

## **Nominated Company: Zendesk**

### **Nomination Title: Zendesk; democratising customer service**

As technology has evolved customer service organizations have faced increasing amounts of pressure to deliver better service over a broader range of channels including the Web, email and phone. Customers expect to get service at any time of the day or night and assume that customer service teams will keep a history of all interactions.

When traditional customer service software was developed, the pressures of supporting new and multiple online channels just didn't exist; the products were never designed to accommodate input from social media or run on mobile devices. As companies using these traditional solutions look to update their customer service software infrastructure to keep up with new channels, many realize that they cannot afford to expend 6 to 12 months to customize their current help desk solution if it were, indeed, even possible. As a result, many companies are making the move to Zendesk's cloud-based SaaS solution.

This service has proven to be a faster, more cost-effective alternative to updating on-premise packages. Zendesk provides seamless integration of the back-end helpdesk SaaS to a company's online customer-facing web presence, including hosted support email-ticket integration, online forums, RSS and widgets. Users interact with Zendesk via a Web browser or using their choice of mobile platforms such as smart phones, tablets, and so on. In fact, the full Zendesk application is available on the iPad, rather than a minimal subset.

Zendesk offers integrations with the leading enterprise cloud applications including Salesforce.com, NetSuite, Google Analytics and more than 60 others. This makes it easy to have two-way integration with your CRM system. You can also build your own integrations using Zendesk REST, Email and JavaScript APIs. Zendesk data can also be exported using CSV and XML file formats.

Most importantly, Zendesk is specifically designed for multi-channel customer service. Since customers will now communicate a support issue through many different channels, Zendesk is able to create cases from traditional avenues as well as web, email, chat, social media and community forums. Regardless of how the customer communicates an issue, Zendesk creates and maintains a consistent view of the client. For example, a customer may start a conversation via Facebook but the agent moves the discussion via email for privacy. No matter how the interaction proceeds, Zendesk will keep track of all the details.

Zendesk has transformed the support process for its customers. Many Zendesk clients are now able to offer extended levels of support beyond traditional business hours. This added level of customer care is being accomplished easily and with a minimal amount of disruption, building more meaningful customer relationships that last a lifetime.

More than 30,000 companies, such as Orange, Travel Thomas Cook, Virgin, Disney and O2 use Zendesk to provide service to more than 200 million people in 140 countries.

### **Nottingham Trent University**

Nottingham Trent's IT department alone receives around 300 tickets a day – from 'how do I get this projector working?' to detailed questions around software functionality. IT services was seen as some remote, ineffective call-centre before, but *"Now we are seen as colleagues, and people and we get credit for doing things!"* said Mike Day, Director of Information Systems at Nottingham Trent University.

*"We wanted the solution that was right for Nottingham Trent, so we evaluated a number of options. In the end, Zendesk was the obvious choice because it is so easy to set up and the reporting is excellent. The real measure of our success is how satisfied people are. Our satisfaction rate is incredible, day in, day out the satisfaction rate comes in at between 96 and 100%."*

### **NHS Greater Glasgow and Clyde (NHSGGC)**

NHSGGC is the largest of 22 NHS Boards in Scotland. The Board serves a population of 1.2 million and employs 38,000 staff. The board manages more than £2.5 billion of resources each year and, as a result, processes more than 500,000 invoices annually across 10,000 suppliers. *"Due to the sheer volume of invoices we deal with, there are around 150 queries per day across our team of 40 part-time employees,"* says Graeme Carmichael, Financial Accountant at NHSGGC.

*"We tried lots of ways to make the system better before finding Zendesk,"* he explains. *"From sharing spreadsheets, which was nightmare, to annotating invoices with comments within the finance system. I stumbled upon Zendesk and decided to start a trial pilot, I was really drawn to the fact it could interface with our financial system. It provided a way to stop the team re-keying all the invoice information every time they had a problem invoice. The software is clean and uncluttered, it is straightforward to use and people actually enjoy using it! Day to day it is easier to manage the processes from both sides and there is no doubt Zendesk has helped streamline our workflow a great deal."*

### **trivago**

trivago helps users find their ideal hotel for the lowest possible rate by comparing prices from more than 600,000 hotels across over 150 booking sites such as Expedia and Booking.com. Every month, over 20 million users trust trivago as their starting point for travel research.

Angie Pollacchi, Global Customer Services and Consumer Research Director started Zendesk with the German platform in August 2012. They now use Zendesk across 37 country-based platforms in 23 different languages. *"The help that we have been given from Zendesk has been excellent, especially a customized live demo that Zendesk recorded so when new people join we have a personalised 'how to' resource, highlighting lots of clever things from an agent's perspective."* said Pollacchi, *"Now we can just extend and scale as the markets change. It's a proactive approach as the team is more comfortable dealing with customers."*

## Why nominee should win

- It's simple and fast – Zendesk is easy to try, buy, implement, and use and our interface keeps customer service agents productive and focused.
- It's reliable – Zendesk has a 99.8% uptime record over the last 12 months.
- It's always improving – Zendesk's development team innovates rapidly. Zendesk has a strong vision of the future and an aggressive roadmap to get there.
- It practices what it preaches – Zendesk's dedicated team of Customer Advocates consistently maintain satisfaction ratings of over 95%
- It democratises customer service - Zendesk enables businesses of all sizes to deliver levels of support previously only possible by very large organisations