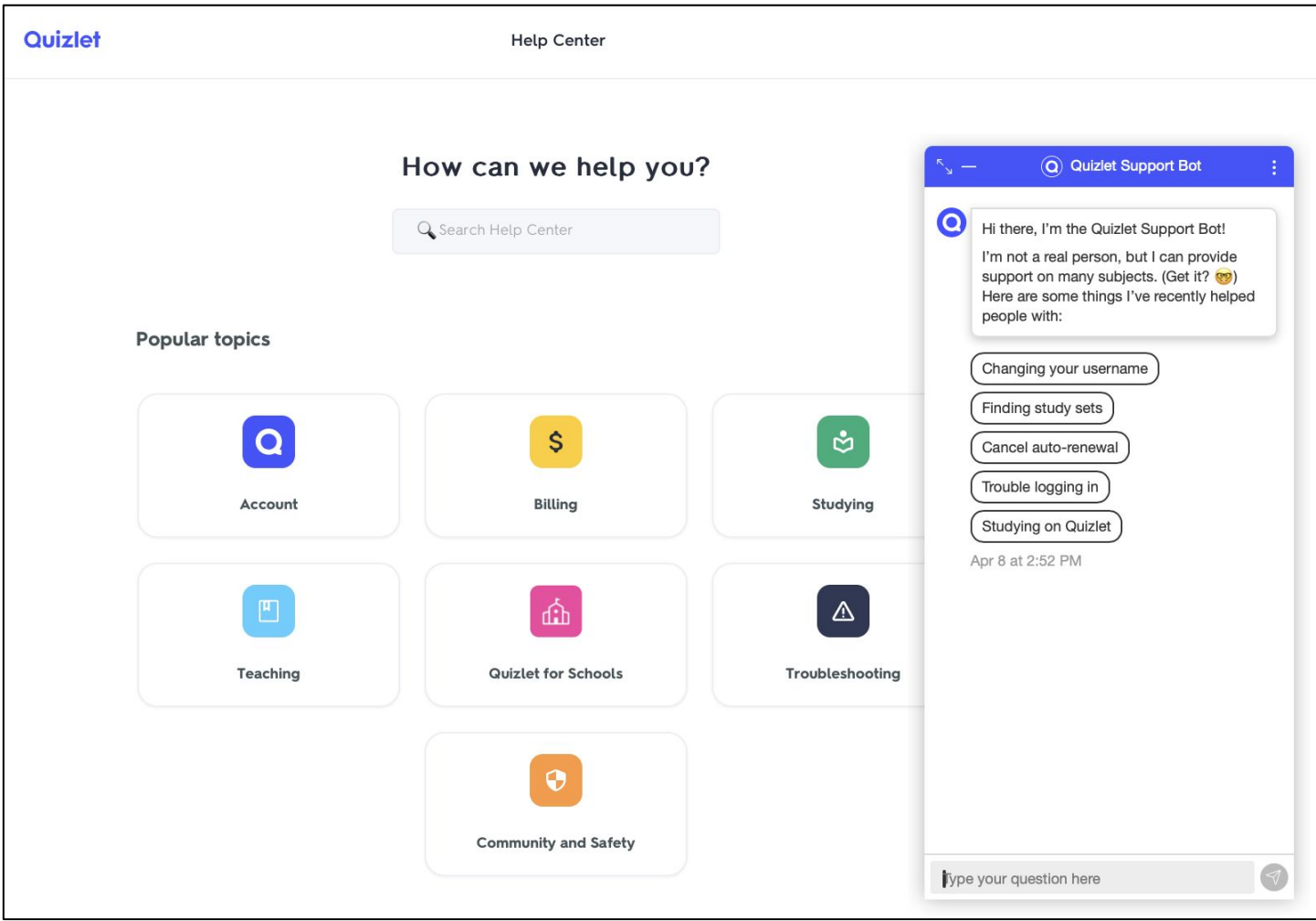## Customer Self-Service

CONTENT STRATEGY • UX WRITING

Overview

Most users prefer to self-serve* when it comes to getting answers to product questions, and many also enjoy using chatbots to find answers. At Quizlet, we invested in support chatbots within the help center in 2020. Still, we found that users continued to submit email support tickets with questions whose answers should have been easily findable in the help center, as well as for actions that seemed intuitive to take within their accounts. Those included:

1. Change my email address
2. Change my password
3. Check my subscription's auto-renewal status
4. Turn on/off my subscription/s auto-renewal

Those support tickets made up a fairly significant bulk of work for the Quizlet support team.

Hypothesis

With limited engineering bandwidth, we knew we wouldn't be able to get immediate engineering support to complete a fully automated chatbot support experience. Because of that, we hypothesized that removing our more technical aspirations and creating simple "hand-holding" support experience would increase users' ability to self-service, thereby reducing incoming support ticket volume.
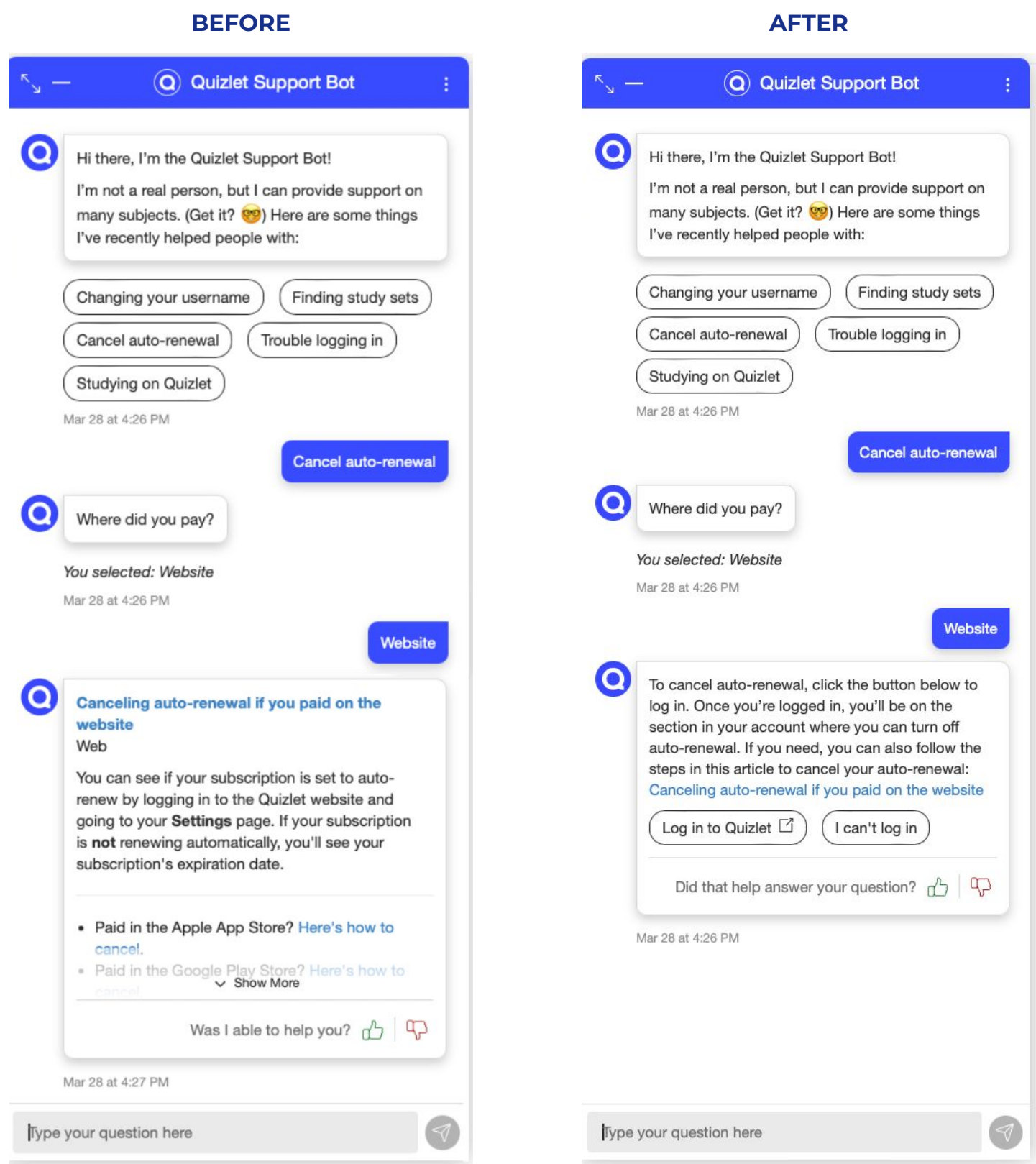
Estimated Benefit

We assumed that if we could guide users into the actions they wanted to take, they would be able to self-serve successfully and immediately, thus reducing the incoming volume of these ticket types in the support queues.

Implementation

Prior to this project, users with these question types asked the chatbot their questions and the chatbot replied with the relevant help center article.

Now, user experience flows for all four scenarios were designed to no longer present the article and, instead, now provide a link that led directly to the location within the user's account where they could take the desired action. The designs were reviewed and approved by stakeholders from engineering, user operations, legal, and security teams. We then used a service called Aisera to use intent recognition to match the users' questions to this new, guided experience.

Below, you can see the experience before and after this project.

BEFORE   **AFTER**

Results

Despite very little visual change to the experience, this project yielded a +70% increase in user self-service for each of the four scenarios, and a corresponding decrease support tickets.

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* Schilthuis-Ihrig, K. (2024). Scaling Customer Success in 2024 — The Complete Guide (+Expert Tips).
* CXM Today. (2021). 81% Of Consumers Say They Want More Self-service Options.