



Contorion

Contorion's connected service experience boosts productivity and reduces churn with Dixa

Dixa Feature: Dixa Platform



21%

increase in agent productivity

Dixa created a radically better agent experience that replaced tickets with conversations

80%

reduction in backlog

The customer service team saw a reduction in conversation backlog from 1400 to 300 with Dixa

40%

revenue growth

Service teams were able to action sales opportunities from service conversations

At a glance

Bio

Contorion is an innovative and fast-growing online shop for professional industrial and trade supply

HQ

Berlin, Germany

Industry

B2B eCommerce

Team

140+ agents



The Situation

Catering to a community of ambitious craftspeople, Berlin-based Contorion grew rapidly to 270 employees in just a few years and now services multiple countries (France, Germany, and Austria, with plans to continue expansion). The founder and managing director Tobias Tschötsch recognized that offering world class service as the business scaled was equally an operational and customer experience initiative.

Contorion's ambition to revolutionize supply for SMBs needed to be supported by the delivery of a competitive customer experience, which became a strategic priority for the customer service team lead by Andreas Lehmann, VP of Operations.



“Using Dixa to engage with customers and ensure each inquiry is part of one unified conversation has had a very positive impact on our overall customer experience.”

Andreas Lehmann, VP of Operations, Contorion

The Challenge

The issue Contorion needed to solve will likely sound familiar—siloes ticketing systems and disconnected teams. A lack of access to a centralized overview of all channels, customer data, and conversation history had caused a backlog of over 1400 tickets.

A lack of collaboration between sales and service teams led to missed sales opportunities whenever a customer expressed interest in a new product. Conversely, customers who had to repeat their conversations with sales representatives found the experience frustrating and churned.

Adding fuel to the fire, slow response times from Contorion's existing vendors prevented the business from optimizing its tech stack. Simple adjustments to automation flows remained stuck in a ticketing queue that they had to open with their own providers.



“Before Dixa we used disconnected systems for email and phone. Agents lacked access to information about the customer journey. Admins lacked autonomy in optimizing these systems to fit our business needs. And, customers did not receive the professional service they needed.”

Andreas Lehmann, VP of Operations, Contorion

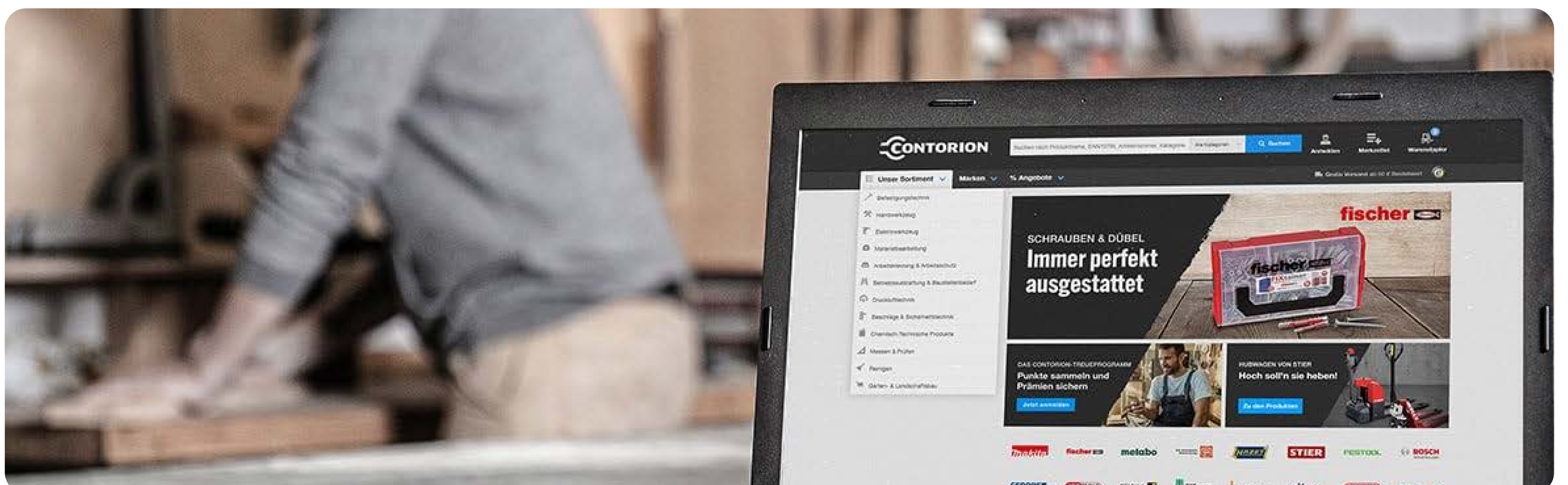
The Solution

After implementing Dixa, Contorion finally had a single view of conversations, customer data, and interaction history, allowing agents to focus on adding value to every interaction.

And with Dixa’s intelligent routing, cherry-picking tickets from the backlog became a thing of the past, with a manageable flow of incoming conversations served to the right agent based on factors like area of expertise and previous contact.

- * Unified conversations
- * Growth without backlog
- * Proactive engagement
- * Churn prevention

With internal notes and a unified customer history, customer service and sales found it easier to collaborate on improving the end-to-end customer experience. Dixa connects every engagement into one fluid conversation, regardless of whether it’s coming from customer service, sales, or suppliers. Agents can now use Dixa to internally communicate to sales about opportunities for revenue growth, whenever customers show interest in purchasing new products.





This opens up bigger revenue opportunities, as Contorion plans to maximize customer engagement for cross-selling opportunities.



“Going live was a breeze. Dixa enabled us to approach the launch channel-by-channel, at a pace that aligned with our business needs and operational resources, and which minimized risk for our support organization. Not to mention every agent was up and running from day one.”

Andreas Lehmann, VP of Operations, Contorion

Dixa helps create a better agent experience

Dixa provided Contorion with access to a single view of conversations, customer data, and much-needed context. Customer service now has access to customers’ engagement history and agents can focus on adding value to the conversations, not on searching for information from various sources.



“Our agents are very happy because everything they need is finally in one place instead of being spread over several systems. No more screen-surfing, no more cherry-picking.”

Andreas Lehmann, VP of Operations, Contorion

Dixa’s matching algorithm removed “cherry-picking” – like searching through customer questions and answering the easiest first – and replaced it with a manageable flow of incoming conversations automatically offered to the right agent. This reduced the backlog even as the business expanded its customer database, from 1400 tickets before Dixia to 300 – one month later.



“Using Dixa to engage with customers and ensure each inquiry is part of one unified conversation has had a very positive impact on our overall customer experience.”

Andreas Lehmann, VP of Operations, Contorion

With internal conversations and a unified customer history, customer service and sales found it easier to collaborate on improving the customer experience, end-to-end. A harmonized service and sales team can now cross sales opportunities, supporting a 40% YoY revenue growth.



“Dixa enables us to connect every customer interaction into one fluid conversation, whether with customer support personnel, our sales team, or even suppliers. This is a big ‘wow’ for us.”

Andreas Lehmann, VP of Operations, Contorion





Agents can now use Dixa to internally communicate to sales about opportunities for revenue growth when customers show interest in purchasing new products.

This opens up revenue growth opportunities, as Contorion plans to maximize customer engagement for cross-selling opportunities – such as selling consumables for heavy-duty equipment, as well as the equipment itself.



“We want to invest in building customer relationships and make it easy for customers to get in touch with us and receive the help they need. In the future, we’re excited that we can route any given customer based on CRM data to the right agent who’s able to support them with purchase decisions and can then upsell.”

Andreas Lehmann, VP of Operations, Contorion

Ready to learn more?

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