

**CX 2020**

SECONDA EDIZIONE

**18.10.2018**



zendesk®



Le migliori esperienze clienti nascono con Zendesk



zendesk

# Customer Service Omnichannel per migliorare la Customer Experience



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care manager



# 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



The Zendesk Suite

**2018**

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

# La soluzione omnicanale di Zendesk



The background features several decorative elements: a small grey circle in the top left, a light blue circle in the top center, a grey triangle in the top right, a small grey circle in the middle left, a light blue circle in the middle center, a light blue wavy line at the bottom, a light blue circle in the bottom left, a blue dot on the wavy line, a grey triangle on the wavy line, an orange dot on the wavy line, a light blue circle in the bottom right, an orange triangle in the middle right, a dark blue triangle in the middle right, and a light blue wavy line in the bottom right.

**HYPE** x **zendesk**<sup>®</sup>

# WHAT IS HYPE?



MasterCard



EMoney bank account

410.000

USERS

55.000+

MONTHLY NEW USERS

75%

ACTIVE USERS

6.000+

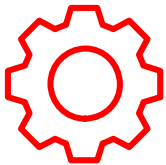
DAILY TICKETS

# BRIDGE THE GAP

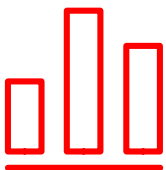
## OUR PREVIOUS SOFTWARE



Phone centered



Not customizable

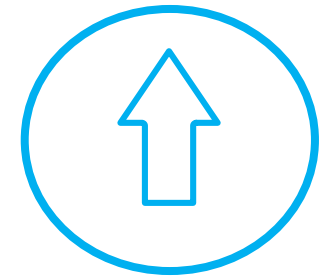


Weak reporting features

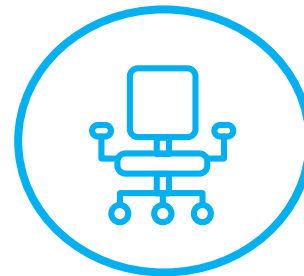
## zendesk



ONE FITS ALL



SCALABILITY



VERSATILITY



FAQ INTEGRATION



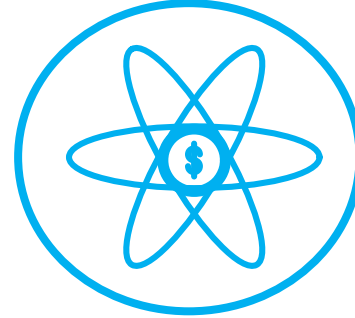
# TROUBLE POINTS



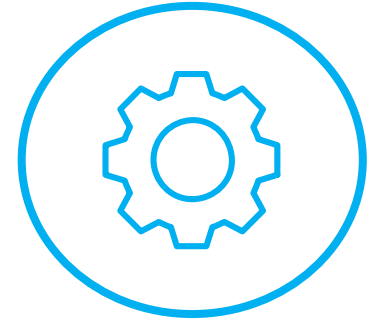
CLOUD DATA &  
INFORMATICS RISK



PRIVACY &  
GDPR COMPLIANCE



NEW COSTS  
STRUCTURE

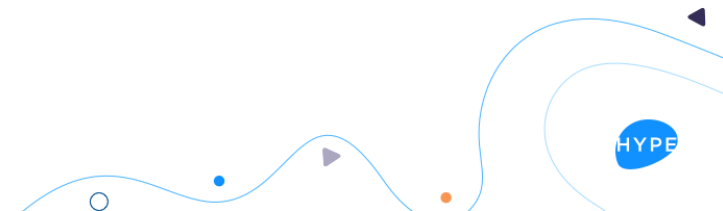


IMPLEMENTATION

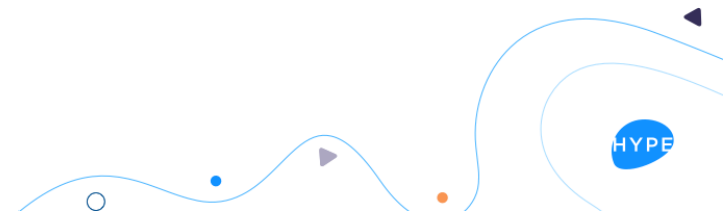
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## HOW WE GOT THROUGH

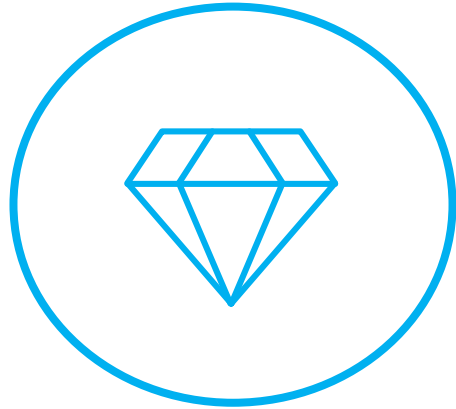
- Sella group focus on innovation
- Open mind and willingness to change
- Great commitment from Zendesk team



OK, BUT NOW?



# ADVANTAGES



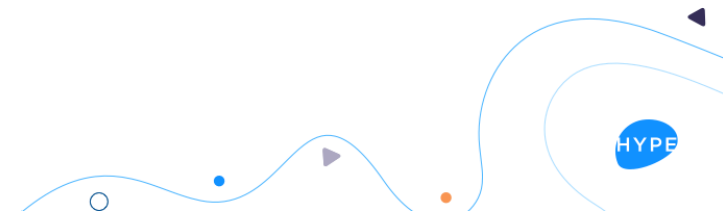
IMPROVE CX



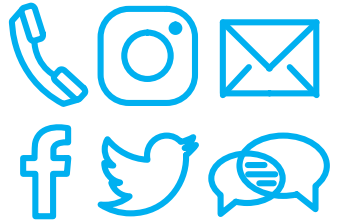
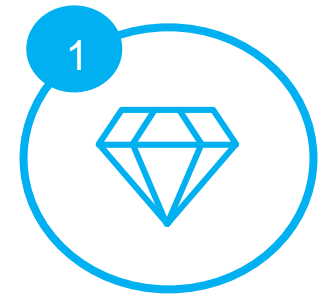
EFFICIENCY



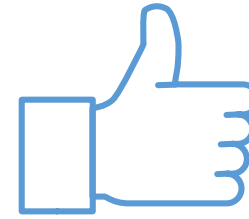
DATA DRIVEN  
DECISIONS



# ADVANTAGES - 1



Omnichannel platform

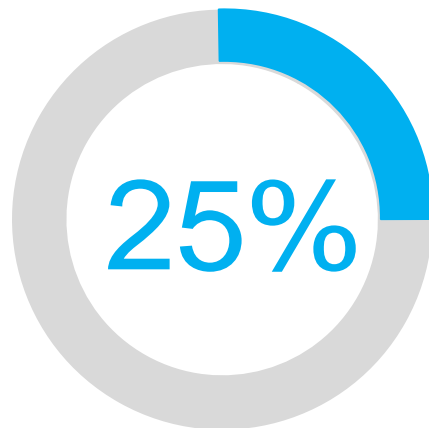


Better CX

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

2016



75%

2018

# ADVANTAGES - 2



**-100%**

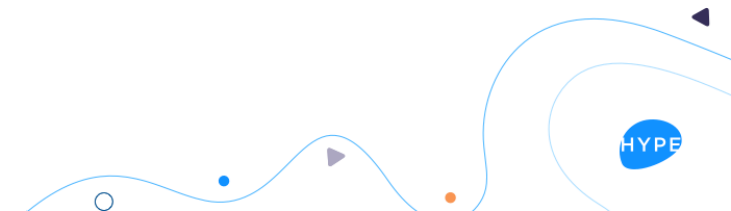
Software maintenance costs (FTE)

**-50%**

Time spent on coordination activities

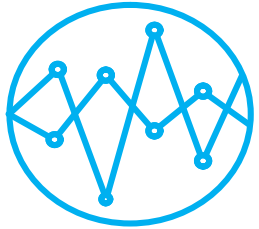
**+25%**

Efficiency

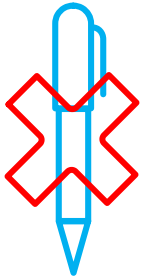




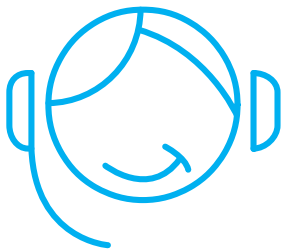
# ADVANTAGES - 3



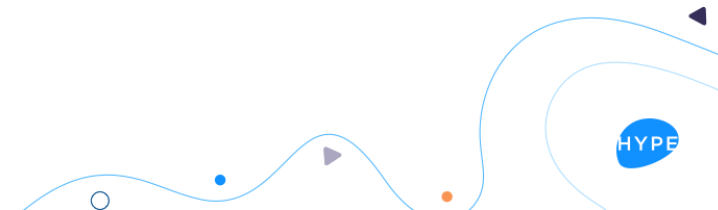
Opportunity to measure what really matters



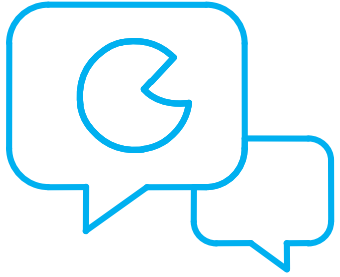
No more manual activities with automations, macros and triggers



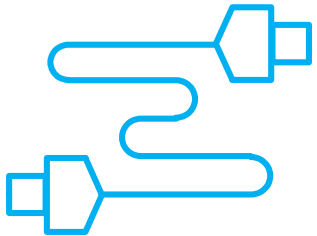
Agent care



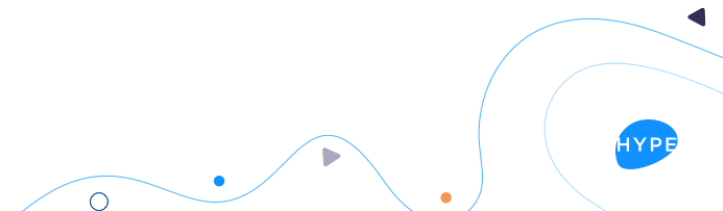
# UNEXPECTED BENEFITS



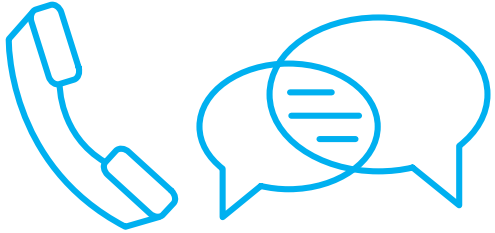
Gamification of the agent role



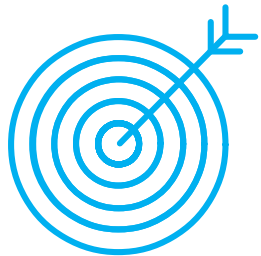
Third-party app integration with App Marketplace



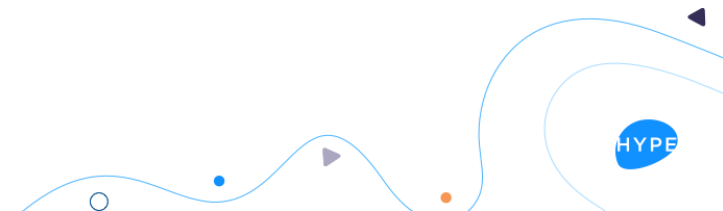
# NEXT STEPS



Phone call and live chat integration



Set new and more accurate goals for our Customer Care





The logo features the word "HYPE" in white, uppercase, sans-serif font, centered within a solid blue, irregular oval shape. This blue oval is itself centered within a larger, thin blue circle. The entire graphic is set against a white background with various decorative elements: a thin blue wavy line at the bottom, several small circles in blue and orange, and two triangles in blue and orange.

The new way to manage money

# Saperne di più ?

Incontrate il team italiano

Zendesk EMEA Roadshow  
23 Ottobre  
Copernico Milano Centrale

