



Company: DonorsChoose

Name: Danielle Curtis

Position: Customer Support Manager

About DonorsChoose:

DonorsChoose is the leading way to give to public schools. Since 2000, 4 million people and partners have contributed \$953 million to support 1.6 million teacher requests for classroom resources and experiences. As the most trusted crowdfunding platform for teachers, donors, and district administrators alike, DonorsChoose vets each request, ships the funded resources directly to the classroom, and provides thank yous and reporting to donors and school leaders. Charity Navigator and GuideStar have awarded DonorsChoose, a 501(c)3 nonprofit, their highest ratings for transparency and accountability. Our Customer Support team is fully remote and consists of 16 agents. Ticket submissions fluctuate with the school year, but we receive anywhere from 2,000 to 8,000 tickets in a week.

The problem:

Our Customer Support Specialists were working in a single shared queue to solve tickets — this meant that folks could take as few or as many tickets as they'd like throughout the day. This method led to uneven workloads across Specialists, cherry-picking of tickets, and led to certain types of tickets sitting in the queues longer. It also made it difficult to appropriately distribute tickets based on tenure, performance expectations, or subject matter expertise. And probably worst of all, the "grab bag" method of ticket assignment meant that no one had ownership over a single body of work. We needed a solution to these challenges — a way to distribute our workload in an intentional way and give people more ownership over their work.

The solution:

With Round Robin, we can now intentionally assign tickets. The controls in this application make it easy to automate ticket assignments based on individual performance goals and subject matter expertise. It has eliminated any ticket cherry-picking and allows our Specialists to advance their skills on tickets they may have previously skipped over. We can customize the ticket distribution

based on schedule, subject matter expertise, and individual performance goals.

The benefits:

Since launching Round Robin on our team, we've found it easier to spot training gaps, balance workloads, and ensure that all Specialists are answering all types of tickets. Specialists have also reported that they enjoy owning a dedicated individual queue, instead of picking through one massive queue. We were also able to solve for distributing multiple tickets from the same customer in 24 hours to the same Specialist using the Same agent feature, which was an unexpected bonus.

In addition to really solving the challenges we had, we've also seen improvements in our key metrics since launching RoundRobin. Our Specialists hit their daily goals nearly 50% more often and the team has had an 11% increase in overall capacity — a win for us and our customers!