

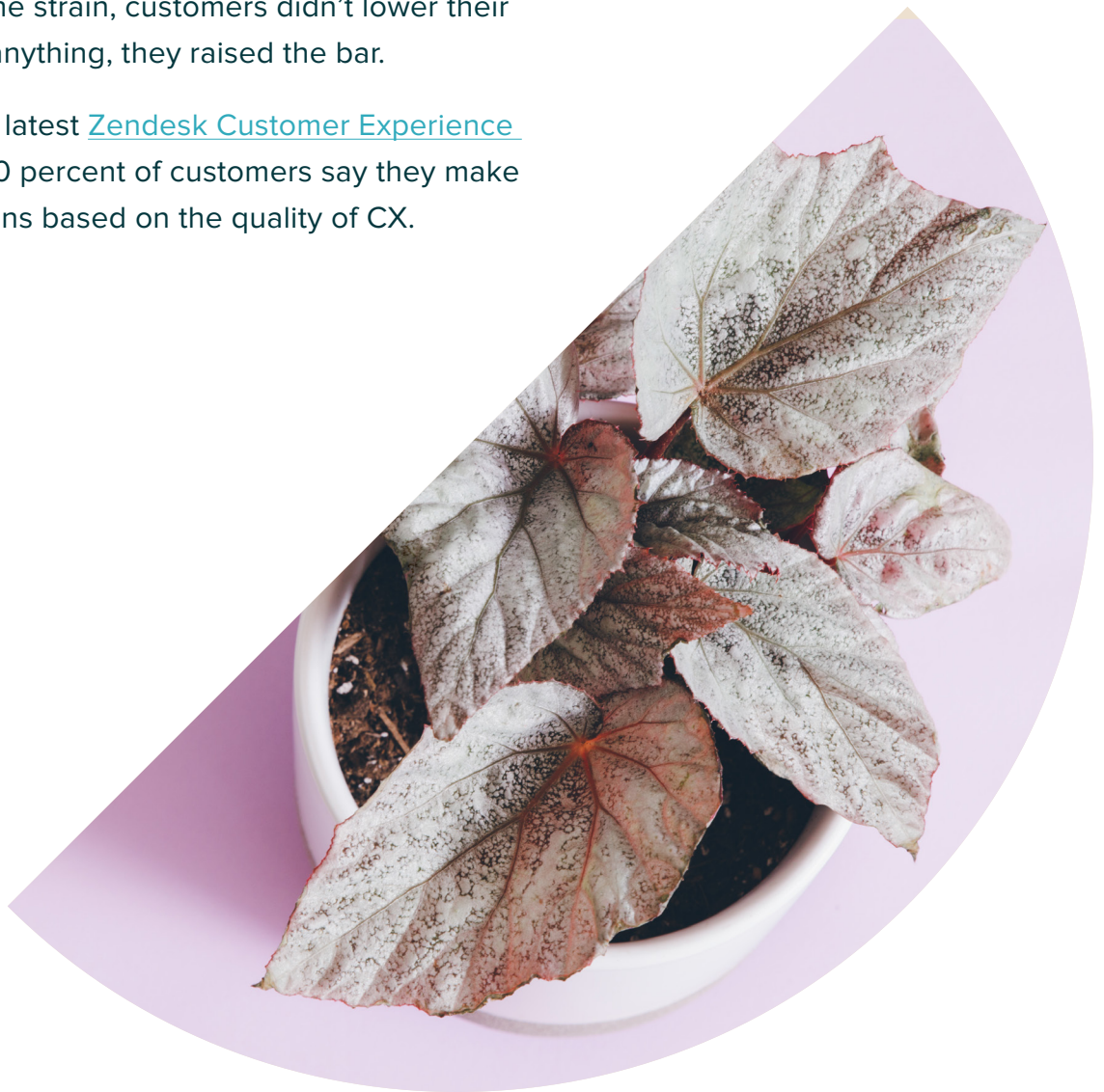
Your how-to guide to growing with the Zendesk Suite



Unlocking your CX potential is more important than ever.

During the pandemic, companies across industries were challenged: spread thin, understaffed, and often under-resourced. That left many at risk for providing lackluster customer service experiences. But while businesses felt the strain, customers didn't lower their expectations—if anything, they raised the bar.

According to the latest [Zendesk Customer Experience Trends Report](#), 70 percent of customers say they make purchase decisions based on the quality of CX.





And what's more, they're willing to go out of their way to buy from companies that offer stellar customer service:

92%

will spend more with companies that ensure they won't need to repeat information.

90%

will spend more with companies that personalize the customer service they offer them.

89%

will spend more with companies that allow them to find answers online without having to contact anyone.



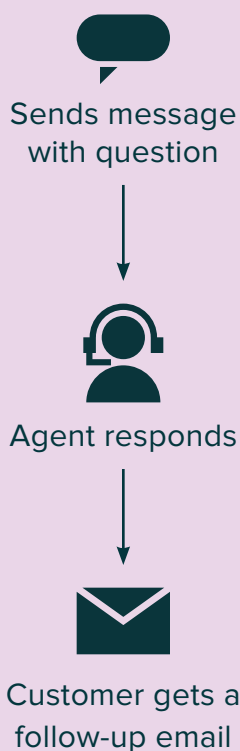
All of that means customer service is critical to your bottom line. In this guide, you'll get actionable tips for creating customer experiences that power your company's growth:

- Deliver the conversational service your customers want
- Set your teams up with all the right tools to succeed
- Scale support and stay agile through change

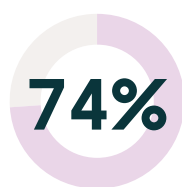
How to deliver the conversational service your customers want

Customers expect help from empathetic agents, no question. But they want more than that. Customers need always-on support and conversations that keep track of important information no matter the channel. The 2022 Customer Experience Trends Report found 70 percent of customers expect conversational and personalized support. And investing in the customer experience pays off. 93 percent of customers say they're willing to spend more with companies that offer service on the channels of their choice.

Customers expect conversations to be fluid



Beyond that, customers also expect conversations to be fluid. They might start with self-service on their laptop, then message you while walking the dog, then decide they need help with a live agent on the phone. So providing seamless support across channels is critical to creating a great customer experience. When you give your agents an easy way to see the whole customer journey across interactions, they can provide more personalized service, and that inspires customers to stick around.



74 percent of companies using the Suite say it allows them to connect in the ways their customers prefer.

To create the personalized service that customers expect, companies need to prioritize conversational experiences.



Tips for small teams:

Get set up to provide support over your customers' preferred channels.

Customers like to reach out wherever it's most convenient to them, whether it's via a help center, mobile app, email, or social channels.

Find out what your customers are asking. Businesses are often left guessing what information customers need to solve their own issues. With the Zendesk Suite's analytics, you can identify commonly asked questions. You can then share updates with teams across the business to make improvements.

Get leadership on board. Make sure you send regular updates about customer service to your leadership team so they know how CX impacts the business.

Help customers help themselves with Answer Bot. Without writing any code, you can feed those new help center articles to Zendesk's AI-powered Answer Bot, so the next customer to ask that question gets an answer right away. Your agents have fewer tickets to resolve, and your customers get quicker responses.



Pet Lovers Centre

The largest pet retail chain with 160 stores in southeast Asia, Pet Lovers Centre stepped up automation and self-service to tame growing ticket volumes. The company had already been using Zendesk, but not to its full potential. To provide a truly omnichannel experience, the company used the Zendesk Suite to incorporate 10 additional customer channels, including a contact form, live chat, mobile messaging, Facebook, WhatsApp, and Instagram.

The results:

-60% chat messages
+ 9% CSAT improvement



Tips for complex organizations:

Evaluate all customer service channels. Track performance and satisfaction metrics on every channel so you can identify areas for continuous improvement.

Make training a priority. It's not just for new hires—training is critical to keep everyone on your staff up to speed. Work with your CX leaders to develop an effective training plan, then ensure your team has the time and resources to make it happen.

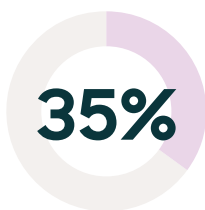
Bring together your data for personalized experiences. Give your team deeper customer context with apps and integrations—like details about recent purchases, product preferences, and return history.

Power up your messaging with integrations. With the Zendesk Suite, you can build dynamic experiences by adding custom AI chatbots and interactive apps like in-message checkout options to stay ahead of customer needs.

How to set your teams up with all the right tools to succeed

Even the highest-performing customer service teams are only as good as their toolkit. And while having a great team in place is important, there's only so much they can do without the right tools. With the Zendesk Suite, you can do more in a cost-effective way:

- **Empower your agents** with a unified and easy-to-use workspace to solve customer issues more efficiently, with all the contextual information they need in one place.
- **Give your team powerful tools** to help them work together more easily, reply to customers faster using intelligent suggestions on what to do next, and get requests routed to the right agents.
- Offer a solution that's **intuitive to learn and use**, so new agents can get up to speed and start helping customers faster.



+ **35 percent boost** to agent productivity when solving customer issues using Zendesk's Agent Workspace (*Zendesk product usage analysis*)

To make the case for great customer service, focus on business impact.





Tips for small teams:

Create a profit center. When every agent has the data they need for easy cross-sell and up-sell opportunities, informed by customer context, you can generate revenue for the business.

Solve issues faster. the Zendesk Suite gives you agent productivity tools like macros and automations to help your team resolve requests more efficiently.

Enable easy collaboration across your teams and even external partners by letting agents loop in other teammates right from the workspace they use to respond to customer requests.

“With Agent Workspace, our agents have a 360° view of any customer and can have relevant, personal conversations on any channel. This has resulted in improved response and resolution times and an increase of 11 percent in CSAT.”

Sean Benedict, CX Operations Manager, MakeSpace

Drizly

“Our fully-trained team went from solving 8 tickets per hour to an average of 16 tickets per hour. That’s because we’re tracking KPIs that mean the most to our business, allowing us to continuously improve our results.”

Brian White, Director of Customer Experience, Drizly

The results:

+200% Agent productivity
500% business growth in 2020



Tips for complex organizations:

Boost agent productivity with an easy-to-use workspace that puts all relevant data and apps in one place. Your team can spend less time hunting for information in different systems to find answers, which speeds up resolution time.

Create more collaboration so you can scale support with confidence. The Zendesk Suite lets agents loop in colleagues both inside and outside your organization from the same interface they use to respond to requests. That makes collaboration easier and saves your team valuable time.

Reduce redundant tasks and operating costs by optimizing workflows. With the Zendesk Suite, you can use automated request routing to assign tickets to your agents based on their skills, availability, and capacity.

How to scale support and stay agile through change

Whether you're building out your customer service team or already have a well-oiled machine, being able to adapt to change and seize opportunities is vital to success. You need to understand what your customers want now and get ahead of the competition with new offerings. The Zendesk Suite's powerful reporting and analytics tools, automated workflows, and flexible platform help you scale your operations and integrate with other systems. That helps you see the full picture and stay ahead of customer needs.

When you bring all of your customer data together, you get a 360-degree view and can take action on trends. You'll also save your team valuable time by tailoring workflows and automating manual tasks. That gives your team the chance to spend more time working with customers and less time working with spreadsheets.

To keep up with the pace of change, companies need to dig into data.





Tips for small teams:

Get feedback and act on it: Get feedback from agents and managers about the quality of the tools used and the overall process to improve the customer service experience.

Power your CX with [more than 1,000 out-of-the-box apps](#) and integrations that work seamlessly with Zendesk to increase agent productivity and streamline workflows.

Benchmark performance: Compare yourself against your peers on key benchmark metrics like customer satisfaction, first response time, and ticket volume.

Raddish Kids

“Keeping an eye on trends and volume not only helped us front-load our agent staffing for a big rush, but it has also shaped how we communicate with customers everywhere.”

Jennifer Buchanan, Customer Service and Retention Manager at Raddish Kids

The results:

+20% conversion rate
99% CSAT

SMC

“Time-to-cash absolutely improves with Zendesk; with faster resolution times, SMC fulfills and invoices orders more quickly.”

Robin Rodriguez, Global manager of platform and service delivery at SMC Corporation

The results:

15+ languages supported
4 months time to implementation
1000+ agents



Tips for complex organizations:

Fine-tune operations with advanced implementation management tools like a premium sandbox environment to test new configurations and speed up training and deployment.

Leverage an extensible platform that connects to your existing tech stack with APIs, webhooks, and even an application framework so that you can extend the customizability of your service solution.

Fuel data-driven decisions with custom analytics and real-time reporting to understand performance across your organization and make changes as you go.

Use this checklist to ask questions that will help set you and your teams up for success while keeping your customers at the center of your decision-making process.



Delivering the conversational service your customers want

- ☐ Which channels are you currently using?
- ☐ Which channels do your end users prefer?
- ☐ Who are your customers and how do you segment them?
- ☐ How does this affect your channel offerings?
- ☐ Do customers have the option to self-serve? If so, how is that incorporated into your other channels?
- ☐ How do you promote your live channels today?



Setting your teams up with the right tools to succeed

- ☐ Where does your user base information live? What is your source of truth?
- ☐ With your current solution, are you able to recognize a customer and their support history if they contact you using two different channels?
- ☐ What are all the tools in your tech stack that an agent needs to refer to during customer interactions?
- ☐ Which cross-functional teams are your agents collaborating with, both internal and external, and how are they communicating with them?
- ☐ Is there internal knowledge your team references for updates and process documentation?



Scaling support and staying agile through change

- ☐ What are your important team and organizational KPIs?
- ☐ How do you collect feedback from your customers? How do you communicate that insight internally?
- ☐ How do you stay on top of industry trends, and do you benchmark against them?
- ☐ Which tools are you using to forecast?
- ☐ How do you test out new workflows and manage change within your organization?
- ☐ Do you have aligned development resources to customize your experience?

Companies using the Suite deliver better CX

After moving to the Suite, companies like yours see on average:

16%

faster replies to customers

14%

faster resolutions for customer issues

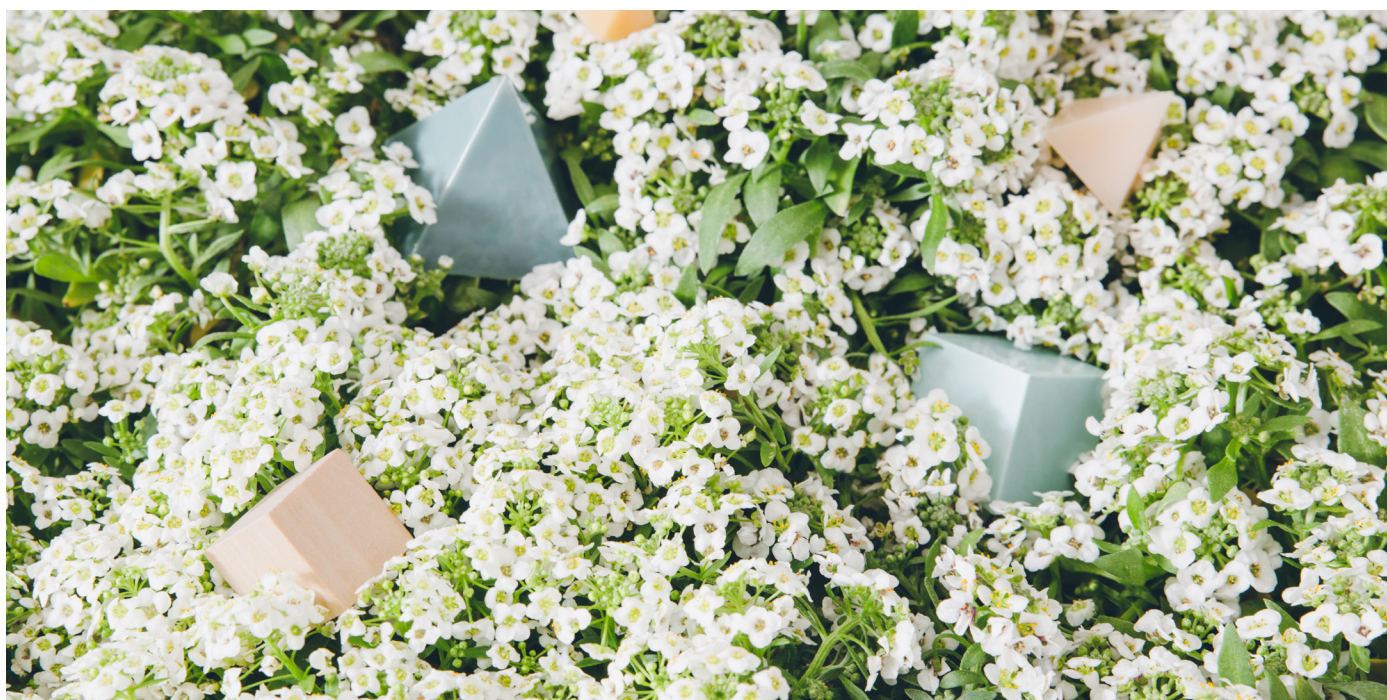


Meet the new Zendesk Suite

The Zendesk Suite combines all of our powerful, comprehensive service capabilities—along with messaging, analytics, community forums, collaboration, and much more—into one complete offering.

This new evolution of the Suite arms businesses with the best CX technology to meet their customers' needs. Now, you can set yourself apart from the competition, grow revenue, and unlock even more value with Zendesk:

- **Quick to set up and easy to use.** The Zendesk Suite gives you robust out-of-the-box tools that don't require coding or complicated setup steps, so your team can get started faster.
- **Enhance productivity.** A powerful Agent Workspace that centralizes all conversations and empowers agents with the tools they need to solve customer issues more efficiently every time. Your team can collaborate more easily, reply to customers faster, and get routed to the right requests at the right time.
- **Save time and lower costs.** All of this is built on top of our open, flexible, and secure platform that scales to ANY size, lets you adapt effectively, and handles complex use cases without increasing your costs.



Seize the opportunity to grow

[Learn more](#) about the Suite, the complete service solution that combines all our products and add-ons into one powerful package.

Ready to get started?

[Check out pricing.](#)

