



# Focus on Customer Experience Transforms Traeger's Support Operations—with the CSAT Scores to Prove It

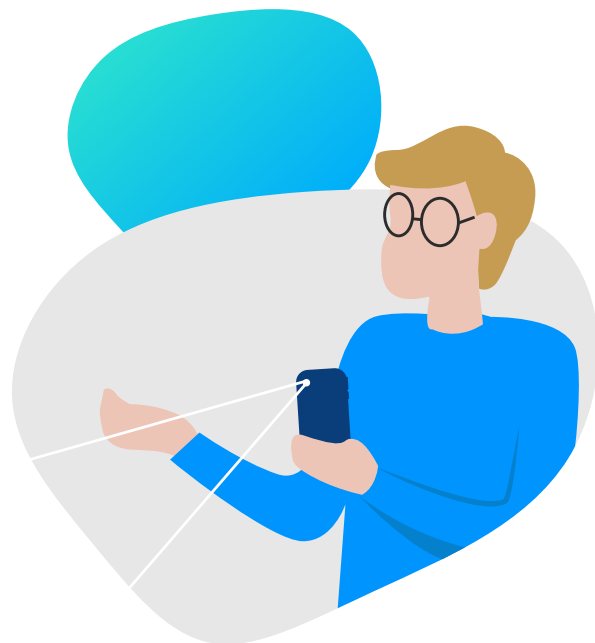
**Lengthy, expensive support cycles prevented Traeger Wood Fired Grills®, an international direct-to-consumer power-house, from delivering on the full brand promise of their best-in-class products.**

## The Problem

With siloed teams, outdated support infrastructure, and a “finger in the dam” approach to customer service, Traeger needed to reinvent their entire CX strategy.

## The Opportunity

By moving to an omnichannel, customer-first model, Traeger revolutionized their customer experience in less than a year. Utilizing StroomCore™ video, they were able to significantly increase first call resolution, improve service and customer satisfaction scores dramatically, and provided service for customers on the channel of their choice.





## Improved CX & Reduced Call Times

with an omnichannel approach.

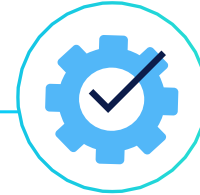
- + Expanded coverage and reduced costs by pivoting to cloud platforms like AWS Connect and Stroom
- + Enabled agents to initiate fast, secure video chats from any customer channel of choice—phone, chat, social media



## 51% Reduction in Warranty Spend

that increased the bottom line.

- + Produced more accurate diagnosis through visual context, allowing agents to send the right part the first time
- + Reduced warranty cycles/spend and added margin back to COGS
- + Identified additional remote service and value added opportunities



## 30% Improvement on Customer KPIs

attributed to using StroomCore™ video.

- + Increased first call resolution by over 60%
- + 74% of customers report Traeger support is fast and easy
- + Agent satisfaction rose above 90%
- + Turned customers into loyal advocates who rave about the new experience

“

**This simple enhancement shortened our calls and improved diagnostic success rate. We now send the right part the first time – rather than needing multiple calls and multiple parts to get it right.**

**Our customers love it.**

”

**Corey L. Savory-Venzke**

VP, Customer Experience & Service at Traeger Wood Fired Grills

**92%**  
**Customer Satisfaction Score**

**StroomCore™ interactive video calls are reinventing the way businesses approach customer experience.**

To learn more or to get a demo visit, [www.stroom.com](http://www.stroom.com)