



# QuikREasy Connects Customers & Replaces Traditional Voice-Calling with Advanced In-App Chat

25%

Decrease in incoming voice-calls

## OVERVIEW

India's leading on-demand services platform wanted to transition from traditional voice-calls to a more modernized, flexible method of communication. Applozic Chat SDK helped them build a real-time chat alternative that decreased old-fashioned voice-calls, while immensely improving the customer experience.

## BACKGROUND

QuikREasy is India's leading on-demand services platform, operating across all major cities. They offer a massive range of on-demand services, from plumbing, to appliance repair, to luxury services, and more. Part of their business involves ensuring customer satisfaction is prioritized, due in part to onboarding top-notch service partners, standardized pricing, and post-service support.



## THE CHALLENGE

### Reduce incoming support calls without upsetting, or confusing, customers and their experiences

QuikREasy operates on an online marketplace model, with various vendors and lists of respective services, so that visitors can directly contact their chosen vendors. Due to their reputation and outreach, the company receives large amounts of traffic – and customer support requests – on a daily basis.

Siddhartha Srivastava, Chief Product Officer at QuikREasy, recalls that one of the struggles with handling customer requests was utilizing their phone-based support system.

This quickly became an issue. Each phone call would be broadcasted to all service providers, who would then respond to the customer based on their department. This led to long delays in response times between service-providers and customers.

Additionally, incoming support inquiries were also handled by phone agents, who were responsible for routing those messages to concerned vendors.

This grew into another big problem, as the number of inquiries would far outweigh the number of phone calls that could respond and handle each inquiry in a timely manner.

They needed to change things – and switch to a real-time method of communication that handled information exchange across various stakeholders, while also providing a more reliable way for customers to reach vendors.



With Applozic's messaging toolkit, we could enable tripartite messaging on our app which drastically reduced incoming voice-calls, allowing our agents to handle larger volumes of support requests.



Siddhartha Srivastava,  
Chief Product Officer, QuikREasy

## THE SOLUTION

### Using flexible in-app chat to reduce incoming voice-calls, and increase interactions through chat-based support requests

Switching from traditional voice-calling – a system that QuikREasy had relied on since they started – to a more modernized, advanced messaging system, wasn't the obvious choice at first.

Siddhartha remarks that he went to great lengths to understand what his business needed to make messaging an advantage, and not a burden, for internal and external communications.

After choosing Applozic Chat SDK, and working immediately with their new chat solution, Siddhartha and team saw significant improvements and changes on the inside and outside of their business.

With Applozic integrated into their user experience, QuikREasy:

- Successfully switched from phone-based calls to rapid-fire chat messaging, reducing incoming support calls by 25% and establishing chat as the new normal
- Created a tripartite messaging system: accommodating customers, agents, and vendors with flexible and scalable real-time chat
- Enabled support agents to handle much larger volumes of incoming customer requests, made simpler and smoother with reliable real-time chat

Siddhartha was delighted when he noticed the support team at QuikREasy rapidly adjust and grow accustomed to the new messaging system, easing tension in their workloads and boosting morale.



## THE RESULTS

Massively improved support request processing with real-time chat, more satisfied customers, and an exciting future in expanding with scalable messaging streams

Siddhartha and team loved how their users adapted immediately to the new chat platform, continuously reducing the amount of phone-based calls months after implementing Applozic.

Today, Siddhartha plans to expand QuikREasy even more with his new chat platform, thanks to the ease-of-use for his team of developers, and the

His next steps: to trigger automated responses and messages to customers based on user activity and vendor availability.

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Discover how you can build deeper connections between your brand and users with our customizable, flexible, and scalable Chat, Video & Voice SDKs.

Schedule a personalized demo with us at [www.applozic.com](http://www.applozic.com)