gen remote support from the cloud can delight your agents and customers, alike.

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