ZENDESK TRUSTPILOT

ANALYSTS
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THE BOTTOM LINE

Trustpilot deployed Zendesk to establish an international support desk that was scalable, could accommodate multiple languages, and could support the continued growth of the company. Nucleus found that the project enabled Trustpilot to increase productivity through automation, reduce total tickets through call deflection to the knowledge base, and accelerate case resolution times.

ROI: **1272%**
Payback: **1 month**
Average annual benefit: **$428,585**

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THE COMPANY

Trustpilot is an international provider of user-generated reviews of online businesses. Founded in 2007, Trustpilot has customers in more than 60 countries and users in more than 120 countries. Trustpilot empowers consumers that are considering purchasing a product or service by providing access to the information valued most—the experience of others.

The company generates revenue when merchants subscribe to use Trustpilot's software-as-a-service application to solicit reviews from recent customers and to gain business insights from reviews in the aggregate. In 2013 the company was named Danish Startup of the Year at Next Web's European Startup Awards.

THE CHALLENGE

Before Zendesk, the staff was using e-mail and Google Docs to track review-related inquiries and cases. Each call escalation had to be flagged and manually entered into Google Docs, updated, and reviewed. The rapid growth of the number of Trustpilot reviews, related cases, and lack of a standardized process challenged Trustpilot's agents' ability to consistently address and resolve issues and give managers the visibility they needed.

In 2012 Trustpilot decided it needed to automate the help desk, and develop a process that would both assure clients of the credibility of the reviews and confirm that any negative reviews were vetted to ensure they were not in violation with local laws. The company also wanted to move from an informal phone and e-mail help desk to a more modern and formalized support organization that could support self service.

Cost : Benefit Ratio | **1 : 3.1**

THE STRATEGY

Management made a commitment to update the review process in 2012. It conducted due diligence to find an application that would automate the help desk process, support multiple sites and languages, and support expected growth in the ensuing years. Several applications were examined and Zendesk was chosen for a number of reasons including:

- Capabilities. Trustpilot has customers in more than 60 locations, reviews posted in 15 languages, support for 20 languages, and users in more than 120 countries. Trustpilot determined that Zendesk could accommodate its compliance needs while supporting its multinational operations.

- Ease of integration with additional applications. Trustpilot felt that Zendesk could be integrated with its existing applications and with Salesforce.com.

- Rapid deployment. Trustpilot needed to move quickly and believed that Zendesk could meet this requirement.

- Usability. Trustpilot believed that Zendesk required minimal training and could be included as part of the normal new employee onboarding process.

TYPES OF BENEFITS

Direct 83% ████████████████████████████ 17% Indirect

Deployment of Zendesk was initiated and completed in 2012 in less than a month. Zopim was an additional application introduced in 2015. The implementation process did not include the migration of prior history into the current database. Currently, one part-time position is committed to ongoing projects such as additional user set-ups, configurations, and additional integration.
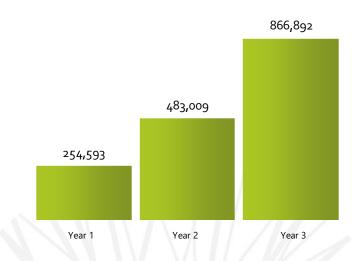
KEY BENEFIT AREAS

Deployment of Zendesk Help Desk and Zopim Live Chat has enabled Trustpilot to reduce incoming calls and issues requiring escalation while increasing service levels to customers. Key benefits of the project include:

- Increased productivity. Implementation of the Zendesk Help Center has automated processes, giving Trustpilot employees the necessary tools to resolve issues and avoid escalations. Before, every time an issue was escalated it was manually flagged in the spreadsheet and someone had review the content to determine what action was necessary. Now agents can assist customers more rapidly with easily-accessed information in the application, and agents can switch easily between live chat, voice, and tickets easily.

- Reduced tickets through call deflection. The search option in the Trustpilot Help Center directs the customer to the target area to find the information needed, thereby avoiding the need for repeated customer calls or transfers. Self-service capabilities enabled Trustpilot to reduce inbound call volumes by 42 percent.

- Improved customer satisfaction. The combination of Zendesk Help Center and Zopim chat has been the main driver to enable the company to achieve its ambitious goals of driving greater customer satisfaction, and the company has increased its customer satisfaction by 20 percent – to a 97 percent average CSAT.
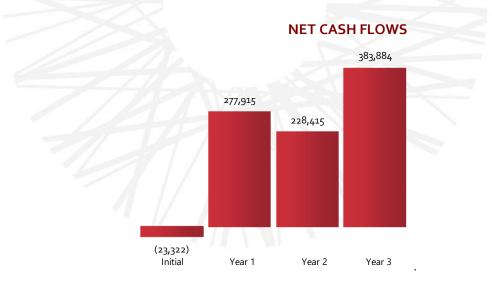
CUMULATIVE NET BENEFIT

866,892

483,009

254,593

| Year 1 | Year 2 | Year 3 |

KEY COST AREAS

Primary costs of the project included software license subscription fees and personnel time to implement and support the application. No external consulting was needed for the project; internal IT personnel completed setup and integrated Trustpilot's application with Zendesk. Training costs were minimal.

NET CASH FLOWS

383,884

277,915

228,415

(23,322)
Initial

| Year 1 | Year 2 | Year 3 |

BEST PRACTICES

As its name implies, Trustpilot has managed its growth by ensuring reliability and honesty in all of its reviews. The dramatic growth of the company has also increased the need to show the reliability of results and ensure that there is a clear and

consistent process for ensuring that all reviews fall within legal requirements. Deploying a solution that was cloud-based, could support multiple languages, and had standard and consistent workflows ensures support for growth while maintaining the quality and reliability of TrustPilot reviews.

CALCULATING THE ROI

Nucleus quantified the initial and ongoing costs of software license subscription fees, personnel time to implement and support the application, and employee training time to calculate Trustpilot's total investment in Zendesk.

Direct benefits quantified included the avoidance of hiring additional agents that would have been needed without the automation achieved, calculated based on the average fully loaded cost of an agent. Indirect benefits quantified included the increase in existing agent productivity driven through increased automation and integration, reduction of tickets through call deflection, and reduction of inbound calls. Productivity savings were calculated using the average fully loaded cost of an employee, using a correction factor to account for the inefficient transfer of time between time saved and additional time worked.

Not quantified was the improved customer satisfaction that Trustpilot achieved by standardizing its support and review processes on Zendesk.

FINANCIAL ANALYSIS
Zendesk

Annual ROI: 1272%
Payback period: 0.1 years

BENEFITS	Pre-start	Year 1	Year 2	Year 3
Direct	0	357,500	357,500	357,500
Indirect	0	35,102	35,102	143,050
Total per period	0	392,602	392,602	500,550

COSTS - CAPITALIZED ASSETS	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
Total per period	0	0	0	0

COSTS - DEPRECIATION SCHEDULE	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
Total per period	0	0	0	0

COSTS - EXPENSED	Pre-start	Year 1	Year 2	Year 3
Software	7,020	7,020	47,520	0
Hardware	5,000	0	0	0
Consulting	0	0	0	0
Personnel	10,833	106,667	106,667	106,667
Training	469	1,000	0	0
Other	0	0	10,000	10,000
Total per period	23,322	114,687	164,187	116,667

FINANCIAL ANALYSIS	Results	Year 1	Year 2	Year 3
All government taxes	45%			
Cost of capital	7.0%			
Net cash flow before taxes	(23,322)	277,915	228,415	383,884
Net cash flow after taxes	(12,827)	152,854	125,629	211,136
Annual ROI - direct and indirect benefits				**1272%**
Annual ROI - direct benefits only				968%
Net Present Value (NPV)				412,105
Payback period				**0.1 years**
Average Annual Cost of Ownership				139,621
3-Year IRR				1178%

All calculations are based on Nucleus Research's independent analysis of the expected costs and benefits associated with the solution.

NUCLEUS RESEARCH