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# Education

How Wintec drives 97% customer satisfaction across departments



Wintec, the Waikato Institute of Technology, is one of New Zealand's largest institutes of technology. Looking to replace legacy service management tools and call logging systems that were outdated, Wintec initially set up Zendesk Support for its IT and Facilities departments as incident management and customer support for service requests.

Rolling out Support was so fast and easy — their Support instance was fully active in two months — that they later expanded it out to their Student Enrollment department.

“Our customers are a broad range of people from students to staff to the community, with requests as diverse as IT support, facilities maintenance, and course enrollment. We need to manage all of these inquiries across multiple departments, and Zendesk Support is making that easy for us,” said Allan Crome, Project Manager at Wintec.

Now serving 20,000 students, Wintec can provide all the information they need in one place, with forums and customer comments building their knowledge base. This “one stop shop” for customers means Wintec is able to measure their support performance with metrics like top searches within the knowledge base, so they can identify issues and understand how to improve.

## PRODUCTS USED



High performing companies in education are

**85%**

more likely to use a knowledge base so customers can help themselves

**2x**

as likely to use analytics to understand their performance

Join these companies already using Zendesk



**coursera**

**USC** Annenberg



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# Financial Services

PayJoy unlocks credit for the underbanked with Zendesk



PayJoy, a business founded in Mexico, is disrupting the financial industry with a new technology that makes lending to unbanked and underbanked regions more accessible.

With their fast-growing success, PayJoy encountered technology hurdles. The company used a mix of proprietary home-grown software and third-party vendor applications for customer support. Rapid growth and a business model that incorporated both B2B and B2C services meant that agents were responding to thousands of incoming chats, emails, and calls from licensing partners, clerks at partners' retail locations, and individual users.

In 2018, PayJoy joined the Zendesk Startups program and moved over to Zendesk Support, Talk, Chat, Guide, and Explore, and soon added the WhatsApp integration. "Having one place where tickets come in is huge. Now when we then look ahead and say 'Boy, if only we had a knowledge base of some kind — we should build one,' we realize we don't need to do that: We got Zendesk," said Gib Lopez, Co-founder and Chief Operations Officer at PayJoy.

## PRODUCTS USED



High performing companies in financial services are

**2x**  
as likely to take an omnichannel approach combining support, self-service, and live channels

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# Government & Non-Profit

State of Tennessee boosted phone CSAT by 35% with an omnichannel approach



The Tennessee Department of Labor and Workforce Development oversees a \$171 million budget that includes the state's OSHA program, worker's compensation, labor laws and standards, and more. That's a lot of ground to cover for a state of 6.6 million residents and 120,000 businesses.

The department turned to Zendesk Support in March 2014 because it needed metrics to determine what wasn't working in its unemployment insurance process. Starting with roughly 35 seats and a trial license, the department began seeing immediate results, leading other divisions to adopt Zendesk products. In fact, they soon expanded its solution with Zendesk to include Zendesk Guide, Chat, and Talk to provide a seamless omnichannel experience.

"It just made sense to merge it all together—that and the fact that we saved a quarter million dollars in maintenance fees on an annual basis by doing so," said Dustin Swayne, Deputy Commissioner.

By fully embracing Zendesk's omnichannel solution, the department has seen both ticket deflection and a benefit that Tennesseans appreciate: being connected to who they need to talk with faster, and with less confusion and frustration.

## PRODUCTS USED



High performing companies in government & non-profit are

# 2x

as likely to take an omnichannel approach combining support, self-service, and live channels

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HAMPTON VA

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# Healthcare

mySugr delivers personalized diabetes management with omnichannel service



Since 2012, mySugr has made it easier for people to manage diabetes with their mySugr app, automated diabetes supply deliver, and personalized expert coaching. Founded in Vienna, Austria, the company has trusted Zendesk to help keep their customers informed and in the loop about their health.

MySugr initially set up Zendesk Support and Talk to help agents' share intimate knowledge of diabetes supported by a use of an integrated customer service solution. From there, the company added on Guide and Chat to offer customers a self-service solution and another channel to support customers quicker.

"Every feature is easy to roll out in Zendesk," said Anne Kainz, Global Customer Support Lead at mySugr. "When we need more licenses, the contracts are prepared in a few hours. When it comes to technical issues, I can call Zendesk to solve really tricky issues in a few minutes or hours."

Today, mySugr is serving 1.6 million users on four different channels with a CSAT score of 90 percent — well above the company's goal of 80 percent.

## PRODUCTS USED



High performing companies in healthcare are

# 2x

as likely to take an omnichannel approach combining support, self-service, and live channels

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# Retail

## How Stanley Black and Decker differentiates with customer service



### StanleyBlack&Decker

For well over a century, Stanley Black and Decker has helped people and businesses get things done. The company sells 50 tools per second, making it highly likely that anyone undertaking a home improvement project will do so wielding a Stanley Black and Decker-made power tool.

Realizing that customer expectations have evolved over the years, Stanley Black and Decker started looking for a tool it didn't make: customer service software. To improve the customer experience after a product purchase, the company turned to Zendesk to adopt an omnichannel support solution that would offer live chat, phone, email ticketing, and a knowledge base to deflect common questions.

"We needed something flexible and easy to implement, which I remembered from my previous experience with Zendesk," said Orlando Gadea Ros, Business Innovation Manager at Stanley Black and Decker. "We wanted a solution that integrated all channels and that gave us the flexibility to implement in the way that we needed."

Zendesk has helped the company in its expansion to emerging markets, Support's analytics are also vital to keeping Stanley Black and Decker's president and other high-level executives informed about the state of the business's customer service efforts.

#### PRODUCTS USED



High performing companies in retail are

2x

as likely to take an omnichannel approach to support

5x

as likely to use AI for customer experience

Join these companies already using Zendesk

FOSSIL  
GROUP

TESCO



HARRY'S

DECKERS  
— BRANDS —

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# Manufacturing

How Weatherford leans on Zendesk to keep oilfield operations humming



## Weatherford®

Weatherford International is one of the largest multinational oil and gas field services companies with operations in more than 90 countries. The company implemented Zendesk Support and Guide in 2015 for those supporting its real-time drilling and optimization software, and those handling questions about its production engineering and optimization solution.

“We needed a customer-facing portal that included self-service and information about all of our products. We wanted a single portal where our customers could have a consistent experience and get exposure to other products they could potentially use. That was one of the key reasons we went with Zendesk,” said Sam Govindaswamy, Global Director for Professional Services at Weatherford.

By having the support channels and integrations they need in one place, the team at Weatherford has been able to meet and keep up with the demanding needs of a high-pressure drilling operation.

### PRODUCTS USED



High performing companies in manufacturing use

**2x**  
as many workflow automations to resolve tickets faster

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StanleyBlack&Decker

WELDBEND

IR Ingersoll Rand

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# Media & Entertainment

Vimeo empowers video creators with a CRM platform powered by Sunshine



Since 2004, Vimeo remains at the forefront of the video industry, empowering creators with the tools and technology they need to succeed. With a stream of new launches, Vimeo was looking for a solution to give their support agents with everything they need to scale through each new product launch.

The team knew they needed a solution that's flexible, and able to be customized to fit Vimeo's unique support needs. It evaluated new options and chose Zendesk Support in 2015. The company continued to look for ways to advance their customer support so they invested in Sunshine, Zendesk's open CRM platform.

"The case we've been able to make is, 'Look how impactful this one engineer has been on the efficiency of our organization.' Being able to insulate Zena from the pressures of working on other projects is really important to her productivity towards support," said Suri Ratnatunga, Sr. Director of Community and Support at Vimeo.

With Zendesk, Vimeo is supporting 90 million active users with omnichannel and an open CRM platform. That shared focus has made Zendesk a flexible solution for other teams at Vimeo, too, including the IT team, which manages its own instance.

## PRODUCTS USED



High performing companies in media & entertainment are

3x

as likely to take an omnichannel approach to support

Leverage **82%** more data than other companies

Join these companies already using Zendesk



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# Technology

Slack offers always-human conversations, even at scale



Slack launched in 2014 with the intention of helping customers operate at full productivity. The flexibility of their platform — connecting workplace conversations with the internal tools a business needs to succeed — means that Slack provides a unique experience to each organization it serves.

In turn, every customer touchpoint, from the product to the company, needs to be an equally seamless, personalized interaction. For Slack, they understood that every customer deserves a human conversation with any business they interact with. That's why Slack chose Zendesk Support and Guide from the start.

"I knew Zendesk Support would work if we reached the scale we were aiming for, and I also knew that the Zendesk API would allow us to build whatever we needed to meet our specific needs," said Ali Rayl, Vice President of Global Customer Experience at Slack.

With six million active users, Slack is dedicated to getting the most of their Zendesk. Rather than tiering agents and generalizing across the platform, Slack trains agents to be specialized in particular areas. Triage captains monitor the queues and route tickets. This has allowed the company to offer users a self-service solution with a robust help center.

## PRODUCTS USED



High performing companies in technology are

**1.3x**  
as likely to use AI for customer experience

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# zendesk Travel

Olala Homes harnesses data to compete with vacation-rental giants



## Olala HOMES

By putting the customer experience at the center of their business with Zendesk, Olala Homes is changing the way travelers experience vacation rentals in Spain, Greece, and Romania.

At first, Olala Homes didn't have a customer engagement system in place. They worked with various short term rental platforms like Airbnb and Booking.com, but nothing was integrated. The business was getting a lot of customer support inquiries but didn't have a way to keep track of them. Olala Homes strives to make the customer experience a high priority and needed an omnichannel solution that met their needs.

The company adopted The Zendesk Suite as their customer engagement solution. "Zendesk lets you integrate all the channels you work with into one place," said Ittai Savran, Olala Homes CEO. "Zendesk Talk, together with Support, together with Chat — everything together is a full solution."

Today, Olala Homes has a complete view of every customer and can deliver a seamless, personalized experience from one single place. This ensures that Olala Homes continues to leave a good impression on every customer, which in turn keeps their customer satisfaction score at an impressive 93 percent.

### PRODUCTS USED



Travel companies are making the most of omnichannel service

High performers are **65%** more likely to use AI for customer experience

**90%** of high performers use a knowledge base so customers can help themselves

Join these companies already using Zendesk

