



Zoho Desk has developed context-aware help desk software that enables businesses to put their total focus on the customer. It can increase agent productivity, crunch through performance metrics, and work in sync with other apps used by an organization get to the core of customer service efforts. Prashanth Krishnaswami, Senior Product Marketing Manager gave us a full breakdown on how it can make a difference.

Why is it important for agents to have a single screen ticket list that provides context on both priorities and previous customer interactions?

Picture a typical scenario: When an agent receives a ticket, they don't respond to it right away. They need to assemble some context first. For example, they need to go to a CRM to see additional details about the customer. They also must look up past tickets from that customer. Then, they also need to manually check if the ticket was handled by anyone else in the past, and what has transpired since then. Finally, they place these elements in a sequence and assemble a full picture of the situation. Imagine doing this for a high volume of tickets every day.

This is exactly the kind of situation being resolved with Zoho Desk. Within a single screen, it brings together elements such as customer information from the CRM, past interactions with the same customer, a history of past activities on the ticket, and a number of solutions applicable to the situation at hand.

How does your solution enable businesses to give agents an extra day every week?

Three of the common areas where agents lose time are:

1. Finding the right ticket
2. Acquiring the full context
3. Composing the best response

Zoho Desk uses information around tickets to organize them intuitively for an agent. Through what we call 'Work Modes', an agent can see their tickets organized by status, priority, response/resolution due time, and customer type. At any given time, the ticket on the top left part of the screen is the ticket that needs attention immediately. Agents spend no time in having to decide which ticket to answer first. In addition to this, they can use filters and search to get to a specific ticket quickly.

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Once they open a ticket, an agent has vast context available on a single screen. This includes detailed customer information from CRM, a list of past interactions with the same customer, the history of the current ticket, and other related information. Agents can quickly understand the situation and decide on the appropriate response.

When they're ready to respond, an agent can use Snippets to add common lines (like "Thank you for reaching out to us" et al) and get to the meat of the response quickly. Solutions applicable to the ticket are automatically pulled in from the knowledge base and suggested to the agent. These can be added to the response in a single click. This saves a lot of effort for the agent. When combined, we believe all the functions mentioned can save an agent up to 2 hours in a single day.

Can you elaborate on how having the ability to pass actionable information between apps dramatically improves collaboration across an organization and 'makes geography history'?

Within the realm of customer service, cross-functional collaboration is a key factor for success, since the service team cannot fix most customer problems by themselves. They often need to collaborate with design and operations teams for the same. Two challenges arise in this process that can drastically affect the customer experience. The first is that teams are not always in the same physical office space and getting people together for meetings becomes harder. The second is that information tends to decay as it is propagated internally. So, operations teams receive incomplete or inaccurate context, and don't end up solving the customer's actual problem. Both these factors delay response and frustrate customers.

Zoho Desk solves both these challenges elegantly. It allows the entire organization to be a part of the customer experience as "Light Agents". These are agents who can view and comment on tickets. Regular agents can tag colleagues from operations teams on ticket comments, and debate on action items right there. The full context of the ticket is available for all participants of the conversation. These comments are delivered in real-time across web and mobile. Agents don't have to schedule internal meetings and wait for everyone to be present. They can collaborate with distributed teams and actually get things moving.

Zoho Desk also integrates with other software that a company uses, like a CRM, a bookkeeping tool, a task management app and more. Specific actions by agents within a ticket can trigger information flow and automatic actions on other apps. This helps put customer service at the heart of companies.

There are numerous customer ticketing solutions available: what differentiates Zoho Desk from other offerings in the marketplace?

Product: Zoho Desk is the industry's first Context-aware Customer Service Software. It puts context at the core of customer service and uses the power of context to help service teams every day. Agents can send more meaningful responses and help more customers in the same time. Managers can spot bottlenecks ahead of time, and proactively improve the service experience. Customers receive timely and effective assistance every time.

Experience: Zoho has always built software products that are easy to set up, and even simpler to use. Thus, Zoho Desk is highly intuitive and most teams get the hang of it within a day. In comparison, most other solutions do not offer nearly as much functionality and often require extensive training before teams can use them in production.

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Breadth: Zoho Desk is part of Zoho One, a suite of 40+ business and productivity software. No other software company offers such breadth and depth in business software. The Zoho One suite also comes pre-integrated and saves the time spent in maintaining software integrations.