Tethr® + ⊕Gladly

Improve your CX by deepening your understanding of your customers

The Tethr + Gladly Solution

Your customers have high expectations for personalized service and a consistent omnichannel experience. When you combine Tethr and Gladly, you can deepen your understanding of your customers and deliver experiences that boost loyalty.

Gladly is the only customer service software that combines the strength of AI and human agents to prioritize helping customers, not solving tickets. Gladly eliminates siloes between customer service channels by bringing every customer interaction into a unified conversation view.

Tethr is the conversation intelligence solution built to help businesses improve their customer experience using voice-of-the-customer insights. Tethr analyzes conversation data from voice and text interactions and uses AI to surface trends and insights into each customer's experience. With Tethr, business leaders can diagnose the root causes of customer issues, optimize service delivery, and make meaningful improvements that strengthen loyalty.

Why Tethr + Gladly

Tethr and Gladly work together seamlessly so you can make measurable improvements to your customer experience. When you enable the integration, Tethr will immediately begin ingesting your customer interactions from Gladly. Tethr analyzes conversation data from voice, chat, and email interactions and delivers insights in easy-to-read reports and dashboards. Insights from Tethr and Gladly bring powerful top-and-bottom-line improvements to your business.

Improve customer experience
Uncover customer pain points, sentiment and feedback–without relying on surveys. Understand the "why" behind customer satisfaction and effort so your business can deliver consistently great experiences.

Improve agent experience
Turn your agents into brand heroes. Evaluate each agent's interactions at scale so you can celebrate what they're doing well and uncover impactful coaching opportunities.

Reduce costs
Use AI to identify the root causes of long calls, channel switching, repeat contacts, and other cost drivers. Start making improvements and measure their impact over time.

Retain loyal customers
Spot signs of dissatisfaction and churn risk so you can turn negative customer experiences around. Improve customer lifetime value, retention, and word-of-mouth.

Grow revenue
Analyze conversations to identify positive agent behaviors, promotional offers, and product improvement opportunities so you can outshine competitors and keep growing.

Tethr + Gladly in action

Gladly and Tethr work collaboratively to improve the full customer journey. Uncover insights from the first customer touchpoint to the last–regardless of channel.

▶ Uncover your biggest cost drivers, contact reasons, journey friction points, and more as soon as you enable Gladly's integration with Tethr.

▶ Get predictive customer satisfaction, effort, and sentiment scores for every conversation so you can track how customers feel about your service delivery–and why they feel that way.

▶ Plan data-driven CX initiatives using prescriptive dashboards that give you a concise look at satisfaction, effort, churn, cost reduction, and agent performance.

▶ Compare and target your performance against others in your industry with global benchmarking. Use benchmarking data to inform your goals and measure your successes.

Uplevel your CX

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