Happy Customers, Happy Bottom Line.

Provide top customer experiences with agile customer care.

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The World of Customer Experience Has Changed

The importance of agility in business is not breaking news. With the rise of technology, connectivity, and mobility, chances are that you've had to rework everything from logistics and operations to how you process employee payroll. Changing the way you work, and the tools you work with, extends to your customer base, too. These relationships also need to be maintained and are just as dynamic as what's happening in-house.

Technology has developed to give customers more options, more information, and more of a voice than ever before. In fact, the customer experience has evolved from transactional to relational—making every interaction an opportunity to build a happy, long-term customer relationship.

And when your customers are happy, your bottom line is happy.

But it's hard to keep customers happy when you can't quickly adapt to their needs, respond to their questions, or when you force them to wait longer than they anticipate or to repeat information they expect you to already know. In order to engage with your customers in real time, your customer care organization needs agile tools that empower them to deliver the kind of top-notch customer service that builds relationships and positively impacts your business.

This e-book explores what it takes for customer care organizations to not only survive in this new landscape, but to thrive.

constellation
RESEARCH

This e-book is based on extensive research and in-depth interviews of businesses that have implemented agile customer care solutions. Research was compiled by Constellation Research, a research and advisory firm that helps organizations navigate the challenges of today's digitally disruptive landscape.

Traditional Solutions Can't Keep Up

It's impossible for organizations to achieve agility when they're using complicated systems, infrastructure, and technology that depend on the IT department or developers to make updates and modifications. Today's customer care organizations need to be able to update their tools on the fly.

Traditional customer care solutions are often plagued by:

- Slow implementation
- Heavy IT lifting
- Low agent productivity
- High volume of customer complaints
- Lack of powerful reporting tools

Complicated and poorly delivered customer care solutions lead to unhappy customers and other serious business implications, such as:

- Low First Contact Resolution (FCR)
- High Average Handle Time (AHT)
- Insufficient self-service options
- Loss of staff
- Lost revenue opportunities

But it doesn't have to be this way

A thoughtfully implemented agile customer care solution makes it easy to help customers, cut operational costs, and drive revenue.

1

Being Agile Can Save Your Business Money

Agile customer care makes things easier on your customers and your team, which means fewer breakdowns, speed bumps, and accidents. When your systems are running optimally, delivering customer care becomes more cost-efficient.
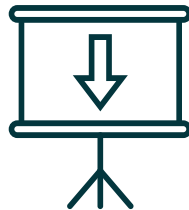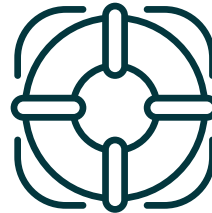
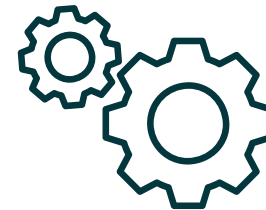Agile customer care helps you:
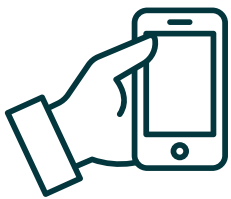
| Increase First Contact Resolution. | Increase agent productivity. | Reduce or eliminate training. | Help your customers help themselves. | Improve processes and eliminate redundancy. | Make the most of customer insights. |

Increase First Contact Resolution

One way to reduce your contact center costs is by focusing on increasing your First Contact Resolution (FCR) rate. Fewer repeat calls let your agents focus on the important stuff.

Here's how:

A poor ticketing system at a mobile phone company made task management difficult. By implementing an agile customer care solution, backlog and high resolution times were reduced.
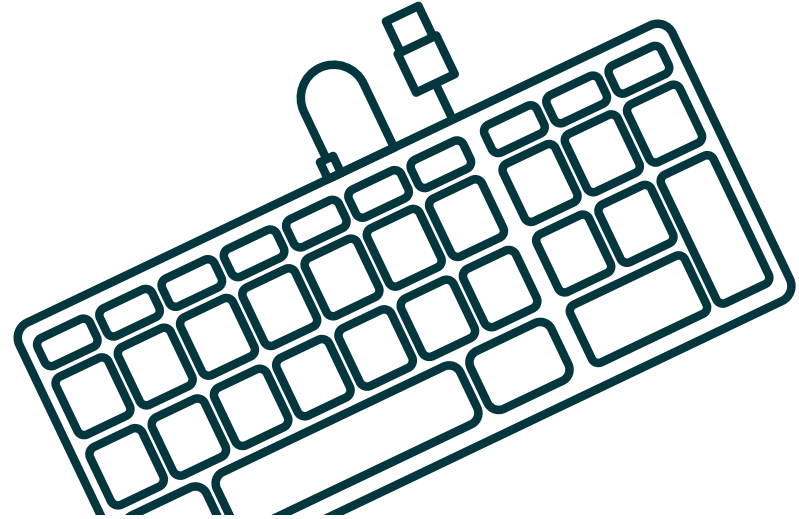
90% improvement in time to first contact.

Response times decreased from 35–40 hours to 1–2 hours per ticket.

Increase Agent Productivity

Your customer service agents' salaries are an ongoing and expensive cost. Agile customer care can lead to lower Average Handle Time (AHT), transforming your agents into efficiency rock stars.

Here's how:

An online payment platform implemented an agile care solution and saw:
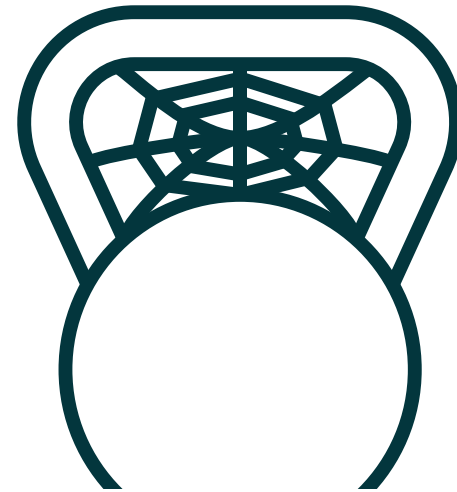
98% of tickets handled on the first response.

3-hour decrease in the average resolution time.

90% increase in customer satisfaction.

Reduce or Eliminate Training

Customer care can be a reactive department, and it can be difficult to anticipate its needs. An agile customer care solution minimizes the time and effort it takes to scale up and onboard and train new agents.

Here's how:

In 2010, an online publisher with 20 million readers experienced a data security breach. Without a way to process financial transactions, they weren't prepared to deal with the influx of questions that resulted.

With the automated responses and intuitive interface of an agile solution, the company hired 20 staff members to process 4,000 support requests in 4 days. Today, with a permanent team of 3 agents, they are confident they could scale up efficiently in the event of another crisis.

Help Your Customers Help Themselves

If you're using a traditional customer care solution, there's a good chance your agents are drowning in email. By empowering your customers to solve some of the most common problems, you can protect your agents from burnout.

Agent–free support alternatives include:

- **Call deflection**
- **Self-service**
- **Knowledge-base efficiency**
- **FAQs**

Here's how:

The customer care team at an online marketplace was overwhelmed with emails. By providing a self-service option and continuing to track and optimize knowledge-base searches, they were able to rescue their team and gain huge efficiencies. As a result, they experienced a **72% reduction in email volume.**

Improve Processes and Eliminate Redundancy
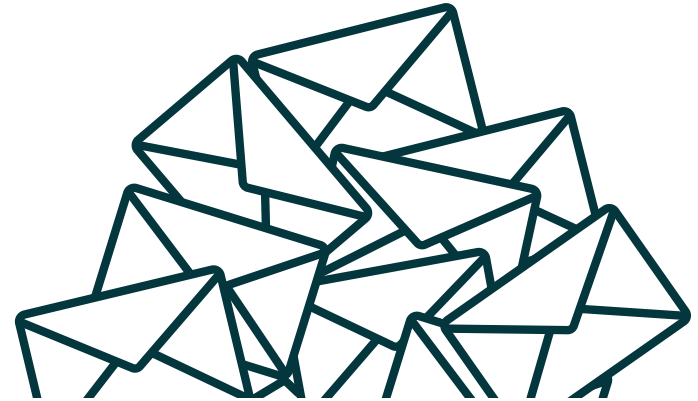
Customer care solutions are helpful from a reactive standpoint. But if you intentionally choose a solution that delivers customer service and also provides business intelligence, you can prevent problems before they arise—and build a smarter business.

Here's how:

With more than 10,000 customers in 100 countries, a display advertising company decided to be proactive with their customer care solution by turning inquiries into actionable business insights.

The easy integration of customer service inquiries with customer relationship management and enterprise resource planning applications made it possible for employees in different roles to easily share customer information. The team continues to use the data to proactively identify how products can be improved and to help their customers take full advantage of their offerings.

"I wanted a solution that would let us scale our service and would let the team resolve issues quickly while feeding crucial intelligence back to the business."

—Director, Customer Delight

Make the most of customer insights

Customers become loyal brand advocates when they feel that they are treated well and heard—especially when giving feedback.

Here's how:

An online software training company prioritizes customer engagement from the moment a customer begins a conversation with a company rep. Feedback is taken seriously, and the company ensures that customers get exactly what they need.

With an agile customer care solution, representatives were 50% more effective and efficient than they would have been with a different product.

Additionally, the agile solution:

⬇ **Decreased customer inquiries by 15–20%.**

⬆ **Increased customer satisfaction by more than 5%.**

⬇ **Decreased cost per interaction.**
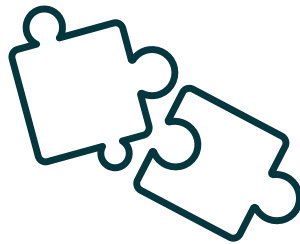
⬆ **Increased FCR rates.**

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Being Agile Increases Revenue

Customer care doesn't always get the respect it deserves—it's often seen as a cost center. But when customers, agents, and automation work together, customer care can turn into an organization's revenue center.
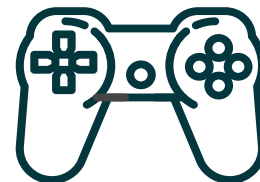
Agile customer care drives revenue by:
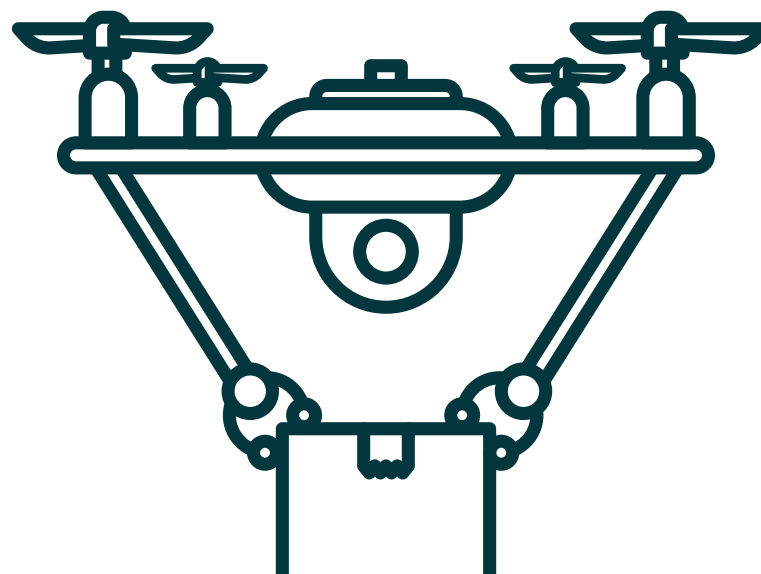
Expanding on a service that works.

Streamlining collaboration across departments.

Keeping your customers in the game.

Expand on service that works

It's no secret that good customer care leads to happier customers. But with agile care, you can monitor agent behavior to see what drives purchases and build upon it.

Here's how:

After adopting an agile care solution, an online marketplace wanted to see how an increase in FCR was impacting their revenue.

They found that shoppers who interacted online with stylists converted the same day at a rate that was 20% higher than shoppers who didn't. And shoppers who consulted with stylists bought more and complimented customer care in follow-up surveys.

"For years, customer service agents have been unsung heroes because our main goal was pleasing the customer and we were often regarded as bleeding hearts. But now with agile customer care solutions, executives can measure how much we are contributing in revenue. It turns out going the extra mile to help our customers look and feel terrific is really good for the business, not just customer service."

—Director of Customer Service

Streamline Collaboration Across Departments

When put to work, an agile customer care solution can do more than reduce call volume and boost productivity. It can provide information to other departments to increase customer satisfaction and revenue opportunities.
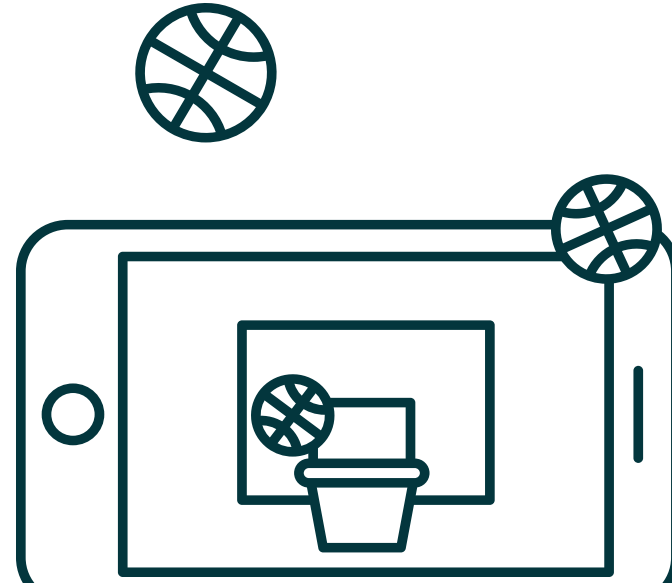
Here's how:

With a roster of big clients with long buying cycles, a B2B enterprise used agile customer care to gain insight into inefficiencies across the company and how and when to cross and upsell clients.

By implementing the solution across departments, the enterprise:

- **Developed more accurate marketing messaging.**
- **Increased new customer acquisitions.**
- **Enriched market research.**
- **Improved social CRM data for better targeting.**
- **Enhanced office operations.**
- **Increased leads and lead conversion rates.**
- **Boosted brand equity and reputation.**
- **Decreased pay-per-click.**

Keep Your Customers In The Game

Every time a customer leaves your game or app to get help is a lost revenue opportunity. Agile customer care keeps customers plugged in by providing support in context.

Here's how:

A sports gaming company brought its customer service, marketing, and new business departments together to develop an agile customer service app. Together, they created an in-game chat for VIP customers that's easy to use, test, and tweak.

As a result, the company experienced:

⬆ **Increase in customer satisfaction.**

⬇ **Decrease in customer service tickets.**

⬆ **Increased FCR.**

⬆ **Decrease in email correspondence.**

How To Get Started

Just as agility makes sense for the rest of your business, it makes sense for customer care. Think you're ready to take the plunge? Here are a few things to keep in mind.

Review your current costs, stats, and status.

What does it cost to run your contact and customer care center? What's your current FCR and AHT? What opportunities does your current customer care provide to generate revenue, improve marketing, and enhance engagement? Where is there room for improvement?

Know what you're looking for before you start looking.

Write a requirements definition document that specifies what you're looking to get from an agile customer care solution, explain what pain points you want the software to solve, and then write a request for information and/or follow up with an RFP.

Make agile customer care a part of your business plan.

Build a business case and an ROI model to show the value of switching to an agile customer care solution. As you interview vendors, make sure you understand how the software will solve your business issues.

We Can Help

At Zendesk, we make software for innovators. Our agile customer care solution is flexible and easy to build on, giving you the tools and freedom to try new ideas. With a dose of inspiration, the right information, and systems designed to foster better relationships, we can help enterprise businesses turn customer experience into a distinct competitive advantage.

[Click here to learn more](#)

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