

**CUSTOMER
SERVICE**

CONFERENCE

01.03.2018

MILANO



zendesk

I TUOI CLIENTI HANNO UNA VISIONE OMNICHANNEL, E TU?

INTERVIENE: ANDREA BORGIA

Zendesk +



Customer happiness center



zendesk

Any question?
www.sli.do

4838

JOIN



zendesk

Headquarters

San Francisco

Employees

2,000+

Countries We Do Business In

167

Paid Customers

180,000+

Yearly Interactions Processed

1 Billion



Zendesk
employee service
desk customers



80%

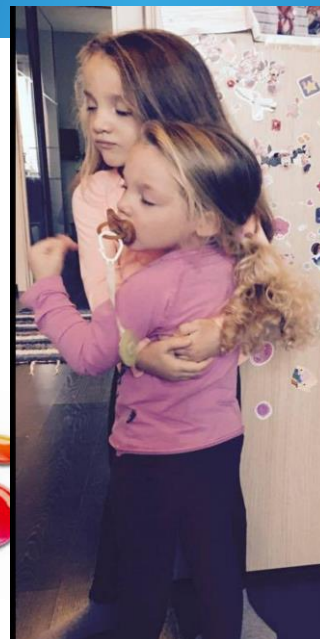
OF CEOs
BELIEVE THEY
DELIVER A
SUPERIOR
EXPERIENCE

8%

OF THEIR
CUSTOMERS
AGREE

THE EXPERIENCE GAP

Roberto



Roberto
LE 4



L'APP del più

Smartphone

bingo!
bingo!
smartbingo!
Caccia al Sim!

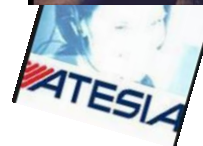
Registrati ora!

1 Iscriviti 2 Ricerca e ricevi un bonus di 10 € 3 Gioca e Vinci!

Perché tombola? scopri di più

DEL BINGO

regole della chat | informativa sulla privacy | gioco responsabile | bingo come si gioca | regolamento del bingo | contatti | contatti | affiliai



Roberto La Rosa
Head of Customer Care
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Siamo nati a Milano nel 2007 e oggi, nel nostro Paese, ci posizioniamo stabilmente tra i **primi 10 brand online** più visitati e come primo servizio di annunci classificati sul web.

Da sempre il nostro obiettivo è offrire il servizio di compravendita online più semplice, veloce e sicuro per fare ottimi affari.

I numeri

Subito

ha oltre **8 milioni** di utenti unici mensili

Ogni giorno

Subito può contare su

1.800.000
utenti unici

45 milioni
di pagine viste

120.000
nuovi annunci pubblicati



quasi **80%** di market share raggiunto nel 2016

subito

L'azienda n. 1 in Italia per comprare e vendere online

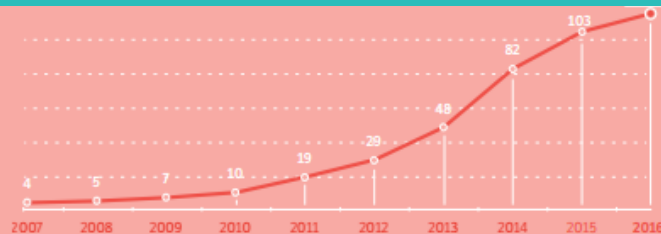
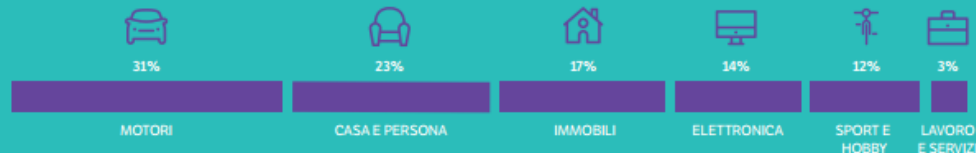


Subito è parte di **Schibsted Media Group**, multinazionale norvegese fondata nel 1839 che oggi conta 6.900 dipendenti e opera con successo in 30 Paesi nei mercati editoriale, digital e mobile.

FONTE: MEDIA ADVERTISING TOTAL DIGITAL AUDIENCE 2016 E SUBITO

Gli annunci su Subito

Subito ha **6 milioni** di annunci suddivisi in **37** differenti categorie merceologiche e in **6** macrocategorie:



Subito è stata nominata tra le **Top 25 medium companies** del **Great Place to Work 2016**

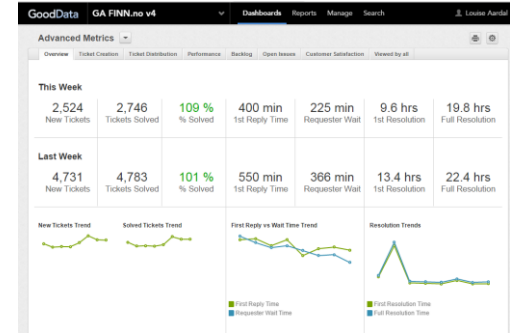
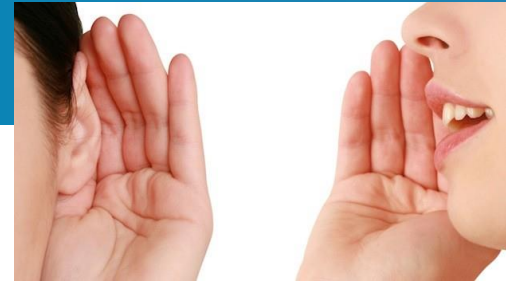
Pre Zendesk Era

- OTRS and Zimbra: good tools, but lack of insights, lack of reporting and not a proper strategy in place
- Subito decided to know its Customers better in order to stand out between its competitors
- Signed a Zendesk contract and ... hired me :)



Why Zendesk ?

- At the time (April 2015) Zendesk was already used by other 20 Schibsted Media Companies across the globe (such as Finn.no, Donedeal.ie, Tori.fi)
- They had insights, really good insights on their customers, easily gathered in their daily activities.



Now we are Multichannel

Contact Form

Customers can contact via a form in our Help Section



Live Chat

from July 2016

Chatta con noi!

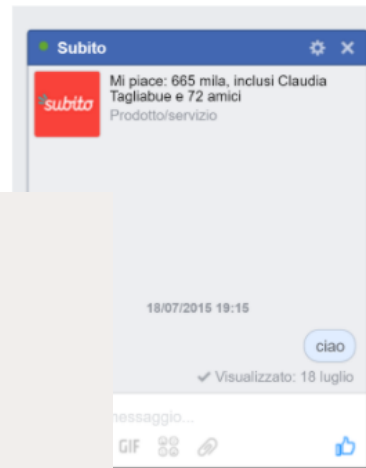


App

Available on the App Stores

Facebook

At the moment via private messages



We are Customer Happiness Center ADVOCATES



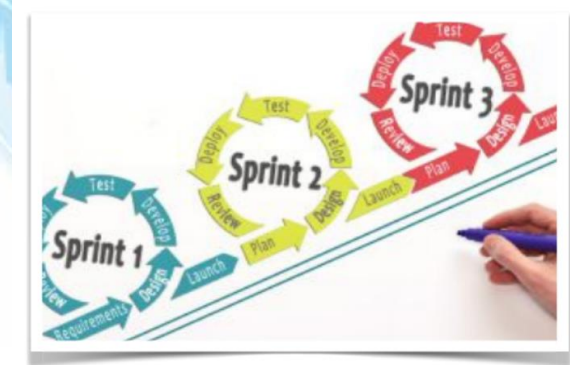
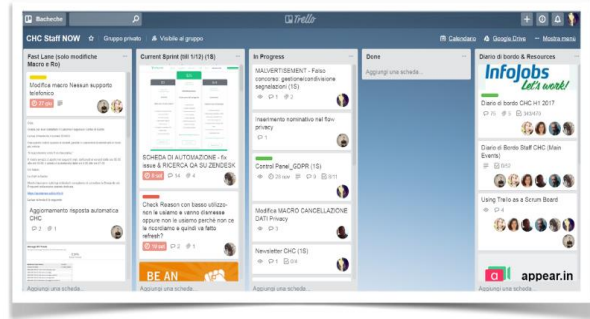
We're AGILE! Stand Up Meeting and Sprint Planning



STAND UP MEETING

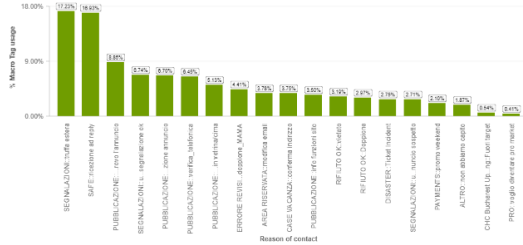


PROGRESS, PLANS, PROBLEMS



We're Data Driven. Metrics and KPIs

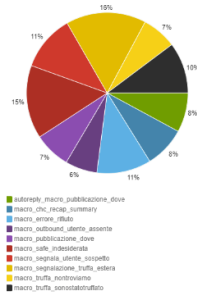
MACRO USAGE BY TOP20 REASON



CLASSIFICA MACRO

Ticket Tag	# Tickets	% Tickets	# One-Touch	% 1-Touch
macro_formula_chiavera_veter_paid	54,354	51%	0	79%
macro_formula_chiavera_paid_testum	55,139	34%	0	80%
macro_segnaazione_truffa_estera	16,105	10%	0	78%
macro_safu_indebitata	14,799	6%	0	88%
macro_segnaazione_utente_sospeso	11,219	7%	0	82%
macro_errore_rifido	10,925	7%	0	87%
macro_truffa_sonstatostruffato	10,268	6%	0	80%
macro_ohc_ricap_summary	8,250	5%	0	40%
autology_macro_publicazione_dove	7,941	5%	0	50%
macro_publicazione_dove	7,245	4%	0	79%
Sum	227,215	0	0	0
Rollup	0	100%	0	88%

Top 10 Macro



Fast Replies: 262.605 answered tickets in 2017 with a 2.9 hours FRT

Human touch: more than 10000 outbound calls in 2017 to solve better and faster our Customers' issues





CHC Continuous Improvement

Diego Colognese

Subito.it - Infojobs.it



SCHIBSTED
MEDIA GROUP

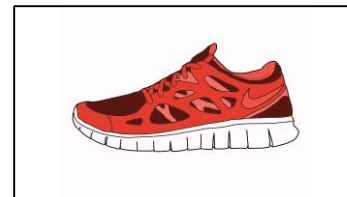


Diego

Customer Care Experience



Life & Hobbies Experience



Diego Colognese

Continuous Improvement Specialist

Schibsted Italy

diego.colognese@scmitaly.it

Improvements: XRAY - How to

KPI Involved: **Customer Satisfaction** and **# Ticket Solved**

We start tracking track Users **Reason of contact** BUT we are using it a lot....

240 Reasons! 🤯

Main problem: NO focus on areas
(was hard to set a **priority** of intervention)

Analysis: Define a KPI trend/evolution of a specific Reason in a so **fragmented scenario** was very hard!

Plus: We wanted to be able to understand **historical** performances



To find fast actions of improvement and avoid waste of energy (and money of course!)
We decided to aggregate it in **Families**.

How we proceeded: 🤔

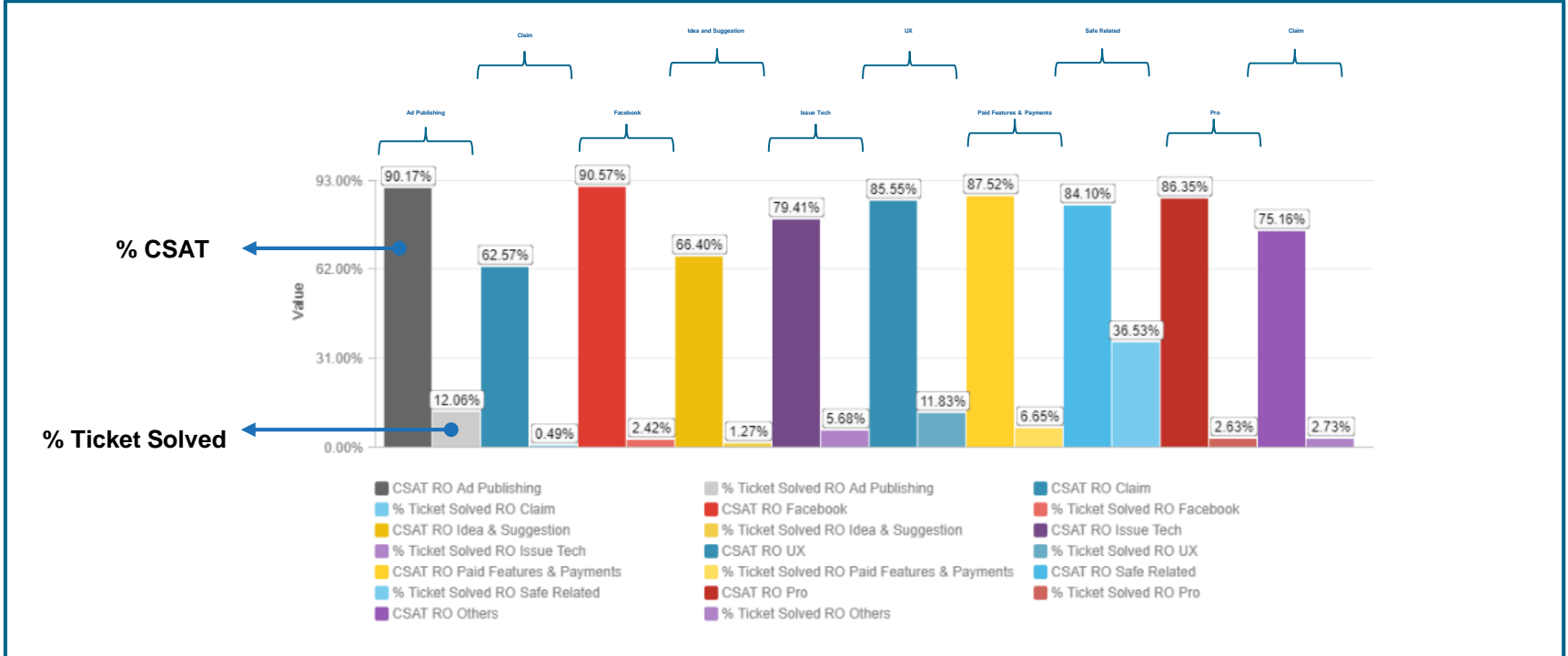
The solution was the generation of KPI related metrics in Good Data (Zendesk) with a relationship in Groups of Reasons by KPI mainly to relate:

% Customer Satisfaction score by Family

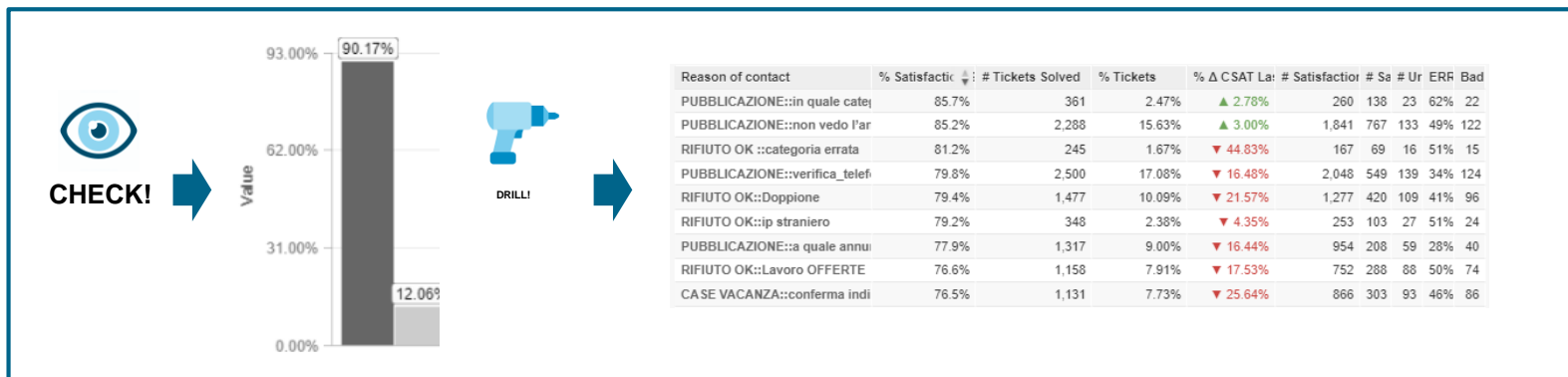
% Volume of Solved Tickets by Family

Improvements: XRAY - Families

And this is where the fun begins! 😊



Improvements: XRAY - Drills



So now we can go in deep on critical Reason of contact on these sub metrics (filtered just on critical performances):

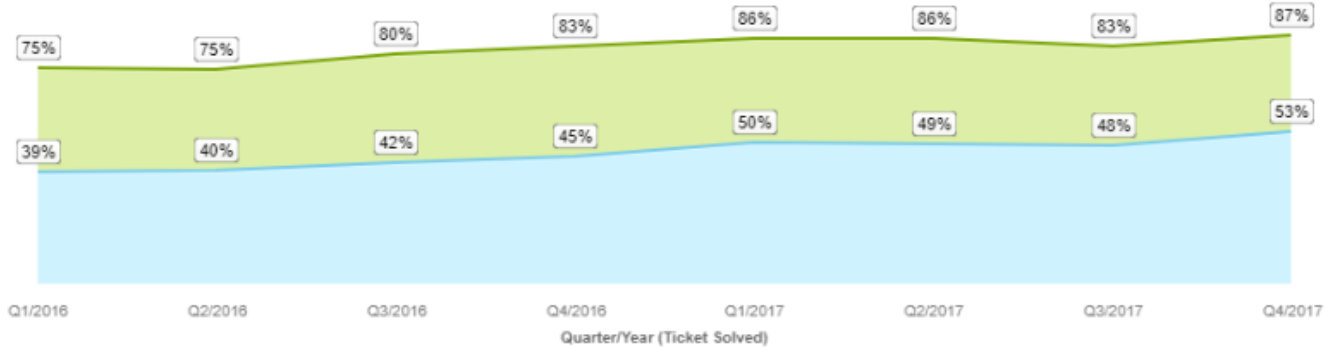
- % Customer Satisfaction
- # Ticket Solved
- % Ticket
- Δ CSAT last 30 days
- # Satisfaction Offered (how many surveys we sent)
- # Satisfied and # Unsatisfied (# Users)
- % ERR: Evaluation response ratio (% of how many users reply to our survey)
- # Bad Tickets with comments

Metrics and KPIs Evolution

Quarterly Customer Satisfaction % Evolution

CSAT JAN 18:
89%

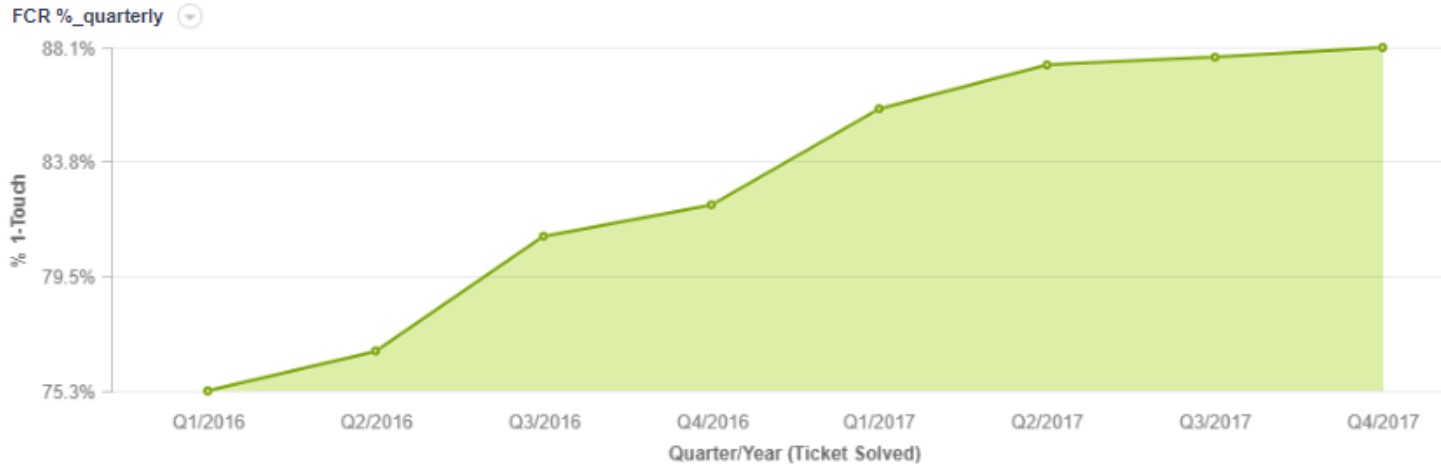
Satisfaction response rates ver2_quarterly



Metrics and KPIs Evolution

Quarterly First Contact Resolution % Evolution

FCR JAN 18:
89,2%



How we reached our goals?

CHC=Agile +Data + humanization



CHC Project Leader

Massimo Cassi

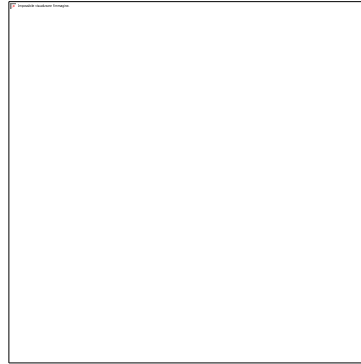
Subito.it - Infojobs.it



SCHIBSTED
MEDIA GROUP



Massimo



Massimo Cassi
Project Leader
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Humanization

HOW HUMANIZATION IMPROVE USERS EXPERIENCE?

When an Advocate is Hired

- Train the new CHC hires
- Culture Trainings
- Refresh trainings on procedures

During Advocates Life

- Feedback to the Team Leaders to improve the performances
- Prepare culture trainings about this topic
- Share the ideas & the suggestions of each advocate



ASK ANYTHING



Zappos has a culture that encourages its employees to **“Ask Anything”**.

“Ask Anything” is also the name of their monthly employee newsletter. It is apparent that Zappos is prepared to answer anything as a result whether the question is asked it is from an employee or a customer.

CAN A CUSTOMER SERVICE PASS THE PIZZA TEST?

Hsieh's story:

he was attending a conference for promoting his book and as a night of partying ended with a group in a hotel room, they were hungry for pizza.

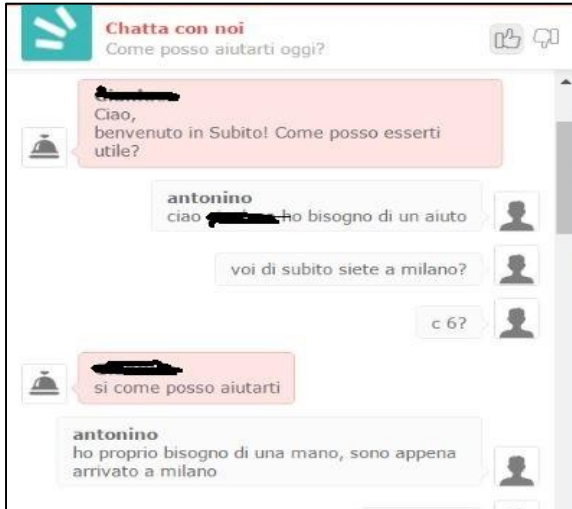
The hotel's room service was no longer delivering pizza, so a dare was made to call Zappos.

“The Zappos rep was initially a bit confused,” Hsieh recalls in the book, “She returned two minutes later, listing five of the closest places in the area that were still open and delivering pizzas at that time.”



©

CAN CHC PASS THE CHAT PIZZA TEST?



Main Key Takeaway on Business growth

- One Company Tool **Impresa+** (Team Sales) started on November + **Infojobs** (start in H1 2018)
- Zendesk Contact Form will be running on H1 2018
- Flexibility and fast Actioning of new activities with easy set up (Adaptive approach)
- Detailed KPI check developing custom reports And metrics for Monitoring and Analysis purposes
- Easy interaction with users: NPS and Follow-Up
- Easy updated on all Team (Milano + Bucharest) via Guide
- Easy contribution of third party ticket solution with Light Agents
- Advocates notification on critical part of procedures
- Increase of relationship with users with perfect Macro content management





Andrea Borgia



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Sara Battilotti

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