



Scalable self-service support: tailor-made for every company



"Give a man a fish and you feed him for a day."

So the proverb goes, and so the proverb continues: "Teach a man to fish and you feed him for a lifetime." In customer support, enabling customers to self serve is how the proverb goes, and the trend is clear: customers expect access to helpful information that's convenient, relevant and fast. It makes sense that providing quality, flexible self-service has become a vital part of what Zendesk does.

Industry leaders are realizing that quality self-service isn't just a nice option to offer—it's a critical one. One that customers are actively seeking out. In a [survey](#), Zendesk found that 76% of consumers choose self-service over speaking to a company representative. By embracing self-service, customer service leaders are adopting a [proven practical scaling strategy](#), especially since offering self-service has become a key predictor of how effectively businesses will be able to contain costs as they grow.

Add to this the increased level of internal employee engagement that self-service provides, and you have a true win-win on your hands. By arming agents with a smart [knowledge base](#), you're helping them to free up time by leaning on bots to manage questions that don't need a human touch, [put more relevant knowledge at their fingertips by leveraging AI](#), and empower them to [develop and improve your knowledge base for the future](#).

Every business is different, and quality self-service isn't one-size-fits-all. At Zendesk, we help companies build self-service solutions to fit every need. In this ebook, you'll hear stories from many such companies, from a variety of industries and based all over the world. Zendesk has provided personally-tailored solutions to effectively drive their business goals, ensuring not only satisfaction, but the promise of growth and learning for a lifetime.



Brands

15+

Agents

30

Calls/Emails/Chats/Month

37,000

Self-Service Ratio

30:1

Products used



chat



guide



support



talk

Carsales achieved a 30:1 self-service ticket deflection ratio

Challenge

Purchasing a car may be a big decision, but it doesn't have to be a difficult one. This idea is at the core of what carsales does, providing a network of classified sites that streamlines the way Australians research, buy and sell their cars. But scaling to support the growing number of customers on Australia's #1 online classified advertising network wasn't without its difficulties. Divided into several smaller brands, carsales lacked a simple and effective way to provide their customers with quality self-service across the board. According to Customer Service Group Manager Shaun Wilton, "When we decided to create a centralized customer service hub that included dealers, consumers, and all our brands, we realized our existing technology couldn't service our needs."

Carsales needed a support solution that provided:

- quick and reliable customer self-service
- a single centralised management hub
- streamlined omnichannel service



"Data from Zendesk drives change in our products and technology to better serve customer needs. The insights, analytics, and information Zendesk gives us about our customers, and about how they interact and transact with us, is invaluable."

– Shaun Wilton
Customer Service Group Manager

Solution

Since implementing Zendesk, carsales has placed an emphasis on building out self-service support. The company created seven unique help centers featuring more than 700 articles, all powered by Zendesk Guide. Six of the seven help centers are external, and tailored to their specific brands. This is important, given that carsales manages more than just cars; they also welcome buyers and sellers of boats, bikes, and even farming machinery and camping equipment. With Zendesk, employees can now easily manage all this complexity without involving developers or paying for external support.

Zendesk has enabled:

- a vast knowledge base that clients and employees can draw upon
- the ability to manage customer-facing self-service without developers
- a network of brand-specific help centers

Results

With self-service based on Zendesk Guide, Carsales has seen a decrease in each of its other key channels: email, chat, and inbound calls. The team sees an average of 6,000 keyword searches across the help centers which generate an average of 200 tickets, a 30:1 self-service deflection. "That's a very low number, so the bulk of people have been able to find helpful content and haven't needed to create a ticket," says Williams. The self-service wins have helped open up the team's bandwidth, but the largest benefit of Zendesk has been the meaningful and actionable analytics that Wilton and the carsales service leadership team now rely upon. "The data and reporting have been absolutely critical. We couldn't have done half of what we've been able to do without that data. It's what drives change in our business."

They now have:

- a 30:1 self service ticket deflection ratio
- increased bandwidth and reduced inbound customer contact
- a broad new dataset of actionable analytics



FINALCAD

Agents

35

Email Volume/Month

2,500

SLA Adherence

100%

Languages Supported

30

Products used



chat



guide



support



talk

FINALCAD has adopted mobile-friendly self-service support in 30 languages

Challenge

Ask anyone in the construction business: if you want to build something that stands the test of time, you need to start with a solid foundation. As the digital leader in construction and infrastructure, FINALCAD knows this, and it's something they've looked for when creating a solid customer service experience that has allowed their company to scale internationally. Based in Paris, and with offices in Singapore and Tokyo, FINALCAD's app is available in 30 languages. The company has already completed projects in 25 countries. FINALCAD's ability to enable its customers to self-serve via mobile, across diverse languages and locales has been key to its strategy for providing great support.

FINALCAD needed a support solution that provided:

- multilingual support
- mobile-friendly access for its remote customer base in the field
- effective modern digital support in a traditionally analog industry



Solution

FINALCAD adopted Zendesk Guide in 2015 and built out its help center, which contains help articles in 10 of the 30 languages supported by the customer service team. Establishing a multilingual help center has been central to the team's success and channel offerings, allowing customers to quickly help themselves. Furthermore, FINALCAD uses the Zendesk Mobile SDK to create a mobile-optimized help center experience, all within the FINALCAD apps. Its apps allow site managers to perform inspections on their smartphones and architects to share digital models, including BIM. Meanwhile, building owners can monitor progress through advanced analytics and easy-to-read dashboards. "Essentially, we bring business process to the field," explained David Vauthrin, cofounder and chief marketing officer at FINALCAD.

Zendesk has enabled:

- multilingual Help Center support in ten languages
- a mobile-optimized help center via Zendesk Mobile SDK

Results

Before adopting Guide, the team tracked help content in Google Docs—an option that David Vauthrin, FINALCAD's co-founder and chief marketing officer, says the team could never return to. Now, instead, the team creates help content using the Knowledge Capture app, a free Guide add-on, to enable the rollout of a knowledge-centered support model that scales with the business. In the course of just six months, the team's article count grew from 10 articles to more than 100, just by taking answers to frequently asked questions in email tickets and publishing them for the wider team to use. To measure self-service success, the team tracks the number of customers they are able to serve per agent on the team. "Guide helped us maintain the same headcount on our team while tripling our user base," Vauthrin says. "So, it's tripling our efficiency and providing massive productivity improvement." The success FINALCAD has seen with Zendesk Support and Guide has led them to start the process of moving to an integrated Zendesk omnichannel solution that will include Zendesk Talk and Zendesk Chat.

They now have:

- 3x team efficiency through self-service
- 10x growth of knowledge base within the first six months

"Zendesk allows us better mastery of customer service and to execute on a global vision. With global oversight, we know exactly what our priorities are and can identify and remedy any friction points for our customers."

David Vauthrin

Co-Founder and CMO



Tickets/year

1M+

Agents

190

Self-service success rate

95%

CSAT

95%

Products used



chat



guide



support



talk

Millions turn to Squarespace for a great customer experience

Challenge

Since 2003, Squarespace has provided people with the tools and templates to build, host, and promote their online brand. They understand the power of creating well-designed, comfortable spaces for people to live online. And they've worked just as hard behind-the-scenes, cultivating a customer support atmosphere that is similarly easy and intuitive, especially in the area of self-service. "We spend a lot of time trying to gain efficiencies and improve our self-help," says Vice President of Customer Operations, Raphael Fontes. "We want to eliminate the unnecessary questions and field the basic ones that don't need a human interaction, so we can put in the time to provide a personalized and high-touch experience to customers, wherever they are in their journey."

From a strategy perspective, Squarespace has needed to evolve and enhance customer education so that conversations along the customer journey are fluid and proactive, especially while the company has grown exponentially. Among the company's greatest challenges is addressing questions of scale, crucial given Squarespace's millions of customers, which are supported by a team of 190 support advisors worldwide. "It's about simplifying the experience and enabling advisors to be their best, to really spend time helping customers and understanding the customer's business," says Fontes. "We want advisors to be personable and to feel great about the websites they're helping to build."

Squarespace needed a support solution that was:

- flexible and personalized to each customer
- efficient while scalable



Solution

Creating a great customer experience while scaling has been largely achievable through enhancing self-service practices and content. A major reason Squarespace chose to embrace self-service, explains Fontes, was to free up their agents to deliver experiences that better help their clients. “It’s not just that we have a help center or live chat,” he said, “but that we’re offering coaching and mentorship and helping our customers to become brand advocates. We’re here to help our customers succeed online, and that’s something we hear back from our customers. They just love our support channels.”

With Guide, the process for connecting email tickets to help articles became far more manageable. Everyone now uses Zendesk, including the content team, which operates independently of support. The cohesion between teams is partly a product change, but also a human-led effort, as some of the content writers are former support advisors. According to Technical Content Manager, Jessie Carroll, “The technical writers who used to be advisors feel a sense of duty to support our advisors and ensure that we keep a pulse on the voice of the customer.”

Plus, Zendesk Guide’s Team Publishing feature enables the writing team to produce and maintain the right help center content, because the writers and advisors can collaborate across teams through seamless workflows and can preview articles before they’re published. The article revisions tool, which allows content managers to see who made updates to an article and restore previous versions, also makes refining a piece much easier

Zendesk has enabled:

- enhanced email-to-ticket connection
- intelligently curated help centers
- collaborative content management across teams



Results

That effort has paid off, as the team has created 900 help center articles and claims a 95 percent success rate through its investment in self-service. This means that help center visitors are served without needing to switch to an assisted channel. The resulting number of tickets not created is significant, especially considering that Squarespace's help center has bypassed 15.5 million visits and now averages two million visits each month. Fontes quantified a 27 percent increase in knowledge usage and noted that headcount on the Customer Operations team has remained relatively stable since the end of 2015 through mid-2018. Self-service has also made their other channels more impactful by freeing up time for them. Squarespace offers 24/7 support and strives to reply to customers in a few minutes via chat and within a few hours on email. The team earns an impressive 95 percent customer satisfaction rating on average.

They now have:

- a self-service success rate of 95%
- 900 Help Center articles
- a 27% increase in usage with the same team size

"We spend a lot of time trying to gain efficiencies and improve our self-help. We want to eliminate the unnecessary questions and field the basic ones that don't need a human interaction, so we can put in the time to provide a personalized and high-touch experience to customers, wherever they are in their journey."

— Raphael Fontes

Vice President of Customer Operations



Agents

100

CSAT

96%

Customer since

2011

Self-service resolution with Answer Bot

12%

Products used



chat



guide



support

Dollar Shave Club shaves down service costs with Answer Bot

Challenge

Dollar Shave Club's business model was simple from the start: you want affordable razors? They'll send them right to your door, every month. Back in 2011, they were one of the very first direct-to-consumer subscription services. One viral ad and five years later, Dollar Shave Club has scaled up—way up. In 2016, the company was acquired by Unilever to the tune of \$1B. The company knew that the only way to nurture legions of loyal subscribers was to provide a world-class support experience. For exceptional self-service, the company turned to Zendesk Guide to surface and anticipate the kinds of information Members are looking for when they access the website.

Building out an omnichannel solution with Zendesk was a natural choice once the team decided to offer live chat and other channels, given their success with email and self-service, explained Trent Hoerman, Dollar Shave Club's senior program manager. Now all channels—email, live chat, phone calls, and messages from Facebook Messenger—feed into Zendesk Support. What's more, by integrating the Pathfinder app with Support, agents can also see what Members have already searched for in Dollar Shave Club's Help Center. "We're looking very closely at customer effort—how much effort did this Member need to find their answer or contact us. The experience is always changing and the experience is everything," Hoerman said.

Dollar Shave Club needed a support solution that provided:

- honored the company's giant growth
- provided quality self-service support for a wide array of new products
- natively integrated into the omni-channel support strategy

Solution

With Zendesk, Dollar Shave Club can easily surface and anticipate the kinds of information their members are looking for. “Now that we sell so many products, we realized that it didn’t make sense to just continue to add FAQs for every single one,” says Hoerman. “With Guide, we created one knowledge base where Members can search for a product instead of having to scroll. They can just type in ‘shave butter’ if they want to find every article on shave butter.”

The company can now provide help to customers where they are when they need it the most, all while leveraging insights from one platform onto another to make the customer experience even better. Self-service content is surfaced on the help center through the Zendesk Web Widget, before a member initiates a live chat. The team regularly takes deep dives into their help center search results, looking for words and phrases used by Members that lead to a dead end.

With its large ticket volume and self-service investments, Dollar Shave Club also implemented a strategy that took advantage of another Zendesk Guide feature: Answer Bot. They were quickly able to whitelist certain help center articles to surface when a specific question was asked. “We wanted to deflect these kind of tickets and have more meaningful, consultative conversations with our members and Answer Bot has been the answer. So far, every month it resolves anywhere from 12-16 percent of all tickets that come in. When you get over a million total contacts in a year, that’s a very large number and really helps us,” Hoerman said.

Zendesk has enabled:

- improved workflows that have helped their team work smarter
- a complex and versatile knowledge base
- predictive self-service via Answer Bot

Results

With the adoption of more self-service channels, Dollar Shave Club has become more efficient and freed up time for their agents, allowing the team to spend more time on live channels. “A big goal is to drive more people to our live channels, especially chat, Facebook Messenger and, eventually, SMS,” Hoerman said. “Those channels allow agents to take on more conversations and result in quicker resolutions. The response has been great so far.” So great, in fact, that the team consistently achieves a CSAT score between 94 and 96 percent.

They also leverage insights from self-service in their support interactions. Now all contacts—email, live chat, phone calls, and messages from Facebook Messenger—feed into Zendesk Support. What’s more, by integrating the Pathfinder app with Support, agents can also see what Members have already searched for in Dollar Shave Club’s Help Center. “We’re looking very closely at customer effort—how much effort did this Member need to find their answer or contact us. The experience is always changing and the experience is everything,” Hoerman said.

Answer Bot has given agents more time to focus on the work they’re interested in. “We allow agents at HQ to come up with their own ideas on how we can improve the member experience, whether that’s sending an email every six months for a new handle. Answer Bot has given agents more time to be creative because there are fewer tickets,” he said. Another bonus? Dollar Shave Club hasn’t had to increase staff at any location since.

They now have:

- 12-16% of support tickets deflected by leveraging self-service content in Answer Bot
- increased internal agent engagement
- no need to increase staff as volume has continued to grow

“Zendesk is an amazing tool for us thus far and we don’t see that changing. It allows us to continually improve our Members’ experience.”

Trent Hoerman

Senior Program Manager



Agents

500+

Annual Tickets

3+ million

Active Monthly Players

100+ million

Annual API calls

60 million+

Products used



chat



guide



support

Riot Games

With over 100 million active monthly users, Riot Games has built a devoted worldwide fan base, and the company's player support organization constantly searches for ways to reduce obstacles that keep players from doing what they love: playing video games. When it comes to customer service, self-service has played a crucial role in reducing player wait times. In an industry with demanding clients and built on immediacy, Riot Games brought Zendesk API and Guide into their native environment, reducing load times and getting their customers the help they needed, seamlessly and ASAP. "We found that if we could drastically reduce load times, players would spend more time in the help center, which would often result in the player not losing time waiting for an answer, which leads to frustration and decreases their satisfaction," said Shaun "BlueFire" Randall, a product manager in Support Engineering. Player satisfaction is everything at Riot Games, and top players are often recruited from the player base to become support agents.

"Our line of thought was that Riot was a growing company, so if we could pick another partner that looked like it had a similar growth trajectory and similar values to us, we would be able to have this long-term partnership that would allow us to stick with one CRM solution rather than trying to do the CRM hop every few years while negotiating contracts," said Randall. "Zendesk is very much focused on the player experience. I feel like we've always been able to speak honestly with each other."

With Zendesk, Riot Games has achieved:

- 100+ million monthly active users
- 60+ million annual API calls

**Agents**

500+

Annual Tickets

3+ million

Active Monthly Players

100+ million

Annual API calls

60 million+

Products used

chat



guide



support



talk

OLX

Founded in 2006 as a classifieds platform for the buying, selling, and trading of goods and services, OLX serves more than 40 countries. Employing 1,200 workers worldwide, its collective sites see an average of 54 million listings per month, with an eye-popping 1.7 billion page views. Such a global footprint carries with it a complex need for understanding cultural differences and providing multilingual support. After implementing Zendesk in September 2014 across 14 countries in Latin America, OLX quickly rolled out 35 instances of Zendesk, customized for different regions. Another way that OLX was able to reduce the number of tickets submitted was by creating market-specific self-service articles in Zendesk Guide, which led to a 40 percent reduction in tickets globally. With Zendesk, OLX has been able to focus on channel support preferred by its customers instead of using a one-size-fits-all approach.

With Zendesk, OLX has achieved:

- 40% ticket reduction with self-service
- support in 22 languages
- availability in 40+ countries



TESCO

Agents

3,900

Light Agents

3,500

Avg. IT Ticket Volume/Week

40,000

Avg. Tickets Resolved in One-Touch

79%

Products used



guide



support

Tesco

In 2015, grocery giant Tesco—a company that serves 79 million shopping trips per week across the world—realized it needed a more efficient way to manage internal technology issues and queries for its 460,000 employees located across 9 countries, including India and Thailand. Zendesk was initially employed solely by the IT group, and given the success there was rolled out to other internal use cases. These include handling communication with suppliers, Technology, People Services, and Security Operations. “The internal demand has been huge since that initial deployment,” said Adam Bruce, Lead Product Manager for Tesco’s Service Desk. “Other teams have seen how Zendesk has improved service and want to start using it too.” Self-service has become a key component of their internal support strategy. Tesco employees are actively viewing around 30,000 articles a week across the different help centers. Designated help center managers across the company edit and contribute content, and the company has begun to explore Zendesk’s free Knowledge Capture app as a tool for generating knowledge content from agents from within a ticket. Bruce also appreciates the Zendesk Web Widget for its ability to surface relevant content from within any of their applications, and to raise a ticket if needed. Investing in self-service has become a key component of Tesco’s efforts to simplify their employee experience. Bruce’s team is focused on bringing together the various service desk offerings within the company, to make things simpler for colleagues and enable them to focus more of their time in serving Tesco customers.

With Zendesk, Tesco has enabled:

- 30,000 article views a week
- expedited self-service via a diverse internal knowledge base

Conclusion

The trends are clear. With 81% percent of users now trying to solve their problems on their own before reaching out to support, self-service is the preferred channel among customers. By 2020, we're expecting customers will spend 85% of their customer service interactions without contacting another human being at all.

The benefits are clear too. Creating a quality self-service experience boosts customer satisfaction, reduces support costs, and increases internal agent morale and engagement. It's what we in business call a win-win...win.

As the companies showcased show, the future isn't something to be feared; it's to be embraced. Zendesk is here to help. We know that all support teams have tons of knowledge about customer issues and the best way to solve them. Zendesk Guide's intelligent knowledge base taps into that institutional knowledge and puts it to work. Today, leading global companies are

leveraging Guide to build customizable help centers, online communities, and customer service portals. Customers get better self-service, while agents see improved efficiency and shorter wait times.

Self-service isn't as simple as a one-size-fits-all FAQ. As you embark on your own company's self-service path, be sure to consider your specific business goals. Implement a strategy with a partner that can deliver—a partner that not only understands, but actively embraces the ever-changing nature of the world—and continues to grow as your business evolves.



Want to learn more about providing great self-service?
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