



Case Study

Sahibinden

43%
FEWER 'HOW-TO' SUPPORT CALLS

The Company

sahibinden.com is an online classifieds and shopping platform with 32 million monthly users and over 5 million listings across a variety of industries, including real estate, automotive and apparel. sahibinden.com is headquartered in Istanbul with offices across Turkey's major cities including Ankara, Izmir, Antalya, and Adana.

There has been an exponential rise in customer satisfaction since we implemented WalkMe. Our customer experience has been greatly improved. It's really great that building Walk-Thrus is easy and quick- and can be done by anyone on our team. Our experience with WalkMe and the results we've received have been nothing short of fantastic. Halil Uzundal - Senior Service and Customer Experience Manager, sahibinden.com

The Challenge

sahibinden.com is constantly updating their platform, adding more relevant offerings to their quickly growing user base. sahibinden.com looked for an effective way to introduce their new services to their existing users so that each user can complete all of his/her needs online, quickly and without frustration.

With millions of active users, sahibinden.com sought a way to make the users' visiting experience straightforward and simple. sahibinden.com hoped that a more personalized and context appropriate approach would drive users to action and boost their online customer experience.

The Solution

sahibinden.com's Product Managers created dozens of unique, customized Walk-Thrus to help users through their new and more difficult online processes. Onscreen guidance takes customers through their tasks, step-by-step, removing any potential for confusion and error. WalkMe delivers the precise guidance necessary, specific to each unique customer's position in their task, their previous interactions and their device.

Walk-Thrus are easy to build and require no prior technical knowledge. sahibinden.com customized their Walk-Thrus to match their attractive website design. WalkMe was integrated without any changes to their underlying website.

The Benefits

Since implementing WalkMe, sahibinden.com receives 43% fewer 'how-to' customer support queries. With WalkMe, customers are able to independently complete their sahibinden.com tasks, without ever asking "Where do I go next?" or "How do I do this?". In this way, WalkMe lowers customer support costs by drastically reducing the need for customer support calls or FAQ.

2.1 million Walk-Thrus are played per month on sahibinden.com. With WalkMe, 52% more processes are being completed-start to finish, without errors. With WalkMe, 96% of online goals are completed without error. sahibinden.com customers work more confidently and with far fewer mistakes. Users remain focused and engaged online.

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52%
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