How MaestroQA Helped **monday**.com Reduce Average Handle Time (AHT) by 30%

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🔍 Overview

monday.com helps more than 100,000 teams plan, track, and deliver their best work through their project management platform. Recognizing early on that a stellar customer experience would set their brand apart from competitors in a crowded industry, monday.com invested heavily in their support function.

> "We needed a better barometer of how our customer interactions were going. Metrics like NPS and CSAT were too one-dimensional and **didn't result in any action items that allowed us to iterate on** or improve the customer experience.

— MaShari Walker,
CX Strategy and Operations Leader

😳 The Problem

Given that the customer experience is a major differentiator for monday.com, their support team faced a lot of pressure to provide industry-leading experiences while adhering to a strict 10 minute response time SLA. As team leadership started to dig into data to better understand response times, they realized that the **traditional metrics they were measuring (like AHT, CSAT, and more) were too one-dimensional and not actionable enough.** They needed richer insights into the customer experience to identify exactly where to make process changes—all with the goal of hitting response time goals without sacrificing support quality.

48% Volume of quality audits increased 48% in 3 months

30% AHT reduced by 30%
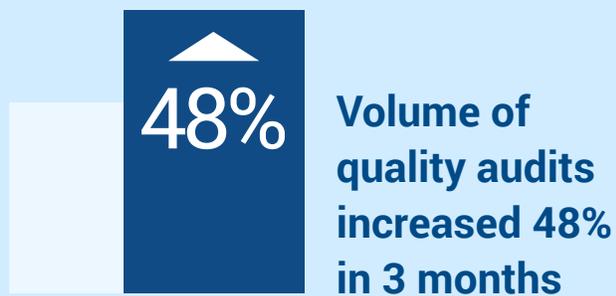
🎯 The Solution

Realizing the need for richer CX insights, the team turned to MaestroQA. MaestroQA gave monday.com the ability to scale up grading capabilities and better categorize data from their scorecards, **increasing their volume of quality audits by 48%** within three months. The larger, more organized dataset allowed their leadership team to spot trends and areas for improvement, leading to process changes that **reduced their Average Handle Time by 30%.** This empowered the team to better deliver on their response time SLA while maintaining the high level of service that their brand is known for.