

helphouse.io

# Case stories



# Table of Contents

## **03** **Shaping New Tomorrow**

Challenge

Results

Testimonial

## **06** **TV 2**

Challenge

Results

Testimonial

# Shaping New Tomorrow

Shaping New Tomorrow is a Danish clothing company founded in 2017. Their vision is to bring more freedom into your life by raising the quality of your everyday wardrobe, and ensuring that the clothes you wear to relax and work in, or for parties and formal occasions are comfortable and stylish.

**SHAPING NEW TOMORROW.**

## Zendesk products



zendesk  
support



zendesk  
guide



zendesk  
chat

## Marketplace apps



surveypal

★ Trustpilot

## Problem

The main problem was that Shaping New Tomorrow couldn't keep up with their customer inquiries. They didn't have enough agents and used too much time on manual work. They wanted to improve while keeping the service personal.

### They needed:

- Help with ticket deflection
- More time for reporting
- Better CSAT

## Implementations

- Automated work processes
- Dynamic content setup
- Preparing Zendesk for multiple languages
- Best practice trigger and automatization setup
- Setup by best practice views
- Creation of reason codes

# Results

Shaping New Tomorrow reached their goals for the collaboration. They now have time to provide personal service where it matters most. Note that they reached these goals while going from 3 agents to only 2!

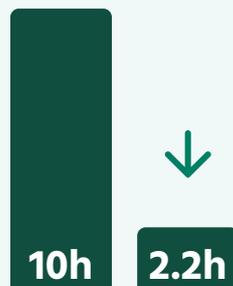
The company has been able to optimize their workflow, which has significantly improved their KPIs.

They now have an effective ticket deflection as they have reduced customer requests with 50%, this frees up time for the rest of the inquiries which is showing in a way shorter reply time and higher CSAT.

They've furthermore, gone from a turnover of 400,000 EUR in 2017 to an 8.7 million EUR turnover in 2019.

Tickets reduced by  
**50%**

Tickets reduced by 50%



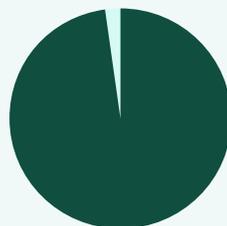
'First reply' gone from 10 hours to 2.2 hours



Full resolution time went from 14.2 hours to 12.1 hours



SLA gone from 91.4% to 97.2%



CSAT 98%



Amount of Agents reduced by 33.3%



“ We chose to work with helphouse.io because we wanted to work with someone with much greater expertise regarding the system than we had, and we wanted a partnership that could help us utilize the full potential of the platform, while continuously adapting to the possibilities of the program and the circumstances of the company. Other than the first setup we made with helphouse.io, we continuously work with improvements, updates, and tweaks, that make us faster, better, and streamlines our customer service.

The most important outcome of the collaboration is the great relation to helphouse.io and the support that's able to get the job done and fix any issues we're not able to ourselves.

***Sebastian Juul Jensen***

*Customer Relations Manager - Shaping New Tomorrow*

# TV 2

TV 2 DANMARK was founded in 1988 and is the company behind Denmark’s most-watched channel, TV 2, and the country’s most-watched channel family consisting of 7 different channels. TV 2 PLAY is their on-demand streaming service where you can watch all their shows, sports and live-tv.



## Zendesk products



zendesk support



zendesk guide



zendesk chat



zendesk talk

## Marketplace apps



gert.io

## Problem

They experienced an increasing pressure on the customer service department with inquiries coming from several channels and platforms. Customer service was too ineffective and they had limited support tools. They wanted to optimize the support so they could give relevant support to the right customers.

## Implementations

As a step in their transition to Zendesk, helphouse.io designed a help center that would help customers to self-help, resulting in a much higher ticket deflection.

# Results

With the help center design, TV 2 PLAY was able to significantly reduce the number of tickets compared to the number of customers. The much easier way to self-help is resulting in much higher CSAT, as customers can resolve their own problems fast.

TV 2 estimates having freed up +200,000 EUR annually, by using the help center designed by helphouse.io. Ticket deflection has risen to 95% and the overall ROI 2 years after implementing Zendesk is 438%.





“ helphouse.io has provided professional guidance from beginning to end regarding the launch of our new customer portal. helphouse.io didn't just provide us with a standardized product but presented us with a customized and innovative solution that solved the challenges and issues we were facing with our former site.

helphouse.io has been great at familiarizing themselves with our needs and not least, our customers' and users' needs. This is why we have a unique customer portal today, that reflects how proud and ambitious we are.

***Kristian Petersen***

*Head of Customer Operations – TV 2 PLAY*

# Our mission is to be #helpsome

If you need additional guidance or want to dig deeper into the wonders of Zendesk, then don't hesitate to contact our Account Manager Jonas Poulsen below.



**Jonas Poulsen**  
Account Manager  
[jonas.poulsen@helphouse.io](mailto:jonas.poulsen@helphouse.io)  
[+45 53 65 65 06](tel:+4553656506)

Visit our [helpcenter](#) to get advice from our guide and awesome support!



Follow our activities on social media where we keep you updated with events, product announcements and social posts.

