

Are you set up to deliver exceptional customer experience?



A great customer experience has never been more important. Even in this time of great change and uncertainty, less than 10% of CFOs report cutting spending on customer experience initiatives, because they know one thing still remains certain: a great customer experience (CX) is the best way to drive loyalty, and loyalty drives your business. When you gain your customers' loyalty, they are more likely to keep doing business with you and refer their friends to you. Alternatively, a single bad experience can make customers cut ties with you and take their business to your competitors.



In fact, roughly half of customers say they would switch to another company after just one bad experience. The number snowballs to 80% if they have more than one bad experience, according to the [Zendesk Customer Experience Trends Report](#). So it goes without saying that delivering an exceptional customer experience is critical to your success. Are you set up to deliver the modern CX your customers demand?

Zendesk has deep customer service roots and was founded to help businesses improve their customer relationships. If you are evaluating a CX technology partner, we've found four key ingredients for support success.

D1 Does your CX technology give your business the agility and flexibility you need to deliver great support?

As your business needs fluctuate, especially in times of market volatility, you need the ability to shift and adapt your support operations quickly to provide the best CX and maintain business continuity.

Zendesk's deep customer service roots means we focus on technologies that will meaningfully move your CX forward. Our out-of-the-box AI, automation, and omnichannel capabilities means that your business can quickly adapt to changing customer needs. Our focus on easy and intuitive user experiences means your agents will be able to get up and running quickly, so they spend less time in training and more time serving your customers.

Stanley Black and Decker

Stanley Black and Decker wanted to improve its overall customer experience. The company's global support teams implemented Zendesk within three weeks of switching. That led to an **increase of 300% in agent efficiency, 1000% growth in customer interactions, and 100% adherence to 1-hr. First Response Time (FRT) Service Level Agreement (SLA).**



"We needed something flexible and easy to implement, which I remembered from my previous experience with Zendesk. We wanted a solution that integrated all channels and that gave us the flexibility to implement in the way that we needed."

Orlando Gadea Rosl

Business Innovation Director, Stanley Black and Decker

StanleyBlack&Decker

02

Can you stay connected to customers on any channel?

As homebound customers started to do most of their transactions digitally, our customers saw a 50% increase in ticket volume from channels like WhatsApp, Facebook Messenger, direct messages over Twitter, and SMS. Those that didn't have live-support channels regularly saw phone wait times in excess of 4 hours. If 2020 has taught us anything, it's that the way customers and businesses interact is rapidly changing. Businesses must prepare to adapt to those changes and offer additional channels of communication to keep customers happy.

Zendesk helps you be there for your customers by letting you rapidly deploy any channel (like live chat, email, phone, social messaging, or self-service) and connect with your customers immediately. Customers get to interact with you over their favorite channels, and Zendesk's customizable and context-rich interface mean that agents will have all the relevant customer information they need to quickly and effectively resolve issues. When face-to-face isn't available, we're committed to helping you stay connected to your customers in every other way.

OLALA Homes

Olala Homes realized they needed omnichannel support to get customer ratings high and keep them there. After switching to Zendesk, **the company saw a 350% increase in solved tickets and a CSAT score of 93%.**



"This is the main reason we implemented Zendesk in 2018. Zendesk lets you integrate all the channels you work with into one place ... everything together is a full solution."

Ittai Savran
CEO, Olala Homes

Olala
HOMES

03

Is your CX intelligent and informed?

Zendesk offers the tools and analytics you need to understand your CX, improve it and optimize your customer support team's performance.

According to the *Harvard Business Review*, “87% of CX executives said it's essential to have the data necessary to study CX if they want to see improved outcomes.” Being able to glean insights from your data can help make every part of your customer experience better — it allows you to make your support operations more efficient, enables the business to measure CX outcomes, and helps uncover trends in customer behaviors so you stay one step ahead and anticipate customer needs.

Spartan Race

Spartan Race needed a support system that could rapidly scale with its growing customer base. After switching to Zendesk, the company **achieved a 93% CSAT rating** by leveraging analytics to identify key trends and inform staffing decisions.



“The native reporting informs us when we need more resources, and when we can scale back during less busy times.”

“When I’m trying to figure out how to do something, there always seems to be a solution. Shopify is a great example. With that integration, we saw immediate agent productivity increase. It’s been a really positive experience.”

AJ Varney

Customer Service Director, Spartan Race



D4 Are you spending your CX dollars efficiently?

When change is the only constant, you can't afford to spend a ton of time and money implementing bulky, complicated systems. Zendesk delivers a lower cost of ownership due to its ease of setup, ease of customization, and ease of administration. **Many companies find that Zendesk pays for itself in as little as 3 months.**

Ease of setup: With Zendesk, it takes days or weeks, not months or years, to get set up and running. And due to the intuitive agent workspace, agents can onboard on Zendesk in just a few hours.

Ease of customization: Zendesk is easy to customize. Between our 1,000+ out-of-the box integrations and powerful APIs, most customers are able to extend and customize Zendesk to their unique needs. What's more, they can do it quickly and without the support of expensive outside consultants or IT.

Ease of administration: Unlike the legacy platforms which require teams of expensive dedicated admins and developers, the admin requirements for Zendesk are minimal. This saves money and empowers business users of Zendesk to quickly respond to changing needs and customer expectations. It may be time to re-evaluate the commercial agreement with your current vendor to ensure you aren't incurring hidden and excess costs.

Mediaocean

After five years with Zendesk, Mediaocean was acquired and given a mandate to move over to Salesforce.

Spending ballooned even as employee satisfaction and self-service plummeted. Armed with data, **Mediaocean made the decision to move back to Zendesk.** Employees stood up and clapped. Customers wrote in to thank them. **After switching back to Zendesk, Mediaocean saw a 305% increase in self-service.**



"The other system had some strengths, but for us, it was complicated and incredibly expensive. Every time we turned around, there was another unanticipated customization or charge."

Stephanie Dorman

Senior VP of Client Services, Mediaocean

mediaocean

Conclusion

Zendesk was built to meet the needs of agile customer service.

Smart businesses understand the importance of infusing customer service into everything they do. At Zendesk, customer service is in our DNA. Our mission is to empower service organizations to deliver the modern, world-class experiences that customers expect, while driving impact for the business.

There's a reason Zendesk has been a Gartner Magic Quadrant Leader for five years in a row. And, we're the #1 digital CS solution ranked by Gartner. Let us help you be the company your customers want you to be.

Get started here:

Zendesk can help make switching easier, so you can get back to doing what you do best. Contact us to learn more about our products and special offers.

zendesk.com/contact/

