

#helphouse

How a **help desk** adds value to your customer service

5 things to be aware of



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Good customer service is more important than ever

Help desk systems are on the increase - and for good reason.

Having a common platform to keep track of all customer enquiries can be of huge help to the customer service department.

The support role has changed. Today it is customers that determine the interaction.

Increasingly, consumers expect companies to be available when and where it is most convenient for them. The fact is, 52% of consumers change providers as a result of poor customer service and, once customers are lost, 68% do not return.

However, before investing in a system, it is vital to ensure that it will provide your company with value.

So, we have compiled a number of points you need to be particularly aware of, when choosing a help desk provider.





01

Will it improve the productivity of your support agents?

In the course of an average working day, support agents have countless interactions with a variety of customers.

In the context of each interaction, they must quickly understand a customer's issue and come up with a satisfactory solution. A help desk solution collates all information about a customer in a single location. This makes it easier for support agents. They do not have to search for information in several different locations.

Customers also receive a more satisfactory solution, because the support agent does not put forward previously-proposed solutions or request information the customer has already provided you with.

Support agents also often encounter the same questions and queries several times a day, and each time they have to spend time repeating the same answers. The automation of routine tasks can reduce the number of enquiries needing manual responses.

The overall result is improved productivity, because the support agent does not have to spend time on repetitive tasks, concentrating instead on 'more serious' enquiries.

When choosing a help desk provider, it is important to choose something as intuitive. The wrong system can lead to more administrative tasks.



02

Will increased automation provide better customer experience?

Did you know that, if they have a good customer experience, customers are willing to pay 4.5 times more for a product?

Service is a vital part of any good customer experience, and it is important for customers to receive answers to their questions when they need them.

By automating certain elements of customer service, a company is better equipped to accommodate the requirements of a modern consumer: for example, with the use of self-help tools.

This means that customers can quickly obtain answers to their questions, thereby receiving a better experience. That means fewer direct enquiries in the customer service department.

In some cases, increased automation can make interaction with a company feel less personal. So, concentrate on automating the internal processes that are currently handled manually. For example, ensure that enquiries are referred directly to the right employee, so you do not spend time on forwarding emails or assigning the right people.

Surveys also reveal that consumers get disgruntled if self-service fails and they end up having to contact customer service after all. That is why it is important to construct an intuitive, manageable self-help function.

03

Does it improve employee satisfaction?

A unified software system for all customer-related data makes it easier for a support agent to find answers to common questions and to quickly find the relevant information about a customer.

This prevents the employee from getting frustrated when he or she cannot find the necessary information, providing answers that are not satisfactory for the customer.

But, if the system is not structured properly, all the information can make it unmanageable.

That is why it is so important to earmark resources for building a well-structured, manageable system that makes finding the necessary information quick and easy. This will also enhance your employees' satisfaction, because they will not have to answer the same questions again and again.



04

Do you save time and money?

We all know that pay is an ongoing, costly expense. An agile customer service can result in fewer enquiries and better, quicker processing of customer enquiries. This improves productivity, thereby minimising wage costs for new employees.

Depending on the system, you can also share knowledge within the department, so it is not only the province of key members of staff. This frees up time, which can then be spent on other tasks.

It also means that you can save time spent on appointments and induction training, because new employees can study and find answers by themselves.

The disadvantage is that, if things are not streamlined in a way that makes sense for your staff, finding the necessary knowledge can be tricky.



05

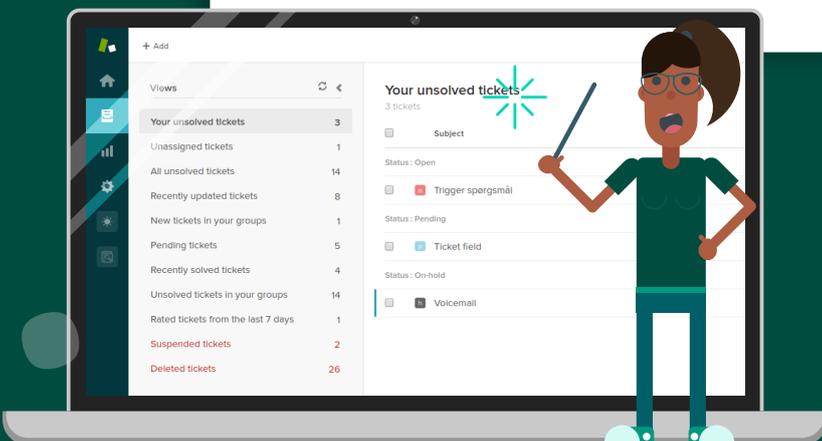
Can the system be developed and scaled?

The more you use the system, the more you can utilise data on an ongoing basis to detect what areas need improving.

Therefore, when investing in a help desk system, it is vital to choose a system that can also be adapted to accommodate future requirements, so you can scale your activities without additional costs.

Look, for example, at how many users can be linked, what it costs to increase the number of tickets, or to what extent you can expand the self-help solution. Another tip is to take a good look at the client portfolio of the provider. A relatively new system may have its limitations, but if other large companies are already using it, that proves the system is effective.

Once again, good structures are vital. Without data collection structures, you can easily end up focusing on something wrong in terms of the company's overall goals and KPIs.



Make the most of your help desk investment with helphouse.io

Investing in help desk systems such as Zendesk is not cheap. Collaborating with helphouse.io will ensure that you get the most out of the system's potential and your investment.

We at helphouse.io are customer service experts. We have helped the biggest brands in the Nordic region to streamline their customer service by developing and implementing solutions for Zendesk that can be felt (positively) on the bottom line.