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If you have recently been removed from the AgriSync customer service platform due to the company being sold out to John Deere and are looking for an alternative solution, then Gorgias is a replacement program worth consideration. Here is an overview of how our company, New Holland Rochester, transitioned from AgriSync to Gorgias.

Our History with AgriSync

Our company has 7 locations and we started using the AgriSync system around late Spring of 2021. One of my employees brought the AgriSync program to my attention thinking it would be a great tool for us to use for improving customer communication. After sitting through a demonstration of the platform and seeing all the benefits the program provided, I decided it was worth a try for the cost.

What really sold me on the service was the ability to be able to text customers from our company number through AgriSync, so that the parts staff no longer had to give out their personal number to customers. After using AgriSync for several months, we began to see the benefits of the ticketing system it used also. The ticket assignment system allowed us to keep track of who was responsible for the ticket, and we could reassign them as needed if a staff member needed another coworker to assist which was a real time saver. Additional features that got added to AgriSync after onboarding such as call recording just made the platform that much more well received by the staff.

Searching for an Alternative to AgriSync

When we got the notice toward the end of 2021 that their service with us would be ending at the beginning of January 2022, I was devastated. After working for months of getting staff acclimated to the system and working well across the company, it seemed as though it was all going to be for nothing.

I knew I had to scramble fast to find an alternative solution with such little notice given by AgriSync. When searching for a similar service, it seemed like many of them were missing what I considered to be “must have” features that were the most well-used within AgriSync: texting customers, call recording, and ticket assignment were the top 3. Searching for alternative providers seemed to have some but not all these – until I came across Gorgias.

Gorgias - Company Background

When I came across Gorgias and looked at their feature list, they seemed to have all of the must-have features I was looking for with the exception of texting, which is slated to launch very soon (Q1 2022), so I became hopeful that they would be a great solution for us to move to from AgriSync. I was more interested than usual in learning about the company themselves, as I knew I did not want to take a chance of moving to another company that was going to get bought out by someone like John Deere as with AgriSync.

Gorgias started out in 2015 and has gone from 1,000 customers in 2019 to over 6,800 customers on their platform today. In that time span, their company has grown from about 30 employees to over 150 today. AgriSync had around 30 employees last I knew, so Gorgias is quite a bit larger than AgriSync. From talking with their staff, I get the impression that they are not going anywhere anytime soon.

Our Transition to Gorgias

One of the big differences between Gorgias and AgriSync is their pricing model. While AgriSync charges based on either the number of users or a fixed price for the dealership per month, Gorgias charges based on the number of tickets you have. You can see their current pricing model on their website, which I appreciated as to how straightforward their pricing is compared to some of the other companies we considered switching to from AgriSync.

The onboarding process to Gorgias was similar to our experience with AgriSync where we had an onboarding agent assist us in getting the platform setup. Gorgias allows for much more flexibility than AgriSync on your system layout, which led to it being more of a complex process to setup than AgriSync. That being said, Gorgias is now setup much more to our liking than what we had with AgriSync because of this greater flexibility of the layout.

After the layout setup was complete, we wanted to be able to import all of our ticket history from AgriSync over to Gorgias. The staff at Gorgias recommended that we use a popular service for this through help-desk-migration.com as this was outside the scope of their services. There was an additional charge to do this import process, but at the end of the day the cost was worth it, and the Help Desk Migration support staff was great to work with on the process.

Going Live with Gorgias

After getting everything setup on Gorgias and transitioned over from AgriSync, we finally went live on Gorgias in January 2022 as our services on AgriSync were sunset. Due to the short window of time given by AgriSync, by the time we found Gorgias and decided to use their platform, we only had about a week to get acclimated with it as a company. This led to a rough start on the system, as several staff were out of the office and missed the few training sessions that we had on it, and therefore were not ready for it when we needed to be.

Fast forwarding a month later, the system is now as well received or better than AgriSync. There are a couple of features missing yet on Gorgias that we had in AgriSync that are still missed. However, Gorgias has many really useful features that AgriSync does not, such as integrating with chat on our company website, along with integrating with our Facebook business pages. With all of these different integrations that Gorgias has, the program is able to act as a central customer communication hub for all of the various ways we interact with customer (phone, email, etc.). With all of the recent growth that Gorgias had with customers and subsequently staffing, their platform is adding new features regularly to improve the customer support experience for everyone on the platform.

I have personally held several web meetings with the Gorgias staff to discuss with them about adding the missing features from AgriSync onto their platform. Working with their support staff overall has been delightful, as they are great people who really care and listen to our needs. They have a product roadmap similar to AgriSync so that you can see which features are in development, suggest new ideas, and vote for other ideas you like to help sway which features will get added next. For a list of features on Gorgias compared to AgriSync, please refer to the next page.

Going to Gorgias from Here

If you would like to know more as to whether Gorgias would be a good fit for your business, whether you were previously using AgriSync or not, and would like to know more about the platform, please contact me for more information. I would be happy to assist you with transitioning onto the platform and working together to help Gorgias become the preferred platform for all ag and construction dealerships to use for customer service.

Thank you,



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Gorgias vs. AgriSync Comparison Chart

Use the chart on the following page to see a comparison of services between AgriSync vs. Gorgias (as of 2/1/22):

Feature	AgriSync	Gorgias	Notes
Ticketing System	✓	✓	The team / user assignment works very similarly in both programs
Ticket Tags	✓	✓	Assigning tags to tickets works similarly in both programs
Ticket History	✓	✓	See customer's ticket history quickly and easily in both programs
Ticket Private Notes	✓	✓	Add private notes to a ticket for internal staff only
Ticket Statistics	✓	✓	View and filter detailed statistics regarding ticket information
Ticket Dedicated Fields	✓	X	Gorgias does not have separate fields for internal ticket notes
Ticket Macros	X	✓	Create canned scripts to quickly reply to messages in tickets
Ticket Snooze	X	✓	Set reminders about tickets by snoozing them until your preferred time to take action
Ticket Custom Views	X	✓	Create custom views to filter which tickets and which ticket fields display for everyone or personally
Phone Integration	✓	✓	Integrate phone calls as tickets which can be taken through the website or forwarded to an external #
Call Recording	✓	✓	This was in beta for AgriSync. Gorgias stores recordings for 6 months
Call Tree (IVR)	✓	✓	Route incoming calls to different departments with call tree option
Call Voicemail	✓	✓	Allow callers to leave voicemail for unanswered calls. Gorgias does not have Voicemail to text at this time
Simultaneous Ringing	✓	X	Calls ringing to multiple devices at once only works on the web on Gorgias at this time
Video Calling	✓	X	Initiate video calls via chat. This feature is currently under consideration by Gorgias
Mobile App	✓	✓	Both programs have a mobile app for Android and iOS
Text Integration	✓	X	Scheduled to launch on Gorgias Q1 2022
Email Integration	✓	✓	This was in beta for AgriSync, and is a core feature of Gorgias
Website Chat Integration	X	✓	Integrate chats on your website as tickets in Gorgias
Facebook Integration	X	✓	Integrate your Facebook business page Messenger and Instagram messages into tickets
Twitter Integration	X	✓	Integrate your Twitter account to create tickets when customers interact with you on Twitter
HTTP Integration	X	✓	Integrate any application to Gorgias using HTTP services to create and update tickets
Shopify Integration	X	✓	Display customer profiles and orders next to tickets for websites ran on Shopify
Help Center	X	✓	Create FAQ articles for customers on a new website page hosted by Gorgias
Automation	X	✓	Create rules to automatically perform actions on tickets like tagging, assigning, etc.