



[www.shopify.com](http://www.shopify.com)

**Industry:**

Commerce

**CTI platform**

Twilio & In-House  
Built Systems

**Number of agents:**

1000+

**Teleopti Products & Services:**

Base  
Lifestyle  
Notify  
BPO Exchange

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The flexibility and mobility of Teleopti WFM Cloud has enabled us to expand operations to meet an international audience, as well as schedule a global, remote agent workforce.

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# Shopify Grows and Diversifies Customer Service with Teleopti

## Overview

Shopify is a complete commerce solution that allows customers to set up a store to sell their goods online, in person, and through many other channels. It lets them organize products, customize their storefront, accept credit card payments, track and respond to orders — all with a few clicks of the mouse. With over 600,000 stores, Shopify’s goal is to make commerce better for everyone. To achieve this vision and with a vast, growing number of businesses to support, Shopify needed advanced, automated WFM to ensure customers receive the best service.

## Challenges

- A primarily remote Support workforce, with agents all across the world.
- Previous system of management of schedules through spreadsheets was taking too long to create. If a single person were to manage it, it would take four full weeks to create only three weeks of schedules.
- Vacation approval was slow and cumbersome. The Workforce Planning team would spend over 40 hours a week just processing vacation.
- Schedules were repetitive. Often times schedules would end up being copied from one week to the next to save time. This led to agents having less variety in their work than desired.

## Solution

- Implemented Teleopti Workforce Management system to meet Shopify’s scheduling needs.
- Built new guidelines for scheduling, optimized for growth across regions and languages.
- Automated schedule generation, saving several hours per week for each of Shopify’s team leads.
- Automated vacation processing, with all requests being handled by Teleopti WFM, saving the Shopify Workforce Planning team over 40 hours per week.
- Gained insight into real-time volume, allowing the Workforce Planning team to make real-time changes to balance queues.
- Increased the complexity of schedules, with many agents now able to be tasked with 5 or more different activities per day.
- Implemented different scheduling guidelines for different regions, allowing Shopify to expand to new times and languages.
- Improved the ease of access to the agent’s schedule, with everything available to them in a user-friendly interface online or through the mobile app.
- Improved ability to create scenarios, and to view different scheduling setups prior to them being published.