

In-app Help Center - PRD

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Overview

Currently, riders are contacting our support agents in the following ways:

- SMS during a live ride
- Email by either responding to receipts / contacting us through the application
- Social media (FB / Twitter / Instagram etc)

The volumes of tickets we're getting are extremely elevated and our current

Goals

1. We believe a key factor to better QoS is reducing the amount of tickets, both ones which require a handling and the more 'general info' ones.
2. We'd wish to provide our riders a more seamless experience, and allow them to open tickets through the application, without the need to send an SMS.

Assumptions

- Basic automation is a low-hanging fruit, with simple logic we can solve a few Ks of cases which otherwise would reach the agents for manual review.
- Adding chats at this point would be additional overhead for MDS, we're unsure what QoS we can provide there (given riders will expect very immediate responses).
- It will be easy to add simple automation logic, but once it gets more complex we'll need to decide if we're going in a chatbot direction (seem costly).



Important note: The main current issues are No Show & Cancellation fees and these are the first we're gonna tackle along with Lost & Found (easy to solve). Those would always be accompanied by general 'Send email' so we can fetch logs & General Knowledge Center link.

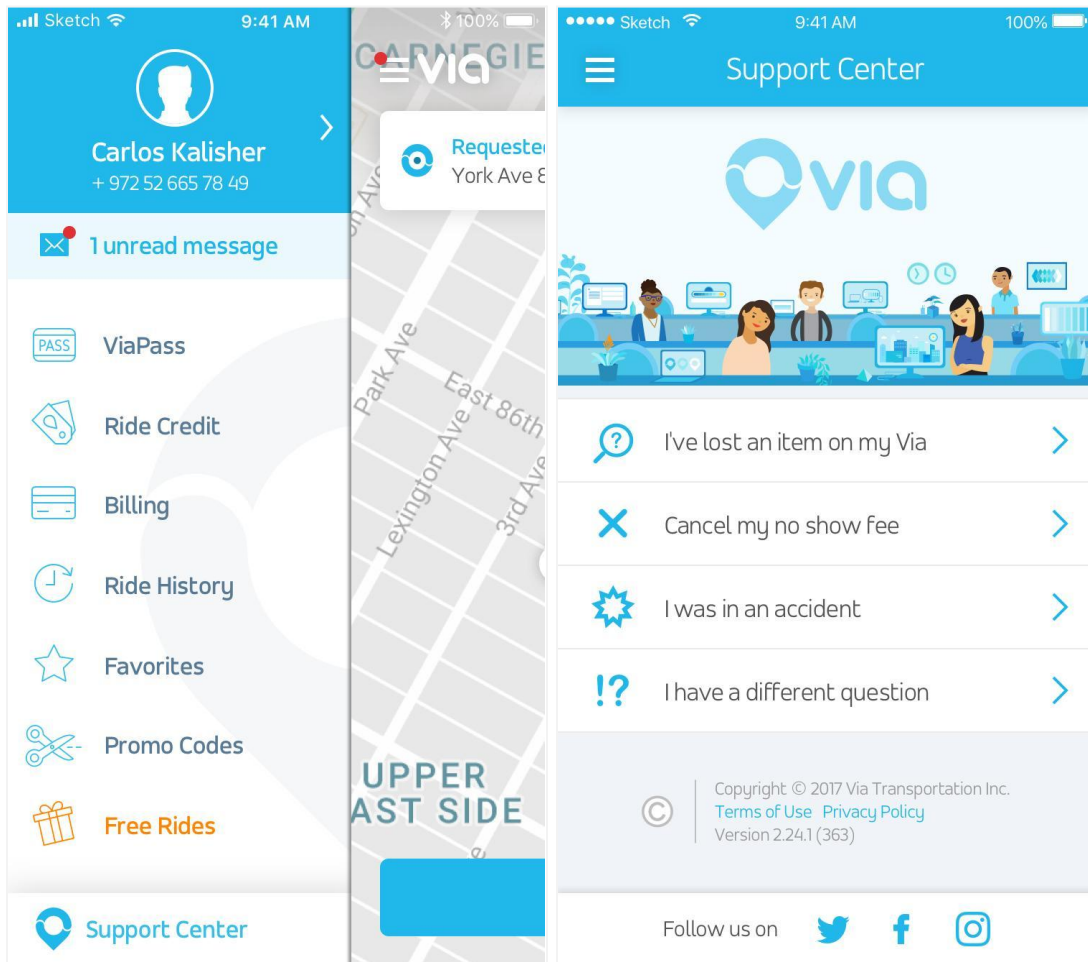
Requirements

Help Center area in-app

We'd like to have one unified Help Center in the application, through which we can trigger various actions.

1. Riders can open the Help Center section
2. A toggle will set whether the Help Center is active with dynamic items or whether a static "Email Us" page will display.
3. Platform Support
 - a. The "Email Us" page will appear: [Zeplin](#)
 - b. The main image of the Help Center will change per platform
4. When opening the Help Center the icons' asset IDs will be sent from the server
5. When opening the Help Center the list of items will be sent from the server.
 - a. The list of items will be specific per city with an option to disable/enable each item from the server (not a generally accessible configuration)
 - b. The list of items is dynamic per user state:
 - i. In ride
 - ii. Post ride
 - iii. Post No Show

iv. Post Cancellation



Zendesk's Help Center integration

iOS integration docs: <https://developer.zendesk.com/embeddables/docs/ios/welcome>

Android integration docs: <https://developer.zendesk.com/embeddables/docs/android/welcome>

One of the items in the list of issues is the Help Center

Issue Name: Help Center

- Zendesk Help Center will display content configured by the Ops team organized in categories.
- The server will pass the relevant category ID
- ~~Zendesk allow to submit a ticket from within the Help Center~~
- ~~We will attach a ZIP with logs to the tickets submitted~~
- ZenDesk allows voting an article from within the Help Center (was this article helpful? 👍/👎)

- Help Center look and feel will be customized:
 - Top header in our main color of the app (e.g the color the navigation header is in, Blue for Via for instance)

Automated Flows

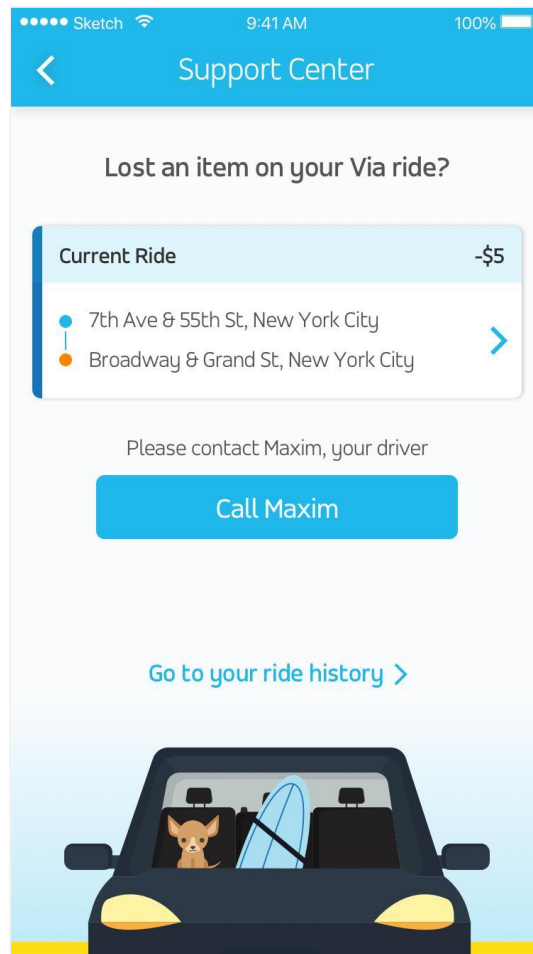
The automated flows shall be returned from the server with details - see:

[Help Center API Document](#)

Lost and Found:

'I've left an item in my Via' will return in the list of support items.

- Name: "I left something in my Via"
- Title: "Lost & Found"
- Header: "Left something behind in your Via?"
- Ride Info
- Sub-header: "Call your driver, {Driver Name}"
- Action:
 - Type:
 - If the driver has a masked number: callDriver (it should call the driver's masked number).
 - If the driver does not have a masked number:
 - Launch a web view in the app
 - With an option to go back to the Via App
 - Launch a URL indicated from the Server specific for Lost & Found with the following parameters:
 - Rider Email
 - City
 - Category: "Lost items"
 - Date of last ride
 - Subject
 - Button Title:
 - If the driver has a masked number: "Call {driverName}"
 - If the driver does not have a masked number: "Contact Via Support"
- Bottom image ID: dog and surfboard in the car



No Show Fee Waive

- Issue Name: Waive No Show Fee
- Issue Title in List: Please review my "No show Fee"
- Title: "Review my charge"
- Header: "Waited at the pickup spot but didn't connect with your driver?"
- Sub-header: "We're so sorry! You can request a refund of your "No Show" fee."
- Action button: "Request A Refund"
- Action type: return message to app and run async automation based on previous no show volumes.
- Action Image: hand with money
- Message:
 - Title: "Review my charge"
 - Body: "We're reviewing your request and will get back to you shortly."
 - Button 'Got it!'
 - Button action: dismiss message
- User goes back to Help Center list - the "Waive No Show Fee does not appear anymore."

No show fee auto-waiving automated logic

The logic for auto-waiving should be as follows:


- If the rider had a <x% No Shows for their rides during the past y months, approve the auto-waive of the no show fee.

| Category | Config Name | Default Value | Description |
|-----------------------|-----------------------------------|---------------|---|
| Rider no show details | no_show_auto_waive_threshold | 0 | Auto-waive a no show fee if the rider has less than x% of no shows during the past months. When set to '0' the auto-waiving will not occur. |
| Rider no show details | no_show_auto_waive_first_approved | 0 | Auto-waive a no show fee if the rider has less than x no shows. When set to '0' auto-waiving will not occur |
| Rider no show details | no_show_auto_waive_months | 6 | Auto-waive a no show fee - this is the number of months we look to calculate the eligibility. |

- If the rider is not below the threshold: Send an email with a new template explaining why we couldn't approve the request.
- If the rider meets threshold: The existing email will be sent confirming the waive:

Your Via Receipt (waived ride on May 22, 2018 at 09:46 AM)

Via via mail187-18.suw11.mandrillapp.com May 22, 2018, 4:52 PM ☆ ↩ ⋮
to me ▾



Sharon,

We've updated the charges related to your earlier booking. Details are below. Please let us know if you have any questions!

The Via Team
daniel.engel@ridewithvia.com

| | |
|--|--|
| Trip Date: 09:46 AM May 22, 2018 | Original Charge (Refunded): MasterCard-4444: \$3.00 |
| Member Billed: Sharon Ben Zvi | "No Show" Fee: \$3.00 |
| Pickup Location: 3rd Ave & 91st St | Total Fare: \$3.00 |
| Dropoff Location: Park Ave & 76th St | Waived: -\$3.00 |
| | Total Amount Billed: \$0.00 |
| | Remaining Ride Credit: \$0.00 |

Your driver was Maryam_Docker_Local L. of Test Van Base - NYC (base_license_number_nyc).

Please note: credit card charges may appear as "Braintree" (our payment processor) on some bank statements.

In-app Chat

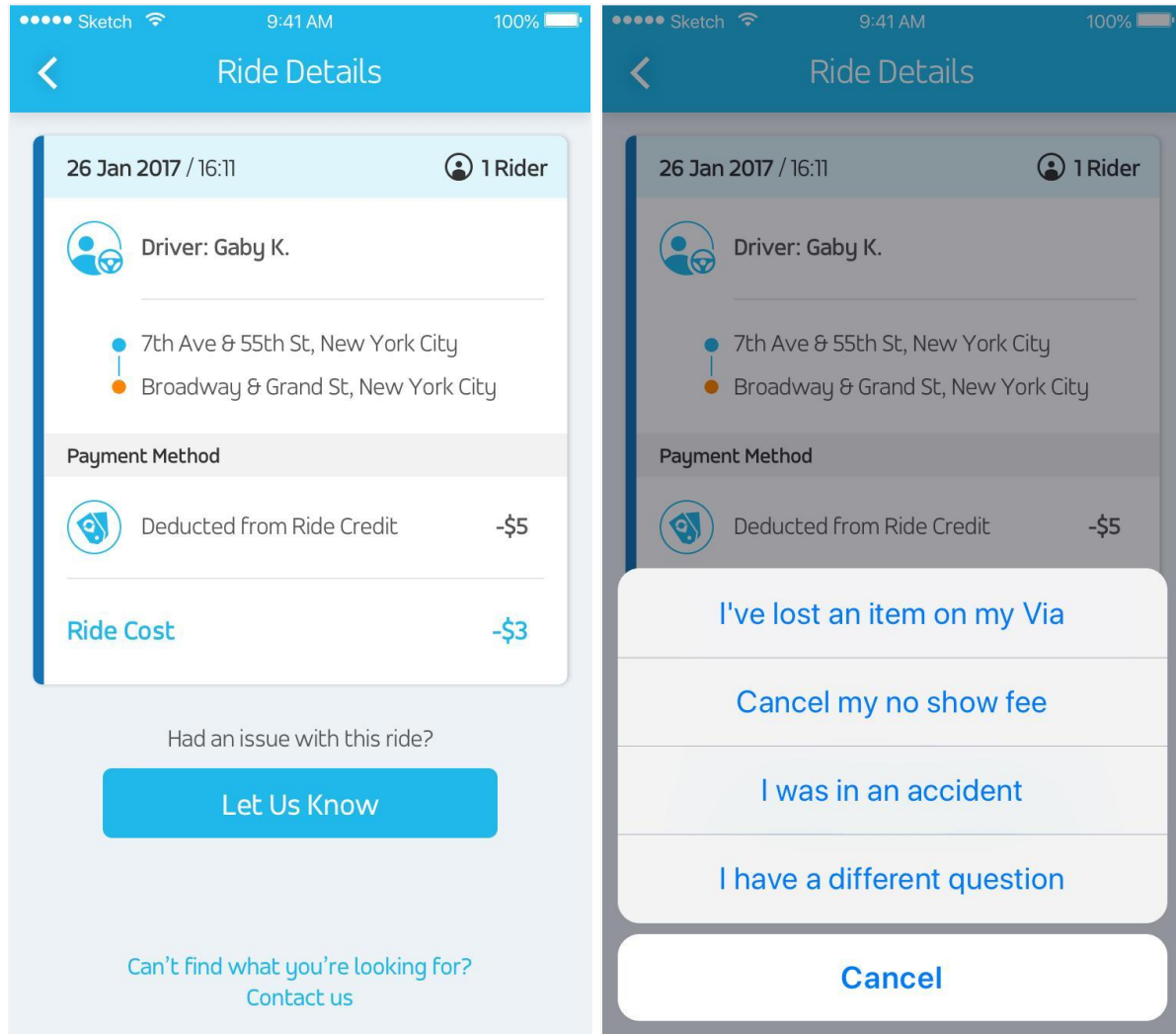
One of the items should be 'I was in an accident' and it should trigger an in-app chat immediately. This item is yet to be fully developed and we can hold off work on it for now.

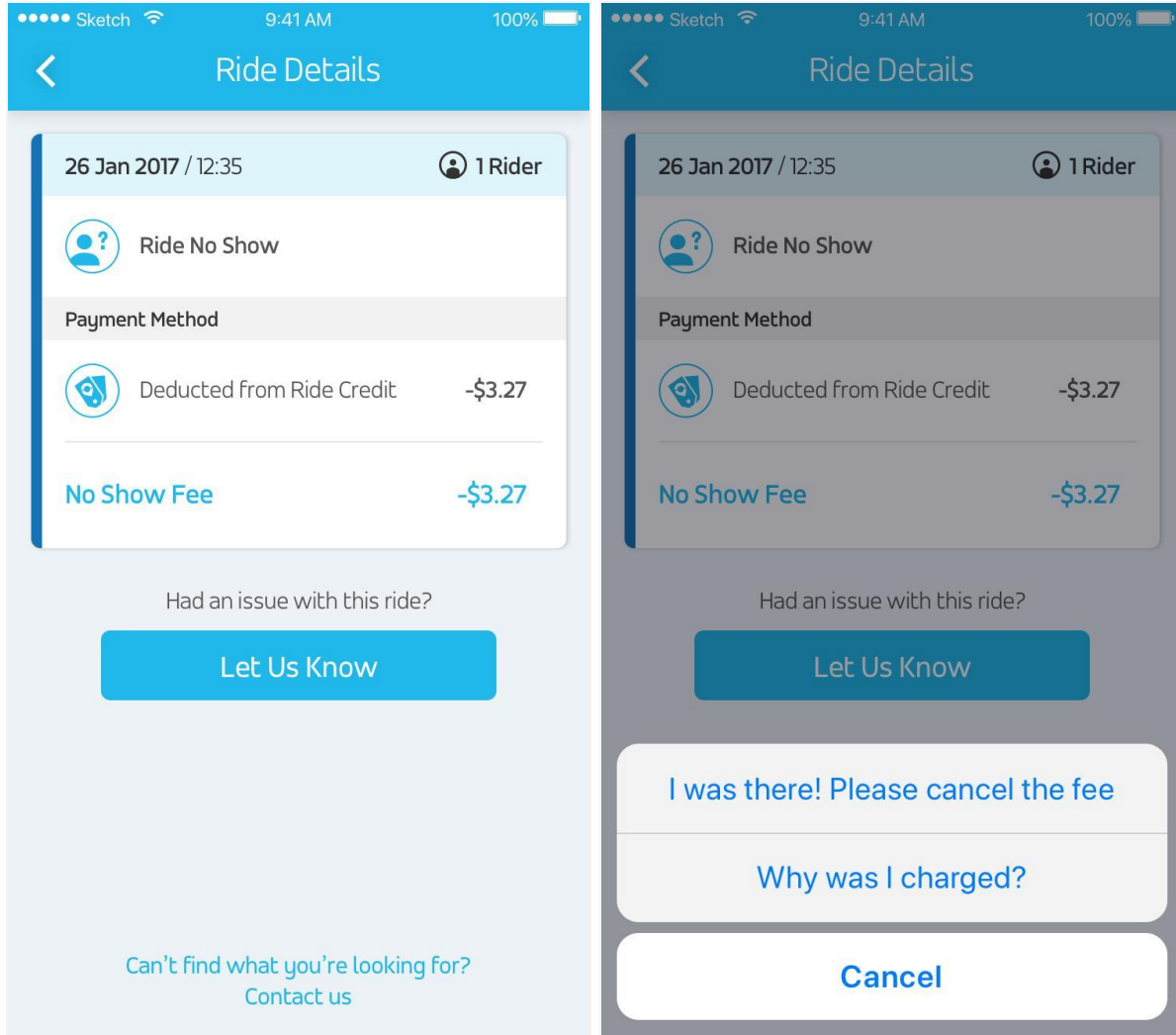
PHASE 2:

Riders can go to a specific ride through the ride history and report an issue relevant for that ride

Support from Ride History page

Similarly to how we show different issue types from within the 'Help Center' area, we'd also like to show the relevant tickets you can submit from your 'Ride History' page. For instance, any 'No Show' fee can have a button to submit a ticket for once.





Data

iOS - <https://ridewithvia.atlassian.net/browse/IRA-1470>

Android - <https://ridewithvia.atlassian.net/browse/ARA-2498>

Work plan - Timeline

| Apr 15-28 | Apr 29 - May 12 | May 13-26 | May 27 - Jun 9 | Jun 10 - 24 |
|--|-----------------|----------------|------------------------------------|---|
| Integrating Help Center | | | Support from Ride History | |
| Redesign of Support area (filled & empty states) | | | No Show Fee Automation | |
| | | L&F Automation | Ride Cancellation Fee Automation | |
| | | | Accident panic button triggers SMS | Accident panic button triggers In-app Chat (based on capacity of MDS to handle Chat & integration w/ Zendesk) |

Appendix

- [Zendesk's technical implementation document](#) - How Zendesk will be implemented in Via specifically (overall)
- [Link to Zendesk Help Center SDK integration guide](#)

Open questions - Dev

- Scrolling within the 'Help Center' section
- Platform design (without the full list / logo etc)
- Spinner vs. Animation when entering items within the live support
- Within ride history -- do we open the native component (list / not)

Open points - Product

- Email option - should be a fallback in the app but how do we do this UX wise so Email us isn't clicked by mistake.
- Can we add ZIP file to Zendesk?
- We need a mapping per city <-> Category
- Can we, when searching within Zendesk SDK, make sure we filter according to the city's category (e.g. search ViaPass only in NYC and not get results for all cities)
- We're missing automation logic for Cancellation Fee waiving - may be as easy as No Show and then we can parallelize (?)
- Requires priorities:
 - 'I wasn't picked up' - after cancellation

- Opening a chat option for from-airport rides - lower right now
- Changing passenger count / changing DO - could also happen from the main screen once prioritized?
- Zendesk Chat integration was never completed due to the fact it's not stable on the Zendesk side -- we'll need to get back to that once they have a viable product.

KPIs

Tickets in desk for general questions

Tickets for No Shows, Cancellations

\$ lost on waving rides - per riders

Tickets for L&F

App kpis - users entering section