

Is your customer service ready for the holidays?

Zendesk tips for your customer service



How many of these statements can you tick off?

- We get many inquiries about the same issue
- During holiday periods, we struggle to keep up with demand
- Our customer service employees are unable to view client history when replying to inquiries
- We find it hard to cooperate and cover for each other during holiday periods and sickness
- We receive a high number of inquiries and struggle to keep up
- We wish to save time and money

Don't hesitate to read on if you could tick off two or more of the statements above.

Did you tick off fewer than two statements?

Read on anyway – you may still learn something.

On the following pages, we will tell you how Zendesk as an omnichannel system can help you solve some of the challenges listed above.

We base this on stories from our clients, know-how from carrying out more than 500 setups, and the experiences we have made working with and advising clients such as Danfoss, ABOUT YOU, Schneider Electric & KIA Motors.









Excellent customer service is more important than ever – not only during regular operation but also during holiday periods.

How many employees are at work at the same time during holiday periods in your company? How many employees must handle the same service pressure? Are you ready to maintain the same high customer service level during the next holiday period?

In today's market, the customer is king.

Customers have an abundance of online shops to choose between. If they aren't satisfied with your customer service, they'll head to one of your many competitors.

This situation has also led to a change in the support function where customers define the interaction today. More and more consumers expect that companies are available when and where it's the most convenient to them.

52 % of dissatisfied customers share their bad experience with family and friends, and 68 % of these customers will not be buying from you again.

Therefore, it's more important than ever before to provide the best customer service and differ from your competitors on that parameter.

Before you know it the holidays will begin. From time to time your employees go on holidays in turns for either a few days or for several weeks at a time. And for this period of time your team is incomplete. However, your customers won't stop shopping online because of the holidays. They are also enjoying time off and have more time to buy stuff online.

In order to maintain the same high level of customer service and efficiency with fewer employees, conditions must allow for smooth cooperation on customer inquiries.

Zendesk can help create these conditions. Zendesk provides you with a common platform to keep track of all customer inquiries. In the following sections, we will take you through a normal holiday situation for a customer service team that doesn't have a ticket system. What are the challenges? What is the solution? And what is the result?

Typical challenges – maybe you recognise them?

The main challenge, as experienced by our clients before implementing Zendesk, is the fact that they didn't have the opportunity to easily access active or previous dialogues with customers when they contacted the company.

This limitation was especially a problem during holiday periods as those customer service employees who had previously carried out dialogues with a particular customer were now on holiday. All previous correspondence was kept in personal inboxes, and sharing knowledge between colleagues or teams was impossible while these employees were away.

Another major challenge we often encounter is the lack of time to handle the same amount of inquiries within the usual time frame when employees are on holiday, and the team is smaller.

The current on-demand culture has customers expecting a response as soon as they need it. And the longer they have to wait, the worse the experience they will get from shopping with you.

The solution to these challenges can be to implement an omnichannel system such as Zendesk and give customers access to proper self-service tools that enable them to find the answer to their questions themselves.

How do we solve it?

From the onset, Zendesk was built with customer service and omnichannel in mind. This means that the system can easily collect all inquiries from various channels such as SoMe, email, chat, calls, etc. in one place. All your customer inquiries will thus end up in one place where all customer service employees can access them.

80 % of all customer service cases are recurring issues. Recurring issues can be handled by a chatbot or a FAQ to relieve the pressure on your employees and reduce the waiting time for you customers.

The increased accessibility solves the challenge of your employees being unable to take over on customer inquiries and view the customer's history. Moreover, a range of out of the box add-ons are available for Zendesk, which can improve productivity and cooperation. For instance, there is an add-on that allows you to write emails to third parties outside of Zendesk without leaving the Zendesk window. The email history will even remain within Zendesk and will also be added to the ticket and the ticket history. This way, you can work together on customer inquiries across departments and with people outside of Zendesk.

To solve the challenges of many inquiries and fewer employees, we recommend providing access to high-quality self-service solutions. You avoid spending valuable time on responding to many inquiries about the same issues.

Proper self-service solutions include implementing a useful help centre with articles that give the customers the answers they're looking for. In other words: Good articles with the right content.

Another essential requirement for setting up a high-quality self-service solution is a widget. A widget ensures that your customers always have a search tool at hand – wherever they are on your website or how far they are in the buying process. Furthermore, chat functionality can be implemented in the widget to gather everything in one place, making it easy for the customer to move on if they are unable to find the answer themselves.



What are the results?

According to Shaping New Tomorrow, the effects of implementing Zendesk are evident in terms of improved internal cooperation and customer service.

 Zendesk has made it easier to cooperate, to work efficiently, and to provide our customers with the best customer service during holiday periods.

Sebastian Juul Jensen, Customer Relations Manager at Shaping New Tomorrow
Zendesk user for two years

Many other clients of ours can report similar results. In fact, 66.7 % of our clients believe that Zendesk has made it easier for them to provide the best customer service during holiday periods.

The results of implementing a Zendesk solution:

- Employees can immediately respond to any customer inquiry and access all previous inquiries from the same customer.
- Employees have an overview of current dialogues and can more easily forward the inquiry to relevant departments.
- Improved customer experience and customer service – without costing you any working hours.
- Freeing working hours and lessen the pressure – also during holiday periods.
- Higher level of employee satisfaction.

By improving the workflows and providing your employees with better options to respond to customer inquiries in the best way the first time, employee satisfaction and efficiency will increase.

The results of implementing great self-service options are:

- Customers are satisfied with the experience and service, and it doesn't take working hours from you. Instead, working hours are freed, allowing employees to focus on your core business. During holiday periods, it also frees resources that enable you to send employees on holiday and be fewer at work at the same time because you are able to keep up with demand.
- You increase your ticket deflection, which is what happens when customer inquiries never reach your customer service team because the customers find the answer themselves. TV2 PLAY, for instance, has achieved a ticket deflection of no less than 95 % by implementing a really good and thorough self-service solution.

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Working with helphouse.io ensures that you exploit the full potential of Zendesk and make the most of your investment.

At helphouse.io, we are customer service experts. We have helped some of the most prominent Nordic brands streamline their customer service by developing and implementing solutions for Zendesk, which leave a (positive) imprint on the bottom line.



So ... did you tick off one, two or more statements on page 1, and have we made you read this far? Then perhaps now would be an excellent time to suggest you have a chat with our [#helpsome](https://twitter.com/helpsome) Zendesk experts and consultants about a possible solution and setup that matches your company. Tell us about your current situation, and we'll offer advice and guidance about potential development.

“But can this be implemented before the next holidays?” you may wonder.

“But can this be implemented before the next holidays?” you may wonder. The answer is simple: Yes, it can! Zendesk is the leading system in terms of simplicity and easy administration. Therefore, it doesn’t require much time to set up either. For a simple setup, it will only take about **three weeks** from signing the agreement to having your system up and running, and you have even been trained to use it. After that, you’ll be ready to work through the holidays and maintain the same high level of customer service as you have now.