CX2020

SECONDA EDIZIONE

18.10.2018

zendesk

HYPE

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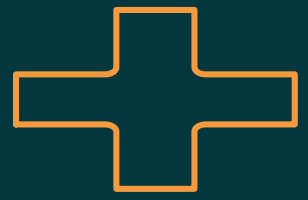


HYPE

Le migliori esperienze clienti nascono con Zendesk

zendesk

Customer Service Omnichannel per migliorare la Customer Experience

Gabriel Frasconi
Director, South Europe

zendesk

Massimo Andrenacci
Project Manager

HYPE

Emanuele Grio
Operations & customer care manager

HYPE

La storia Zendesk

2007
Copenhagen
3 Guys, 1 desk
Zendesk launch

2009
HQ in SF
10 guys
1,000 Customers

2014
NYSE - IPO
500 Employees
45,000 Customers

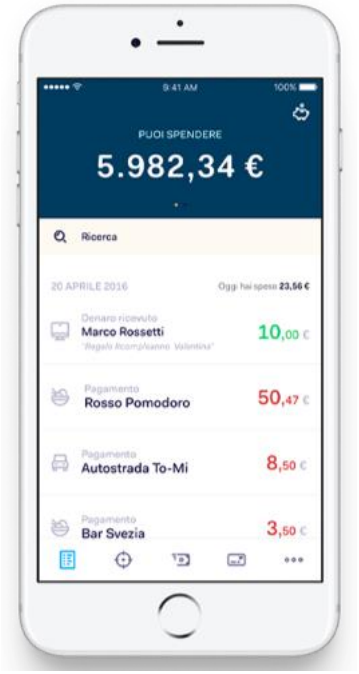
2018
16 Global Offices
2,300 Employees
130,000 Customer Accounts

La soluzione omnicanale di Zendesk

support chat talk guide explore connect

HYPE
x
zendesk

WHAT IS HYPE?



MasterCard

EMoney bank account

410.000 USERS

55.000+ MONTHLY NEW USERS

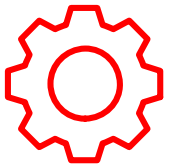
75% ACTIVE USERS

6.000+ DAILY TICKETS

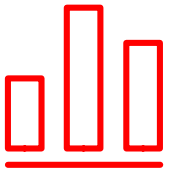
BRIDGE THE GAP

OUR PREVIOUS SOFTWARE

Phone centered



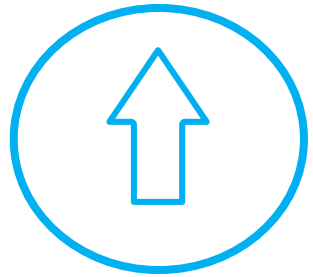
Not customizable



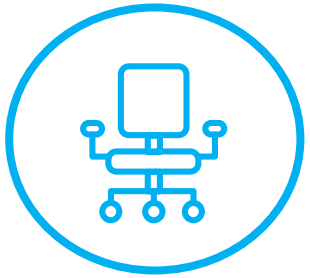
Weak reporting features

zendesk

ONE FITS ALL



SCALABILITY



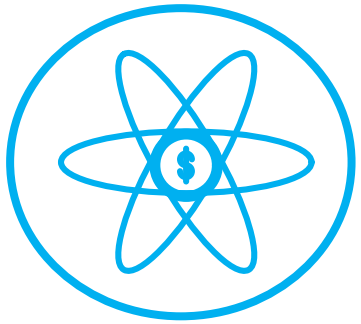
VERSATILITY

FAQ INTEGRATION

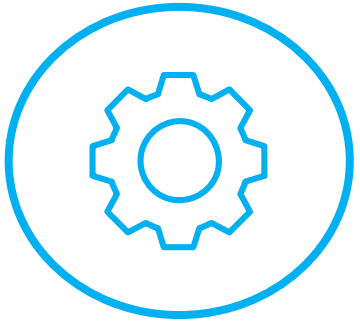
TROUBLE POINTS

CLOUD DATA &
INFORMATICS RISK

PRIVACY &
GDPR COMPLIANCE



NEW COSTS
STRUCTURE



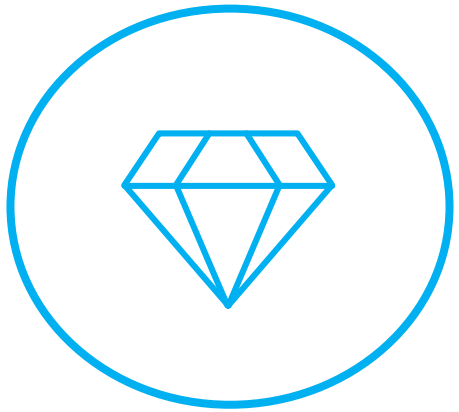
IMPLEMENTATION

HOW WE GOT THROUGH

- Sella group focus on innovation
- Open mind and willingness to change
- Great commitment from Zendesk team

OK, BUT NOW?

ADVANTAGES



IMPROVE CX

EFFICIENCY

DATA DRIVEN
DECISIONS

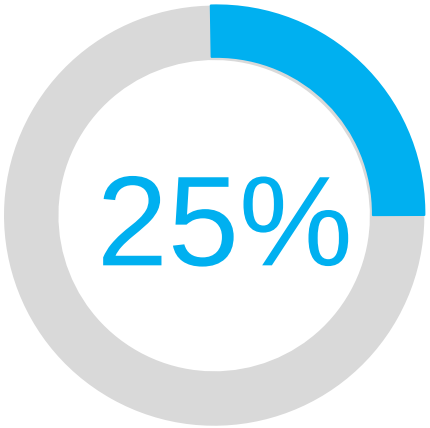
ADVANTAGES - 1

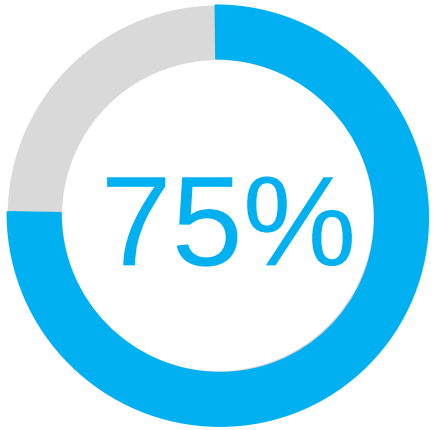
1

Omnichannel platform → Better CX

Percentage of **social media and mail tickets** over total **incoming tickets**

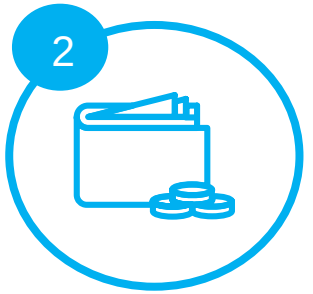
2016





2018

ADVANTAGES - 2



-100%

Software maintenance costs (FTE)

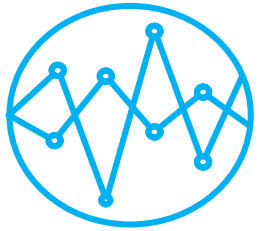
-50%

Time spent on coordination activities

+25%

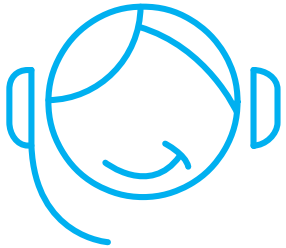
Efficiency

ADVANTAGES - 3



Opportunity to measure what really matters

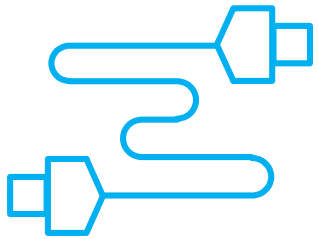
No more manual activities with automations, macros and triggers



Agent care

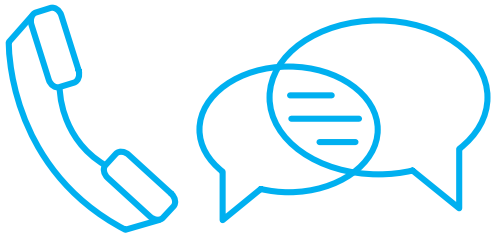
UNEXPECTED BENEFITS

Gamification of the agent role

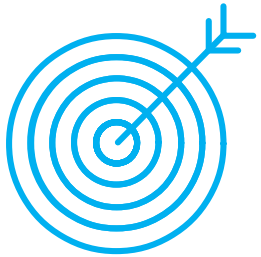


Third-party app integration with App Marketplace

NEXT STEPS



Phone call and live chat integration



Set new and more accurate goals for our Customer Care

The new way to manage money

Saperne di più ?

Incontrate il team italiano

Zendesk EMEA Roadshow
23 Ottobre
Copernico Milano Centrale