

“Hotline has been a win-win for us on all fronts.”

Anzal Ansari

Senior Product Manager, Dineout

Dineout is India's premier table reservation platform, operating out of 8 cities, with a listing of over 20,000 restaurants, and real-time reservation enabled at over 2300 outlets across the country. Dineout started in 2012 and introduced the concept of table reservation to India and has since emerged as the preferred online table reservation app for diners across India, seating more than 100,000 diners per month across its network. Till date, more than 3 million people have used Dineout to successfully reserve a table for themselves.

As Dineout entered a hyper growth phase in 2015, growing over 6X in just over a year, from 25K users a month to over 160K users a month, they started facing the kind of challenges familiar only to hyper-growth startups in booming markets.

Dineout scaled 6x with zero increase in agents

 **25k** → **160k** 
users to users

“With our user-base growing exponentially, our customer happiness levels and retention rates were tapering off, as we contemplated how to scale our business without scaling our team and increasing costs proportionally,” reminisces Anzal.

But Sahil, the CEO of Dineout, knew one thing for sure: that great customer support could lead to higher customer happiness, engagement and retention. This was especially true considering the real-time nature of their business.

As their single agent on customer support was getting inundated with an overload of user tickets, they were on the lookout for a great customer support tool that could help them scale fast and efficiently, keeping costs to a minimum.

“We had a huge checklist when we were on the lookout for a support tool for our app.

We wanted the tool to:

- Help us scale to millions of users without much incremental cost.
- Help us deliver support to the user as close to real-time as possible. We realised faster resolution had a direct impact on customer happiness and retention.
- Decrease our tickets so that agent interactions were kept to a minimum and each agent was being optimally used.
- Be optimised for mobile as an overwhelming majority of our users were on mobile.

We were not really sure we could find such a tool which would tick all the boxes for us, as we had tried a lot of tools but we were not really satisfied with any of them”, laughs Anzal.

And then Anzal found Hotline. With a super easy integration and hands-on help from the Hotline team in getting set up, Dineout was all set to go. What happened next is a story better told through plain numbers.

Average first-response time

 **30** → **2.5** 
minutes to minutes

The Hotline impact



Real time queries

> **90%**

Dineout now handles more than 90% of all queries in real time.



Customer happiness level

↑ **40%**

Customer happiness levels have increased by 40%.



Customer support emails

↓ **67%**

Customer support emails came down by a whopping 67%.



Average ticket resolution time

↓ **5x**

Average ticket resolution time has come down 5X



Open rates of in-app marketing

↑ **7.5x**

Open rates/impressions of in-app marketing campaigns have gone up 7.5X vs email.

Another interesting benefit that Dineout has seen with Hotline, has been with their marketing efforts. While earlier Dineout used to send users emails - for marketing campaigns/user feedback, they recently decided to try out Hotline as a channel for campaigns. They were stunned by the results as in-app campaigns had more than 7X the impressions compared to emails. Dineout plans on using Hotline for future marketing campaigns/user surveys.

“Every single one of our KPIs has seen a significant, positive uptick. The past year has been the best year for us in terms of user traction and business growth and yet we haven’t added a single member to our customer support team. Users are amazed by our lightning-fast responses to their queries and happiness levels have never been higher. We really couldn’t be any more happier with Hotline.”



Anzal Ansari

Senior Product Manager,
Dineout

The Dineout logo consists of the word "dineout" in a lowercase, sans-serif font. The "dine" part is in a dark orange color, and the "out" part is in a lighter orange color. The logo is set against a white rectangular background.

About Hotline

Hotline is a comprehensive in-app messaging solution for mobile customer support and engagement from Freshdesk, the global leader in customer support with over 80,000 customers worldwide. Hotline’s industry-leading features include in-app chat with rich messaging and push notifications, the fastest-in-class real-time agent interface with smart plugs and intelligent automations, a visual marketing campaign builder with customer segmentation and targeting and a novel grid view FAQ with visual cues to deflect user tickets. Hotline is integrated into over 500 apps globally, powering more than 100 million messages across 80 million plus users.

www.hotline.io