



Case Study: Emtek & IrisCX Solution for Remote Product Support

EMTEK®

Overview

Emtek empowers design enthusiasts to personalize their homes with customizable door and cabinet hardware, offering a wide range of unique designs. Emtek commits to delivering a seamless product support experience, ensuring simplicity and ease at every touchpoint. By utilizing IrisCX, Emtek provides remote visual product support while maintaining high customer satisfaction.

Challenge

Supporting Emtek's customizable hardware presents challenges due to the wide variety of designs. Email and phone support often fall short, causing longer service times and delays. These delays frustrate customers and pros eager to complete home projects, underscoring the need for more efficient support solutions.

Solution with IrisCX

Emtek adopted the IrisCX platform to streamline and enhance its product support and customer service. Here's how IrisCX has improved their service:

1. **SMS Connection:** Customers quickly connect with Emtek's support agents via a simple SMS link, joining a video support call without needing additional apps or downloads, providing convenient real-time assistance.
2. **Product Identification & Resolution:** Emtek's agents easily identify door and cabinet hardware and diagnose problems using high-definition video and AI capabilities, enabling timely solutions.
3. **Video playback & secure sharing:** Video recordings, transcriptions, screenshots, and notes, allowing Emtek's team to review interactions, triage product issues, ensure quality assurance, and foster continuous improvement.
4. **Analytics & Reporting:** IrisCX provides detailed analytics, helping Emtek monitor performance and enhance support delivery using real-time data.

Impact

Emtek's adoption of IrisCX has significantly improved operations:

- Increased Visual Support: Emtek served over 1,000 customers via video in 90 days, with the number growing every month.
- Increased Efficiency: Emtek's average call handle time reduced by 1 minute and 29 seconds, achieving an 87% first-contact resolution rate.
- Enhanced Customer Satisfaction: With faster response times, Emtek's Customer Satisfaction Score averages 9.8 out of 10, and their Net Promoter Score reaches 95.8 out of 100.

Emtek Perspective

"By integrating IrisCX, we've been able to provide our customers with faster, more personalized support that's not only efficient but also visually intuitive. The ability to visually identify and resolve hardware issues in real-time has transformed our service delivery and significantly improved customer satisfaction." -Tammi

Conclusion

By integrating IrisCX, Emtek transformed customer support, delivering fast, efficient, and visually enhanced assistance. They have improved response times, increased first-contact resolution rates, and achieved outstanding customer satisfaction scores, setting a new standard for product support in the hardware industry. IrisCX plays a critical role in helping Emtek deliver seamless service while strengthening customer loyalty and advocacy.