The age of the customer: How companies transform their customer experience with Zendesk

"The customer is always right."

Sure, it's a cliché, but it's an idea that Zendesk takes very seriously. Whether it's one of the thousands of companies who trust Zendesk with their day-to-day service operations, or one of the countless people those companies go on to serve, what a customer needs and wants are at the heart and soul of everything Zendesk does.

The truth is that the best customer experiences are built with Zendesk. Whether it's small companies trying to rapidly grow and build their brand, or large companies trying to maintain customer loyalty—we empower businesses to seamlessly serve their customers at scale, live on the channels their customers expect, and utilize data & analytics in customer interactions.

The physicist Freeman Dyson once said, "There is great satisfaction in building good tools for others to use." Well, consider us satisfied. But don't just take our word for it. Our customers have their own stories to share. What follows is a first-hand look into how our clients have personally tailored the tools that Zendesk offers to create unique experiences all their own—all honest, all data-driven, and all confident that with Zendesk, the customer is always making the right choice.

01 Providing personalized omnichannel support at scale

NATUREBOX

Tickets per Month

19,000

Agents

20

Avg. Email FRT

6 Hours

Decrease in Phone Vol. with Chat

60%

Products Used

chat   guide   support   talk

Challenge

As the leading name in bringing delicious healthy snacks to hungry workers, NatureBox understands that a small change in diet can have dramatic effects on health and happiness. It's not surprising that NatureBox would bring a similar philosophy to their own growth as a company. With their subscription service taking off, and a flow of more than 19,000 tickets a month, things got unwieldy—fast."It was becoming very difficult to manage each channel of support through different platforms," said Sierra Schwidder, customer experience manager. NatureBox needed a simpler way, which it found in Zendesk Support.

NatureBox needed a support solution that:

- Could grow alongside their company
- Worked across multiple channels
- Was easy to incorporate with immediate results

Solution

With the help of Zendesk Support, NatureBox's team was able to streamline their support processes by combining their phone and email onto a single platform. By 2015, NatureBox expanded their multichannel strategy to include email and self-service through Zendesk Support and Guide, and live chat through Zendesk Chat. In 2017, they added Zendesk Talk and enabled SMS text messaging through an integration with Smooch.io.

Zendesk has enabled:

- Streamlined single-platform support
- An expanded multichannel strategy
- Smooch.io integration

Results

Within three months of adopting Chat, call volume dropped by 60 percent. With fewer calls coming in, the team rolled out a voicemail option that lets customers leave a message and get a call back. Chat has been a huge boon for efficiency too: "We recognized that with chat, we can work with upwards of five customers at once and resolve those issues for them," said Sierra Schwidder, a NatureBox customer support manager. "On a phone call, it's one contact at a time." On average, though the team aims for a first response time of 45 seconds per chat, they're now averaging only 17 seconds. Sometimes all it takes is one small change to yield big results.

They now have:

- Decreased time to resolution
- More efficient customer outreach
- The ability to help multiple customers at the same time

"Zendesk Support is intuitive. Learning to use the tool was a pretty simple process with a quick ramp-up time."

Sierra Schwidder

Customer Support Manager at NatureBox

StanleyBlack&Decker

Implementation Time

3 weeks

CSAT

90%

Tickets/Month

10,000

Adherence to 1-hr. FRT SLA

100%

Products Used

chat   guide   support   talk

Challenge

The benefits of Zendesk's omnichannel support aren't limited to smaller companies. Having been in business for over half a century, Stanley Black and Decker has grown into an industrial powerhouse, selling nearly 50 tools per second, all over the world. For a company this size, speed of implementation was a high priority since, collectively, the teams handle an average of 10,000 tickets each month..

Stanley Black and Decker needed a support solution that was:

- Powerful enough for a large established company
- Flexible across multiple platforms
- Amenable to quick collaboration between different departments
- Easy to implement

Solution

With Zendesk Guide and the Knowledge Capture App, Stanley Black and Decker is able to deflect tickets—a big deal since between 40 and 60 percent of all website visits are to the company's support pages. The Knowledge Capture App, in particular, has allowed support leadership to easily collaborate with marketing to provide the right help content for each region.

Zendesk has enabled:

- Optimized ticket deflection
- Better support workflow
- Easy collaboration between different departments

Results

Within three weeks of signing off on a suite of Zendesk products that include Support, Guide, Chat, and Talk, the globally distributed Stanley Black and Decker support teams were up and running on all channels after only a single day of training. For Orlando Gadea Ros, a Business Innovation Manager at Stanley Black and Decker, embracing Zendesk's Omnichannel capability has been a success: 'We needed something flexible and easy to implement, which I remembered from my previous experience with Zendesk," he said. "We wanted a solution that integrated all channels and that gave us the flexibility to implement in the way that we needed."

They now have:

- Perfect adherence to a 1-hour first response time SLA
- Flexible full channel integration

"I would use the word 'efficiency' to describe Zendesk. The Zendesk Professional Services team guided us by the hand so that we knew what key things we had to be doing. We haven't needed to go back and make any major changes to any market's set up."

Orlando Gadea Ros

Business Innovation Manager at Stanley Black and Decker

02   Customizing and maintaining support operations with ease

HARRY'S

Weekly Ticket Volume

10k

Avg. Email FRT

8 Hours

Phone Volume

50%

Calls Answered in 60 secs. or Less

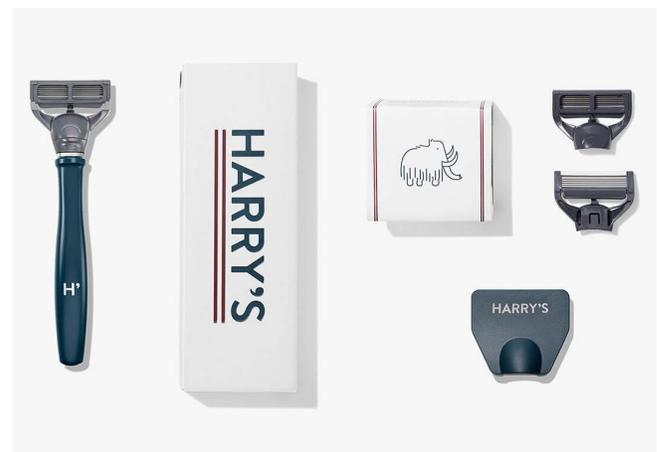80%

Products Used

guide   support   talk

Challenge

There's a world of difference between a great, close shave and a "just okay" shave. This is something the folks at Harry's understand deeply, carrying it forward in how they approach their relationship with their customers. The New York-based men's grooming company knows their clients expect a high quality experience from purchase, to use, to replacement—something that can be challenging when your business and brand are growing at an exponential rate.

Harry's needed a support solution that was:

- Truly customizable

- Time-saving and efficiency-driven

- Transparent and adjustable to their business's evolving demands

Solution

With Zendesk, the team at Harry's has ensured a top notch customer experience throughout their growth by using tools that create efficiencies and save time. The reason why a customer contacts Harry's is paramount to the team and to the company at large. Every ticket, regardless of channel, is tagged with a root cause. With the Zendesk API, Harry's analytics team built an AI tool that pulls information from their database and reads a customizable field to help auto-tag, route, and prioritize tickets based on root cause. On top of that, the team has created time-saving macros and business rules to further help triage tickets.

Zendesk has enabled:

- Clarified root cause capability

- More efficient rules and macros

- Customized support database integration

Results

Customization is a key factor in why Harry's loves Zendesk, but it's also due to Support's ability to integrate with other apps and systems. Rogers' team uses the Zendesk API to send order information back into their data warehouse and integrates with MaestroQA for quality assurance. "What I like most about Support," she said, "is that if you just need an out-of-the-box tool, you can set it up quickly, but it is also as customizable as you need it to be." This allows them to focus on their customers and address all of their questions. "We don't have to worry about whether a ticket was assigned to the right person," Rogers explained. "We look at what we can do in 3 clicks instead of 10 or 12."

They now have:

- Full system-wide app integration

- Increased QA via the customizable Zendesk API

- More effective ticket allocation

"We love being able to customize Support so much, so that we can be efficient in a more automated way, without sacrificing the quality of the experience."

Katie Rogers

Senior Director of Customer Experience at Harry's

UBER

Chat FRT SLA

<30 Secs.

New Driver Chat Volume/Week (U.S.)

30K

Chat CSAT

95%

Languages Supported

10+

Products Used

chat   support

Challenge

When you boil it down, transportation is about getting from where you are to where you want to to be, hopefully in the smoothest, most efficient way possible. Since its founding in 2009, Uber has successfully transformed transportation in over 450 cities and 76 countries, offering safe, affordable rides at the push of a button. As the company has grown, it's depended on a complex and customizable support ecosystem that's needed to grow alongside it, keeping the rider and driver experience running smoothly so everyone arrives exactly where they need to be...

Uber needed a support solution that was:

- Compatible with a complex and customizable support ecosystem
- Growth-cognizant
- Quick, efficient, and truly portable

Solution

Adopting Zendesk Chat has been an effective source of innovation through Uber's growth. As part of onboarding, new drivers are prompted to upload a series of documents and create their driver profile. Uber's integration of the Zendesk Chat widget has allowed drivers to ask questions as they go. This is offered in addition to the hundreds of physical locations where drivers can stop in for in-person support.

Zendesk Chat's real-time dashboard has also been particularly valuable. "As agents handle more difficult interactions, managers can look at the monitoring history and make decisions based on volume and CSAT. That real-time insight is useful," says Ashley Bradford, Global Chat Support Program Manager. "It's also mesmerizing to watch chats come in and be served to agents."

Zendesk has enabled:

- Optimized online and in-person support
- Improved and in depth real-time insight
- Methodical decision-based system monitoring

Results

By partnering with the Zendesk Customer Success team, Uber has managed to use the capabilities of Support and Chat to their full potential, be it by including tracking requests for internal teams, or as a go-to tool when they need the agility to quickly launch a new market.

"Our relationship with Zendesk has been great," Bradford said. "I've met with product managers from across Zendesk Chat—some from the U.S., some from Singapore—to talk about what an enterprise-level chat solution should look like for us. Those conversations have been so valuable because we've been able to share where we think we can unlock growth. Together we've shaped some features that are core to our operations."

They now have:

- Internal tracking capability
- Ability to grow into new markets more quickly and efficiently

"Zendesk's ability to grow with Uber as we launched cities, scaled products, and built our support organization has been key to our customer service success story."

Michael Mizrahi

Community Operations, Uber

03   Managing advanced support workflows to maximize productivity

Ingersoll Rand

Agents

200

Distributors Served

5,000

Improvement in CSAT

35%

Adherence to 4-hr. FRT SLA

95%

Products Used

guide   support

Challenge

Even the best built race cars need the occasional pitstop to readjust and ultimately breeze past that black-and-white checkered flag. Founded as a supplier of precision-drilling tools in 1871, Ingersoll Rand has expanded into a global conglomerate that produces everything from NASCAR Thunder Guns to compressed air systems to utility vehicles. But as its global distribution of new and legacy products has grown, Ingersoll Rand encountered complicated customer service challenges, many of which weren't being addressed by their outdated operating systems. They needed new and innovative strategies to integrate their customer service operations with a diverse array of new data systems.

Ingersoll Rand needed a support solution that:

- Used innovative techniques to embrace efficiency

- Enabled customers to become more self-sufficient

- Met internal standards for high customer satisfaction

Solution

In 2014, a desire to provide more efficient, faster support led the company to choose Zendesk Support and Guide to teach them and help them grow. Ingersoll Rand's global support volume is 90 percent email. Voice tickets are also generated in Zendesk Support through an integration with Ingersoll Rand's phone system, inContact, via the Zendesk API. James Ripley, a product support engineer and Zendesk administrator for the Power Tools division, has seen firsthand how the company has leveraged that API to improve its operations. "We created an integration with UPS so that we can rapidly generate UPS labels for warranty evaluation, repair, and returns," explained Ripley. "That integration is pretty slick."

Zendesk has enabled:

- Complete integration between voice and email support

- Improved compatibility with outside firms like UPS

- More efficient support via the Zendesk API

Results

Ingersoll Rand is now engaged in development using Zendesk APIs to build a larger integration that will unify several backend systems to simplify submitting warranty claims, ordering parts, and communicating with repair centers, Ripley said. With more context and streamlined workflows, the support teams at Ingersoll Rand have already collectively raised their customer satisfaction rate by 35 points over a three-year period. The teams also meet their 4-hour SLA on email tickets 95 percent of the time. Whatever type of efficiency a company is looking to build, Zendesk is designed to integrate with multiple systems, easily and effectively.

They now have:

- More efficient response times

- Remarkably improved customer satisfaction

- More context and streamlined workflows

"We found Zendesk when it was smaller—it was a great collaboration and we've continued to build on that. Every time I turned around, Zendesk was working with my team, teaching us and helping us grow."

Kelly Dees

Vice President of Global Customer Experience at Ingersoll Rand

LendingClub

Agents

600

Light Agents

250

Tickets/Month

50,000

Answer Bot Resolution Rate

11%

Products Used

guide   support

Challenge

They say you create your own opportunities, but let's face it: a little help and inspiration never hurts. Empowering people to achieve financial success is LendingClub's raison d'etre. By connecting borrowers and investors through their online marketplace, the San Francisco-based company offers ethical and easy ways to access credit. This mission drives LendingClub teams to recognize the potential they have to deliver exceptional customer service and care. But the way their systems were configured was costing them time and productivity. Any time agents took a phone call, they had to create a new record, even if they'd spoken to the consumer before. Getting meaningful data on customer satisfaction or agent performance was another challenge. So in 2015, they approached Zendesk to help provide a more engaging and relationship-oriented borrower experience.

LendingClub needed a support solution that:

- Provided an engaging and relationship-oriented borrower experience

- Collected meaningful data in a productive way

- Met the company's legal requirements as a financial services organization
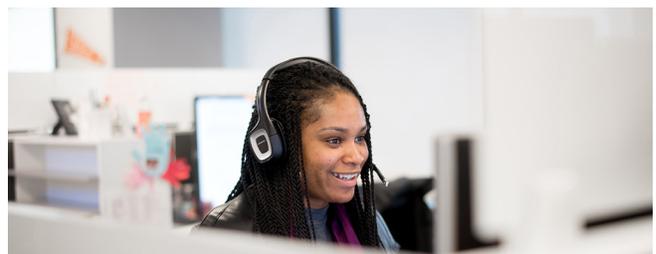
Solution

Switching to Zendesk allowed LendingClub to create specialty queues and prioritize time-sensitive customer emails. By sending automated follow-up emails to customers, Zendesk gives LendingClub specialists the time to focus on tickets that offer the most value to customers and the company. Triggers and specialized tracking reports help minimize the number of touches on any ticket.

LendingClub also doubled down on Zendesk's' specialized apps designed to strengthen customer support. The Zendesk-built Pathfinder app lets agents see which articles customers viewed before contacting them, reducing repetition, speeding resolution, and promoting higher customer satisfaction. And the Ticket Redaction App offers an extra opportunity to keep customers' financial and personal data secure.

Zendesk has enabled:

- Customizable specialty queues
- Time-sensitive customer prioritization
- More efficient ticket allocation
- Improved customer support through specialized apps

Results

The effects have been more than promising. Just ask Andrew Jensen, LendingClub's Director of Payment Solutions: "Previously, an agent would do 80 emails in a day. Now email agents can do 220 emails a day because of the one-click macros and other ways we made their work tool more effective. In a given month, we answer over 50,000 emails. It's very important that we're efficient and effective so that we can get to customer needs as soon as possible."

They now have:

- Improved email efficiency and effectiveness
- The ability to make changes and see immediate feedback

"Having great ticketing, workflow management, queuing, and grouping allows us to build a strong relationship with our customers and leave them feeling like we provided the support they needed, and more."

Andrew Jensen

Director of Payment Solutions at LendingClub

04   Uncovering insights into customers and support teams

Number of Agents

250+

Departments Using Zendesk

6

Monthly Ticket Volume

175k+

CSAT

90%+

Products Used

guide   support

Challenge

Instacart, a same-day grocery delivery service based in San Francisco, is out to revolutionize the way people shop for groceries. By connecting customers with personal shoppers who buy and deliver groceries from local stores, the company saves its customers time and energy. However, as easy as it is to place an order, there's a complex system underneath—one that demands a support network offering robust customization for both its customers and its personal shoppers with a single data-driven tool.

Instacart needed a support solution that:

- Integrated with custom tools to incorporate their rich multi-user data
- Met the needs of both customers and personal shoppers
- Helped further gains in productivity
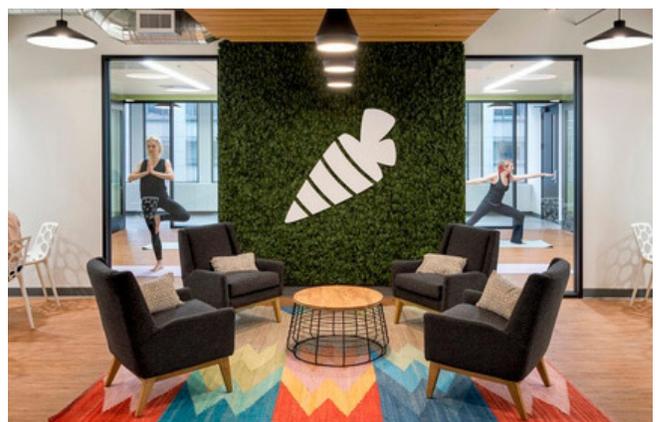
Solution

In the end, it was all about context: the more information an agent has about a shopper or customer, the easier that customer or shopper support experience is. Instacart's ability to bring data about each user into their Zendesk view became the ultimate deal-maker. Not only does this information help the team to route requests appropriately, it also improves the agent experience—as well as their efficiency—because they don't have to switch between systems as often. "We have almost every piece of relevant data coming in on the ticket based on the user, " says Jeremy Flanagan, says Instacart's Customer Ops Project Lead of Tools.

Plus: the transparency and flexibility of Zendesk Support allows Instacart to capture the voice of the customer and dig deep into changes in satisfaction to discover the root cause and make changes at the product or policy level, or to ramp up agent training in specific areas. It also allows them to collect positive feedback so that they know what's working well, and can build on their successes.

Zendesk has enabled:

- A single unified support system
- Improved access to customer information
- Efficient customer satisfaction tracking
- Better discover of root causes

Results

Using Zendesk Support, Instacart now handles over 175K tickets per month, achieving a 90% satisfaction rating. "Since we're a data-driven organization, the use of custom fields and tagging has been really wonderful," says Flanagain. "We can pull in every piece of Zendesk data into our internal database—furthermore, we can slice and slice that data, and join it with internal data to create an extraordinarily vivid picture of the customer journey."

They now have:

- Greatly improved customer satisfaction rating
- An internal database with custom field and tagging capability
- Full and flexible access to vast amounts of rich user data

> "It's paramount for us to be able to build exactly what we need. Zendesk provides a vast collection of integrations and opportunities for customization as part of our subscription."

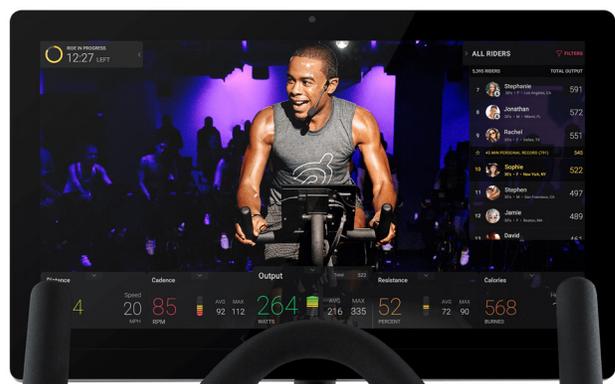Jeremy Flanagan

Customer Ops Project Lead of Tools at Instacart

Challenge

Every athlete has a unique set of personal challenges and goals. Peloton knows this, offering a combination of state-of-the-art hardware and engaging classes taught by world-class instructors. Only three years after selling their first bike, Peloton has become a veritable cult brand. It makes sense that with such an enthusiastic customer base, Peloton would prefer a support style that prioritizes personalization. With Zendesk, Peloton was able to offer its members support that was not only efficient and effective, but also customized to their individual needs as an athlete.

Peloton needed a support solution that was:

- Highly personalized
- Easily integratable on multiple platforms
- Quick and responsive to their customers' evolving needs

PELOTON®

Cycling Classes Streamed Live from NY Daily

14

Support Tickets per Week

5,000

Agents

65

Net Promoter Score (NPS)

91

Products Used

chat   guide   support   talk

Solution

Peloton worked with Zendesk from the very beginning. As the company has grown, it has expanded its initial service offerings to include a help center, powered by Zendesk Guide, and live chat support through Zendesk Chat. Each Zendesk product offers transparency into the member experience and, important to Peloton, the option to personalize responses to the member and fine-tune the self-service experience.

Peloton is also a big user of the Zendesk Apps Marketplace, and the team has extended their Zendesk solution with an integration with JIRA to liaise with Peloton's software engineers, Maestro QA for quality assurance, and the free Salesforce integration to pass leads on to the sales team. Peloton also has an award-winning iOS app, in which they optimize the Zendesk mobile layout for members to find answers to their questions. In addition, Peloton sells its own line of branded apparel and integrates Zendesk into its Shopify platform to help agents track what members are buying. The team is always on the lookout for new apps to integrate with Zendesk and further improve how agents interact with members.

Zendesk has enabled:

- Customizable specialty queues
- Time-sensitive customer prioritization
- More efficient ticket allocation
- Improved customer support through specialized apps

Results

"We love the ability to continuously test, learn, and refine our help center," says Laura Mundell, Peloton's Director of Member Support. "We track usage of the help center on a weekly basis to make sure we're always up-to-date on what people are searching for, what they're not finding, and what articles we can improve or add."

When it comes to key metrics, the team is laser focused on member satisfaction and closely monitors CSAT and first response time, always looking for opportunities to improve. The team maintains a CSAT over 90 percent and the brand boasts a Net Promoter Score of 91. "That's one of the main reasons why we love Zendesk—the ease of integrating with many different platforms," says Mundell. "Zendesk enables us to make changes wherever they're needed, but still keep that central interface for the agent so their job is as easy as possible."

They now have:

- Up-to-date feedback from a fully functional help center
- A CSAT score over 90 percent
- Net Promoter Score of 91

"The Peloton community is incredibly engaged, so having access to as much information as we can about our members helps our team to personalize every interaction."

Laura Mundell

Director of Member Support at Peloton

Zendesk understands that every company is unique. The needs of a small business trying to make a name for themselves in a crowded field are vastly different from those of a large multinational firm trying to better understand its customer base. That's why Zendesk offers an array of tools and services that help businesses of all shapes, sizes and styles. Whether you're trying to live seamlessly on multiple platforms, customize your current support options, or better understand the insightful power of customer data, Zendesk enables you to be the company your customers want you to be.

zendesk