



CLIENT SPOTLIGHT: Kid & Coe

Family-Oriented Travel Company Relies on ModSquad to Boost Customer Support Offerings

If you've traveled to new cities with your family, you're likely aware of how limiting and compact a hotel room can feel when you add kids to the equation. That's how Kid & Coe came about — out of necessity to founder Zoie Coe. She found a way to ensure that families around the world can make advance bookings at residences that are designed with families in mind. In this Client Spotlight, Coe describes how ModSquad's flexibility and 24/7 support has made a difference to her company.

What were some of the customer support challenges Kid & Coe originally faced?

We're a direct-to-consumer business with two sets of customers, the guests and the hosts, each with very unique needs. As a 24/7 global business, we have families arriving in Shanghai, Sydney, or New York in different time zones. We're a small team, and it's physically impossible for us to be present at all times. That was where ModSquad was really able to help, with comprehensive coverage.

Why did you choose to work with ModSquad?

We had previously engaged a digital answering service. ModSquad nicely bridged that service and my internal customer support team. The Mods work with an operations handbook, and they integrate with our team in a seamless, friendly, and professional way. The other big bonus for us, which made ModSquad an efficient choice, is that the Mods were very familiar with our CRM, which they use to log tickets. It's very seamless, it's efficient.



How has it been working with ModSquad?

The thing that's helped the most has been that knowledge that we have 24-hour support. The Mods can ping my director of customer service over the weekend if something comes up, and he can determine if it's urgent or can wait until Monday. Having that kind of filter has given everyone a bit more breathing room to deal with the truly urgent issues.

Another great thing about ModSquad is that they're able to scale up with us, so come Christmas or some of our busier times, they're flexible and nimble, and are able to refine support based upon our needs. You can't do that with the typical team structure, so those benefits are hugely advantageous.

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– Zoie Coe, Founder

