

Keno Turns to ENGAGE® and Increases Answer Rates to 92%

Popular in Dubai and across the UAE, Keno is an on-demand, car wash mobile app that sends services directly to a customer's location. They are the #1 car wash app in the UAE, and as such, their app is the 'store front' from which Keno dedicates a large amount of resources to refining processes and improving customer experiences.



Keno's car wash app lets customers book appointments for Keno drivers, or "Ninjas", to wash their cars. Similar to ride hailing applications, customers are assigned a driver that is local or nearby. The phone call has been critical to the business because Ninjas call customers to **announce arrival**, **ask for directions**, and **request access to vehicle**.

"Communication is an absolute priority for Keno's operations. We endeavour to make every wash a seamless experience."

- Rayyan Abu Hassan
CO-FOUNDER, KENO

Keno
THE CAR WASH APP
تطبيق غسل السيارات



CHALLENGES

Many customers prefer to wait until the driver arrives to unlock their vehicle—so when customers don't answer the phone, it hinders operations. Ninjas must continue making several calls, sometimes over long periods of time, until they reach the customer.

42% of Ninja calls were going unanswered, frustrating both drivers and customers alike and wasting overall time and money.

SOLUTION

Keno turned to First Orion's ENGAGE enhanced calling solution to address the unanswered call problem that was impacting their operations and revenue. Keno added ENGAGE to their app, and with an easy and simple set-up, began launching their branded calling solution.

Now when a Ninja calls the customer, the Keno name appears on the customer's mobile phone screen – and since they know it's Keno calling rather than an anonymous phone number – they answer.

THE RESULTS

A TRUE GAME CHANGER FOR KENO

Prior to ENGAGE, Keno had an answer rate of 58% (November 2019). Within four months' time using ENGAGE, Keno improved their answer rate to an amazing 92%.

92% of Keno Customers Answer their Phones When Keno Calls

- ✓ HAPPY DRIVERS
- ✓ SATISFIED CUSTOMERS
- ✓ INCREASED REVENUE

BETTER CUSTOMER-DRIVER EXPERIENCE

Higher answer rates mean Ninjas gain faster access to customers' vehicles, spend less time waiting, and fulfill more washes with the same operational capacity. Employee satisfaction is up, as drivers now have the ability to earn more commission by completing more jobs during the same operating hours. In addition, customers who answer Keno's call can prepare their vehicle ahead of arrival and observe service from the comfort of indoors.

HIGHER-QUALITY CUSTOMER SERVICE

Keno also regularly uses ENGAGE to deliver branded, outbound customer service calls addressing feedback and complaints. Such calls are measured by call handling time, whereby longer duration produces the best customer result.

Pre-ENGAGE, longer conversations only accounted for 54% of the connections. Once ENGAGE was implemented, this rose to 87%, proving that when customers know Keno is calling, they're more likely to have meaningful calls that lead to a resolution.



"The most surprising metric was the 92% answer rate for our customers. Our predictions and eventual decision to integrate ENGAGE technology into our application has dramatically improved our business practices and customer experience."

- Rayyan Abu Hassan
CO-FOUNDER, KENO

To learn what ENGAGE® can do for your business, contact First Orion today at firstorion.com/uae/.