

How to deliver the best omnichannel customer service

5 tips for a streamlined customer experience



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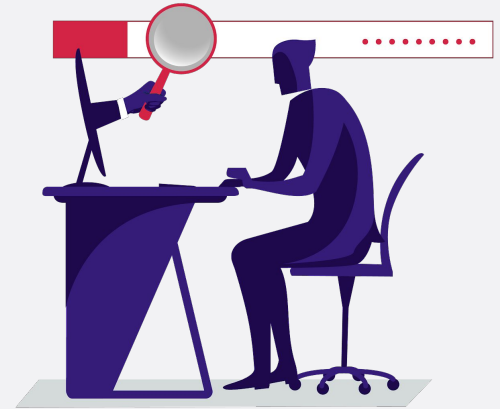
Premium Plus is your guide to a better customer experience. As a **Zendesk Premier Partner & Implementer** and Zendesk Global Partner of the Year 2020, we provide you with the right processes, tools, and setup to deliver next-level customer service.

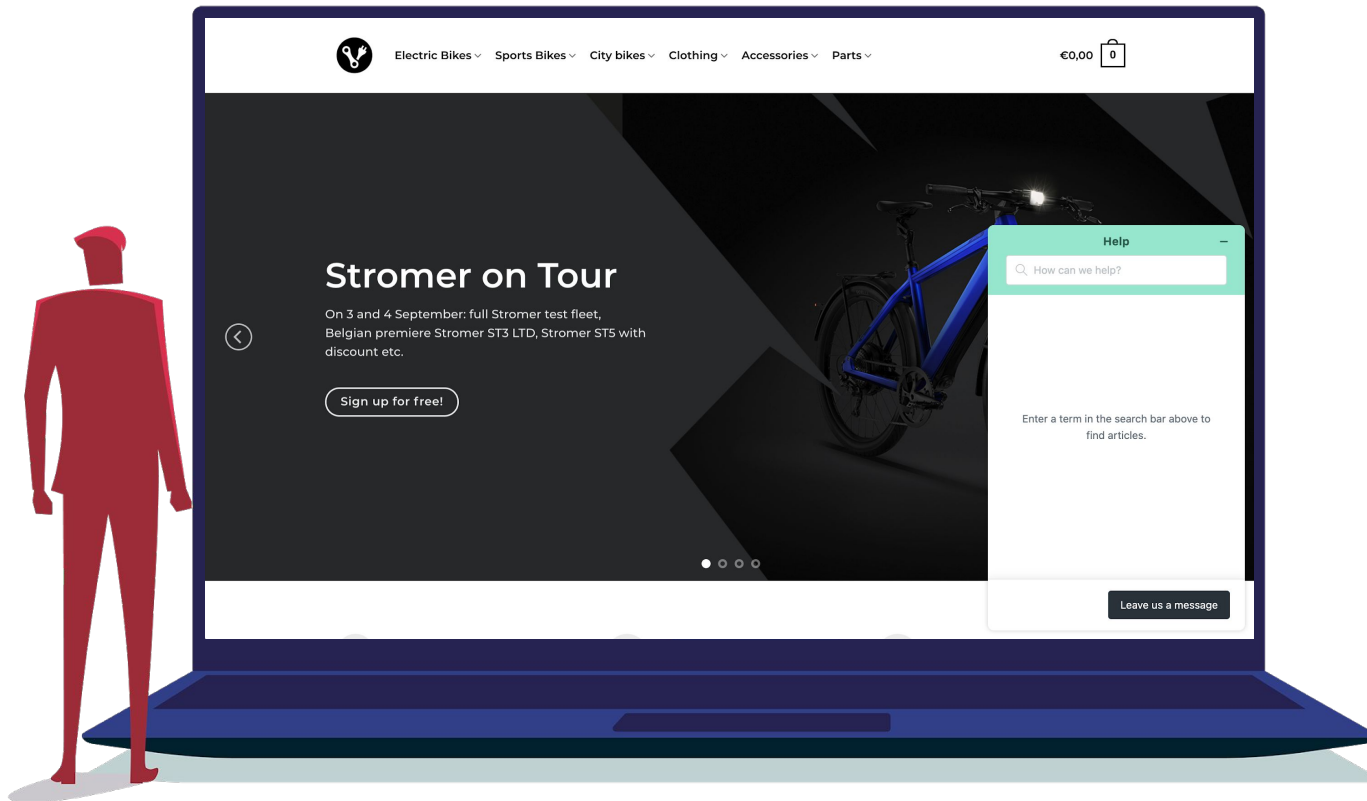


#1

Let your customers help themselves.

Create a clear and uncluttered FAQ page.





Electric Bikes ▾ Sports Bikes ▾ City bikes ▾ Clothing ▾ Accessories ▾ Parts ▾

€0,00 

Stromer on Tour

On 3 and 4 September: full Stromer test fleet, Belgian premiere Stromer ST3 LTD, Stromer ST5 with discount etc.

Sign up for free!

Help

How can we help?

Enter a term in the search bar above to find articles.

Leave us a message

Hoe kunnen we je helpen?

 Zoeken...

ZOEKEN



NAAR VELDOME.CC



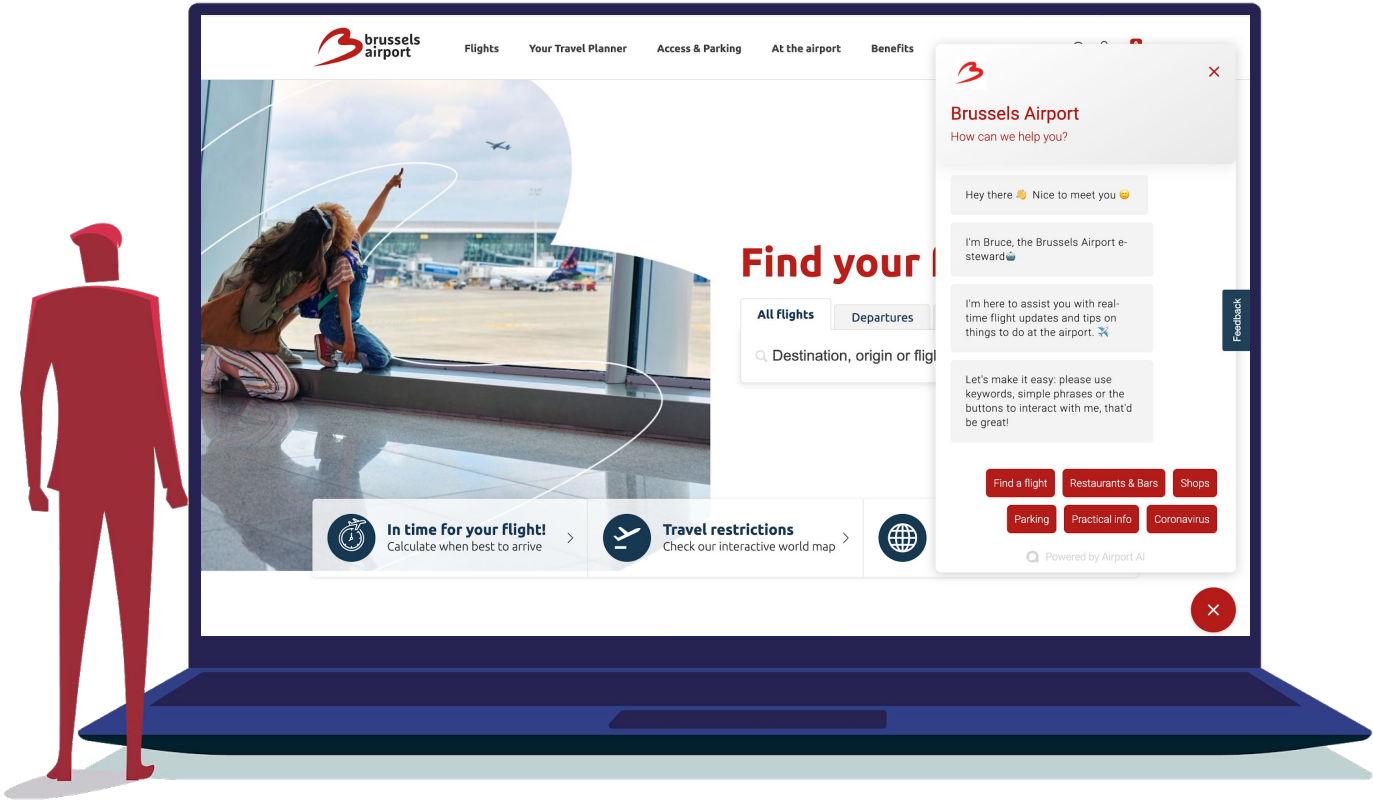
CONTACT

Algemeen

Atelier

Verkoop

Uitgelichte artikelen



Find your

All flights Departures

Destination, origin or flight



In time for your flight!
Calculate when best to arrive



Travel restrictions
Check our interactive world map



Brussels Airport
How can we help you?

Hey there 🤗 Nice to meet you 🤗

I'm Bruce, the Brussels Airport e-steward 🤖

I'm here to assist you with real-time flight updates and tips on things to do at the airport. ✈️

Let's make it easy: please use keywords, simple phrases or the buttons to interact with me, that'd be great!

Find a flight Restaurants & Bars Shops
Parking Practical info Coronavirus

Powered by Airport AI

Feedback

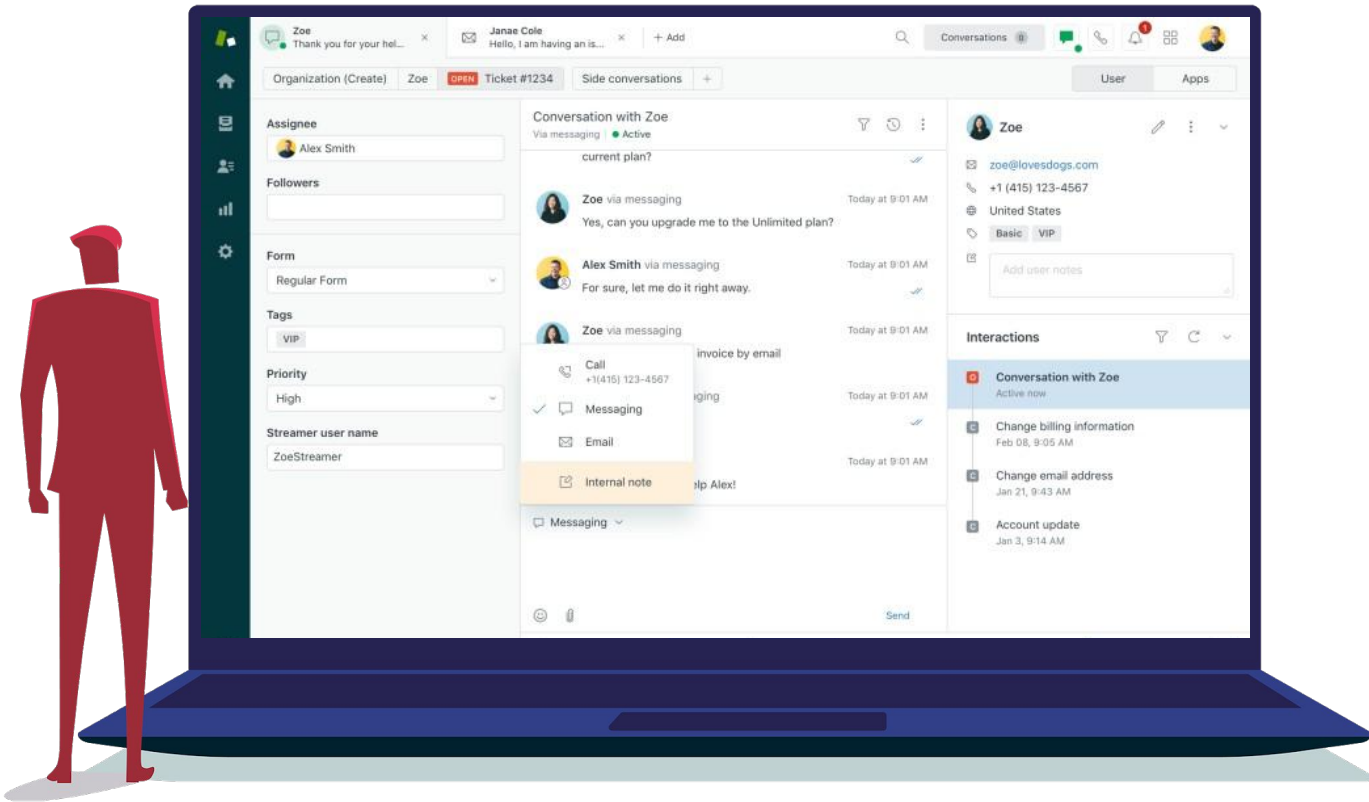


#2

Be where your customers are.

Select the right channels,
and offer optimal support.





Organization (Create) Zoe **OPEN** Ticket #1234 Side conversations +

User Apps

Assignee
Alex Smith

Followers

Form
Regular Form

Tags
VIP

Priority
High

Streamer user name
ZoeStreamer

Conversation with Zoe
Via messaging • Active

current plan?

Zoe via messaging Today at 9:01 AM
Yes, can you upgrade me to the Unlimited plan?

Alex Smith via messaging Today at 9:01 AM
For sure, let me do it right away.

Zoe via messaging Today at 9:01 AM
invoice by email

Call +1(415) 123-4567 Today at 9:01 AM

Messaging Today at 9:01 AM

Email Today at 9:01 AM

Internal note Help Alex!

Messaging

Send

Zoe

zoe@lovesdogs.com

+1 (415) 123-4567

United States

Basic VIP

Add user notes

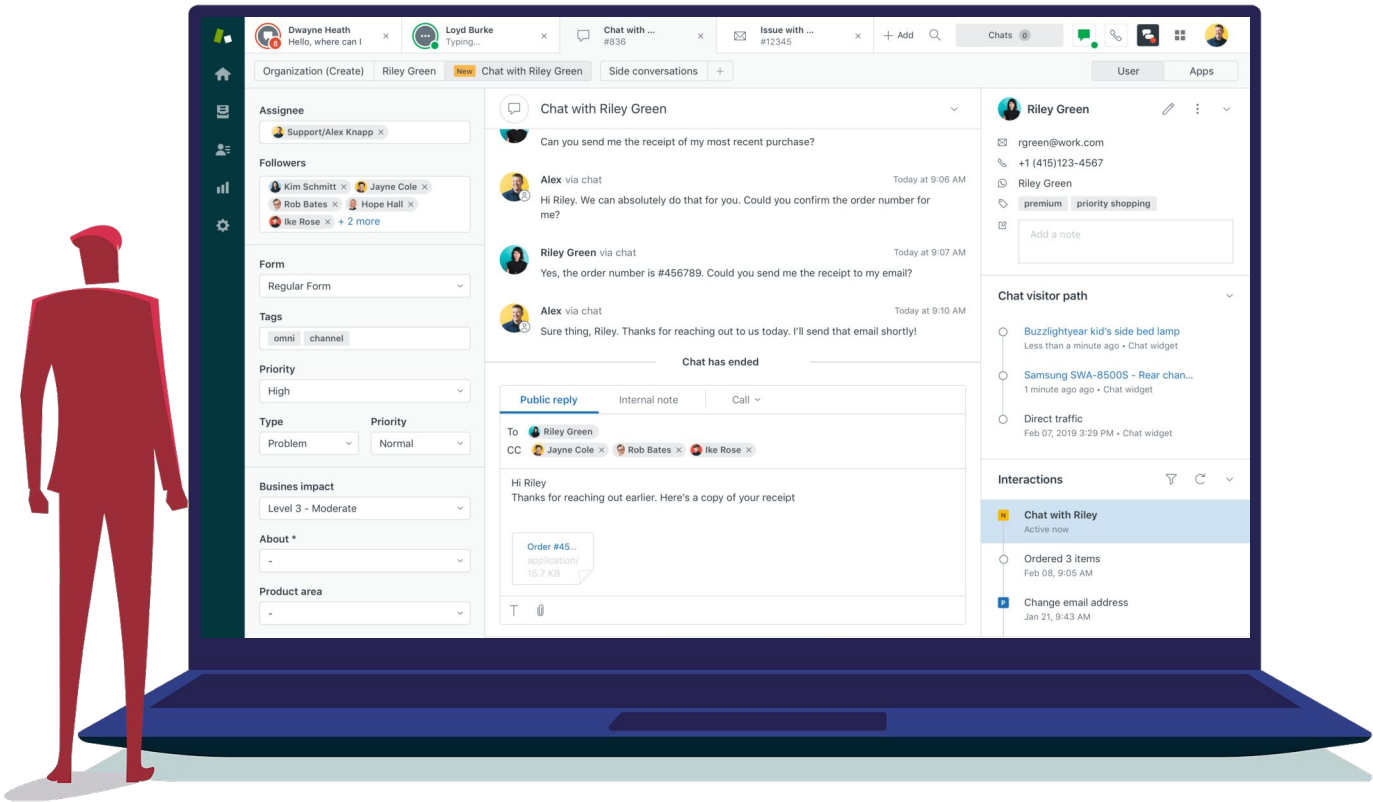
Interactions

Conversation with Zoe
Active now

Change billing information
Feb 08, 9:05 AM

Change email address
Jan 21, 9:43 AM

Account update
Jan 3, 9:14 AM



Dwayne Heath Hello, where can I x Loyd Burke Typing... x Chat with ... #836 x Issue with ... #12345 x + Add Chats 0

Organization (Create) Riley Green **Chat with Riley Green** Side conversations + User Apps

Assignee
Support/Alex Knapp x

Followers
Kim Schmitt x Jayne Cole x
Rob Bates x Hope Hall x
Ike Rose x + 2 more

Form
Regular Form

Tags
omni channel

Priority
High

Type **Priority**
Problem Normal

Business impact
Level 3 - Moderate

About *
-

Product area
-

Chat with Riley Green

Can you send me the receipt of my most recent purchase?

Alex via chat Today at 9:06 AM
Hi Riley, We can absolutely do that for you. Could you confirm the order number for me?

Riley Green via chat Today at 9:07 AM
Yes, the order number is #456789. Could you send me the receipt to my email?

Alex via chat Today at 9:10 AM
Sure thing, Riley. Thanks for reaching out to us today. I'll send that email shortly!

Chat has ended

Public reply Internal note Call v

To Riley Green
CC Jayne Cole x Rob Bates x Ike Rose x

Hi Riley
Thanks for reaching out earlier. Here's a copy of your receipt

Order #45...
application/
15.7 KB

Riley Green

rgreen@work.com
+1 (415)123-4567
Riley Green
premium priority shopping

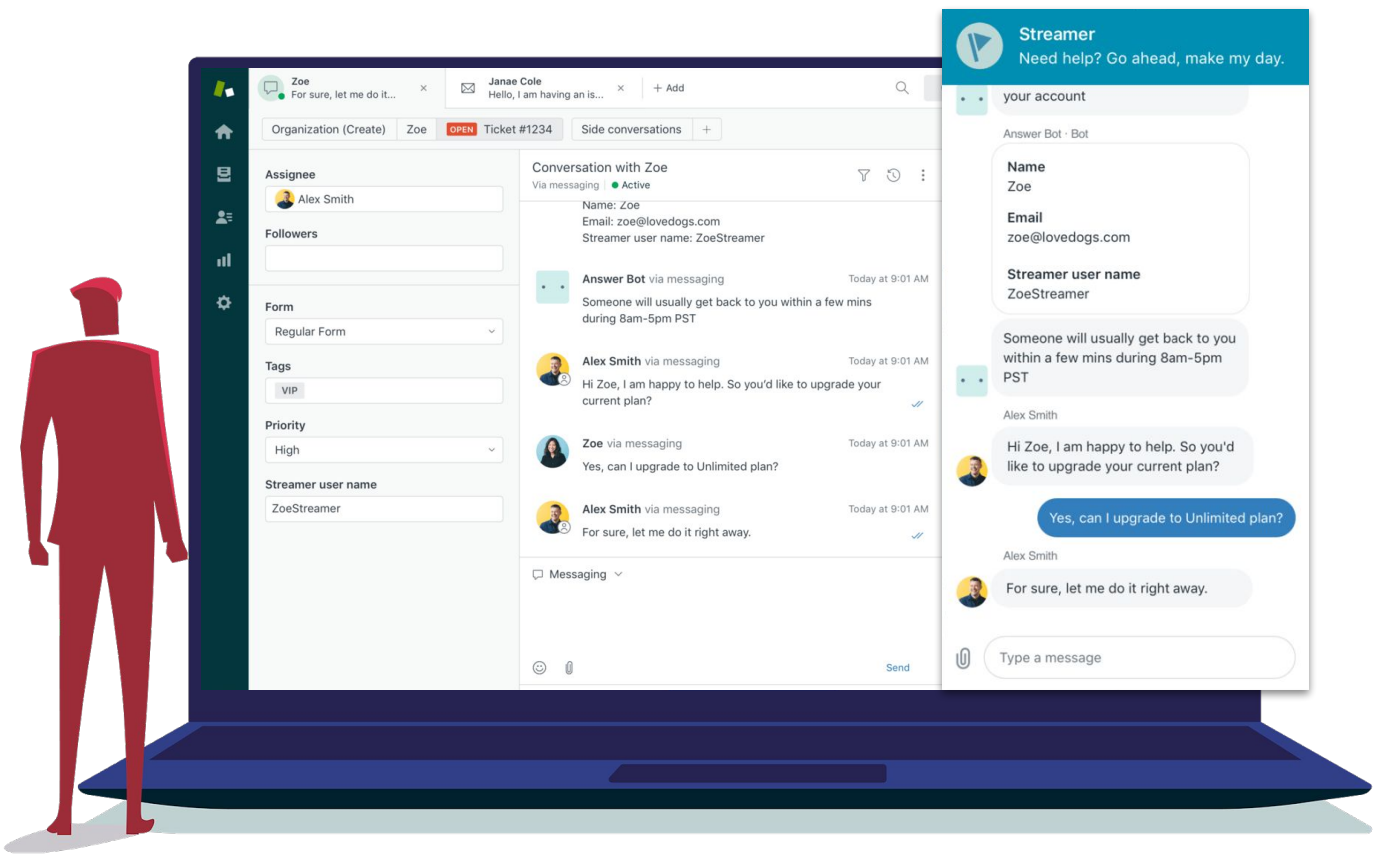
Add a note

Chat visitor path

- Buzzlightyear kid's side bed lamp
Less than a minute ago • Chat widget
- Samsung SWA-8500S - Rear chan...
1 minute ago ago • Chat widget
- Direct traffic
Feb 07, 2019 3:29 PM • Chat widget

Interactions

- Chat with Riley**
Active now
- Ordered 3 items
Feb 08, 9:05 AM
- Change email address
Jan 21, 9:43 AM



Zoe For sure, let me do it... x Janae Cole Hello, I am having an is... x + Add

Organization (Create) Zoe OPEN Ticket #1234 Side conversations +

Assignee
Alex Smith

Followers

Form
Regular Form

Tags
VIP

Priority
High

Streamer user name
ZoeStreamer

Conversation with Zoe
Via messaging Active

Name: Zoe
Email: zoe@lovedogs.com
Streamer user name: ZoeStreamer

Answer Bot via messaging Today at 9:01 AM
Someone will usually get back to you within a few mins during 8am-5pm PST

Alex Smith via messaging Today at 9:01 AM
Hi Zoe, I am happy to help. So you'd like to upgrade your current plan?

Zoe via messaging Today at 9:01 AM
Yes, can I upgrade to Unlimited plan?

Alex Smith via messaging Today at 9:01 AM
For sure, let me do it right away.

Messaging

Send

Streamer
Need help? Go ahead, make my day.

your account

Answer Bot - Bot

Name
Zoe
Email
zoe@lovedogs.com
Streamer user name
ZoeStreamer

Someone will usually get back to you within a few mins during 8am-5pm PST

Alex Smith

Hi Zoe, I am happy to help. So you'd like to upgrade your current plan?

Yes, can I upgrade to Unlimited plan?

Alex Smith

For sure, let me do it right away.

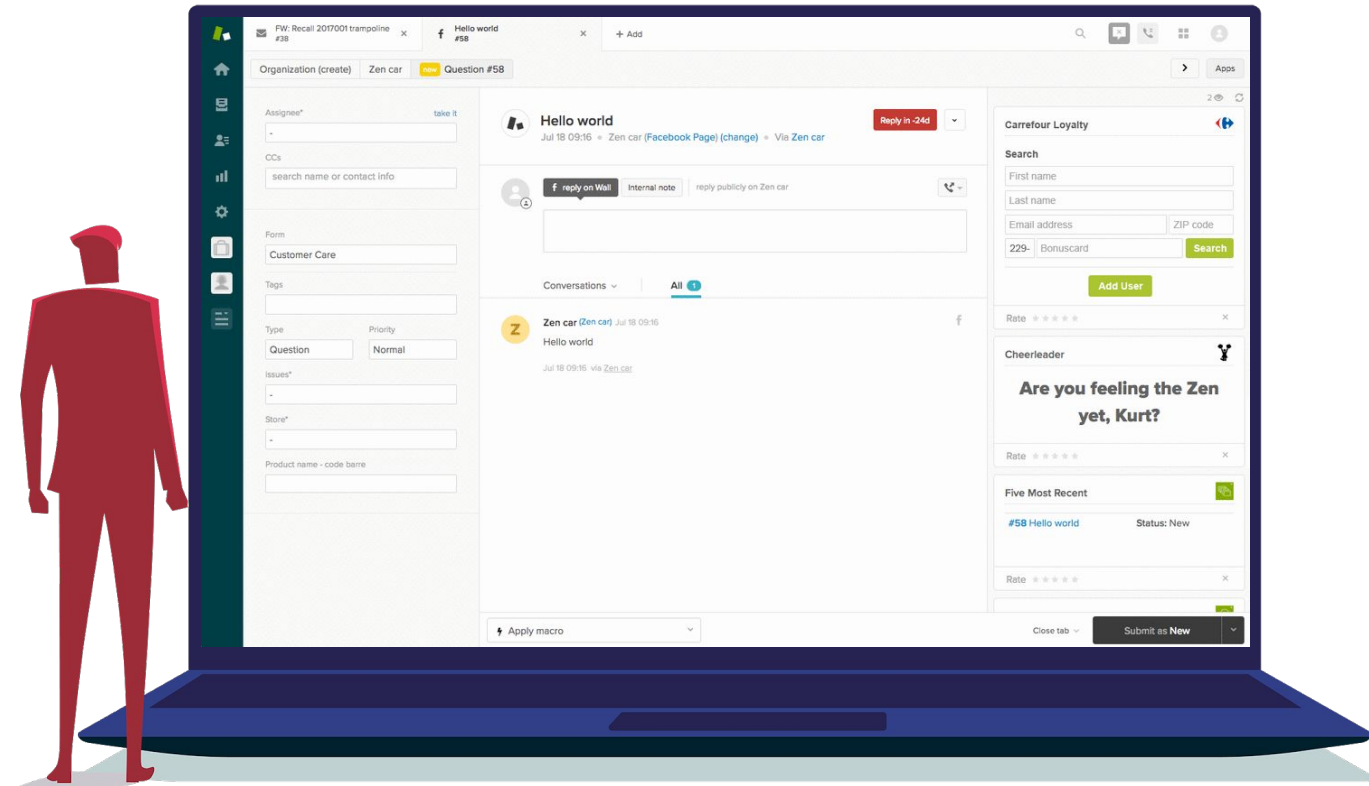
Type a message

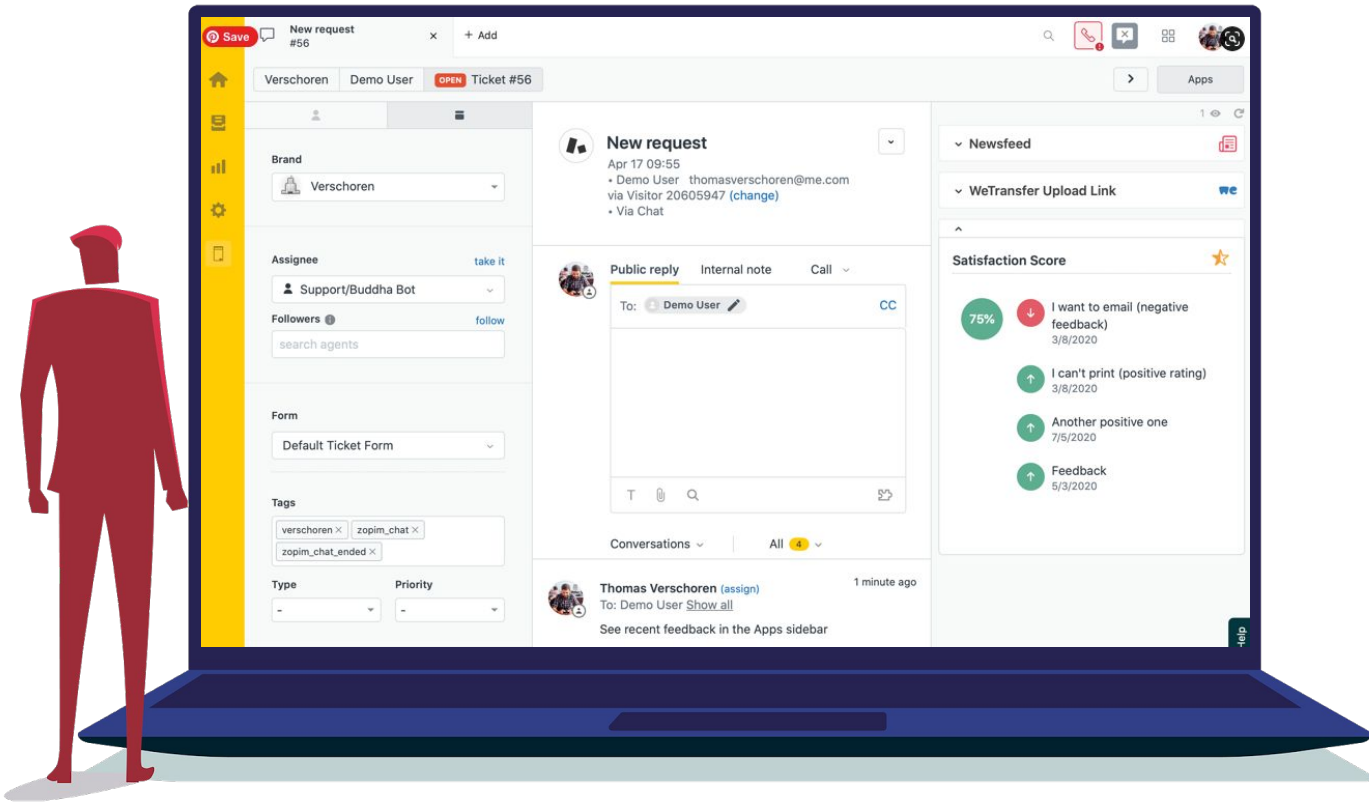
#3

Integrate for maximum context.

Integrate your company's tools to give agents the context they need.







Save New request #56 x + Add

Verschoren Demo User OPEN Ticket #56

Brand
Verschoren

Assignee take it
Support/Buddha Bot

Followers follow
search agents

Form
Default Ticket Form

Tags
verschoren x zopim_chat x
zopim_chat_ended x

Type Priority
- -

New request
Apr 17 09:55
• Demo User thomasverschoren@me.com
via Visitor 20605947 (change)
• Via Chat

Public reply Internal note Call
To: Demo User CC
T @ Q

Conversations All 4
Thomas Verschoren (assign) 1 minute ago
To: Demo User Show all
See recent feedback in the Apps sidebar

Newsfeed
WeTransfer Upload Link

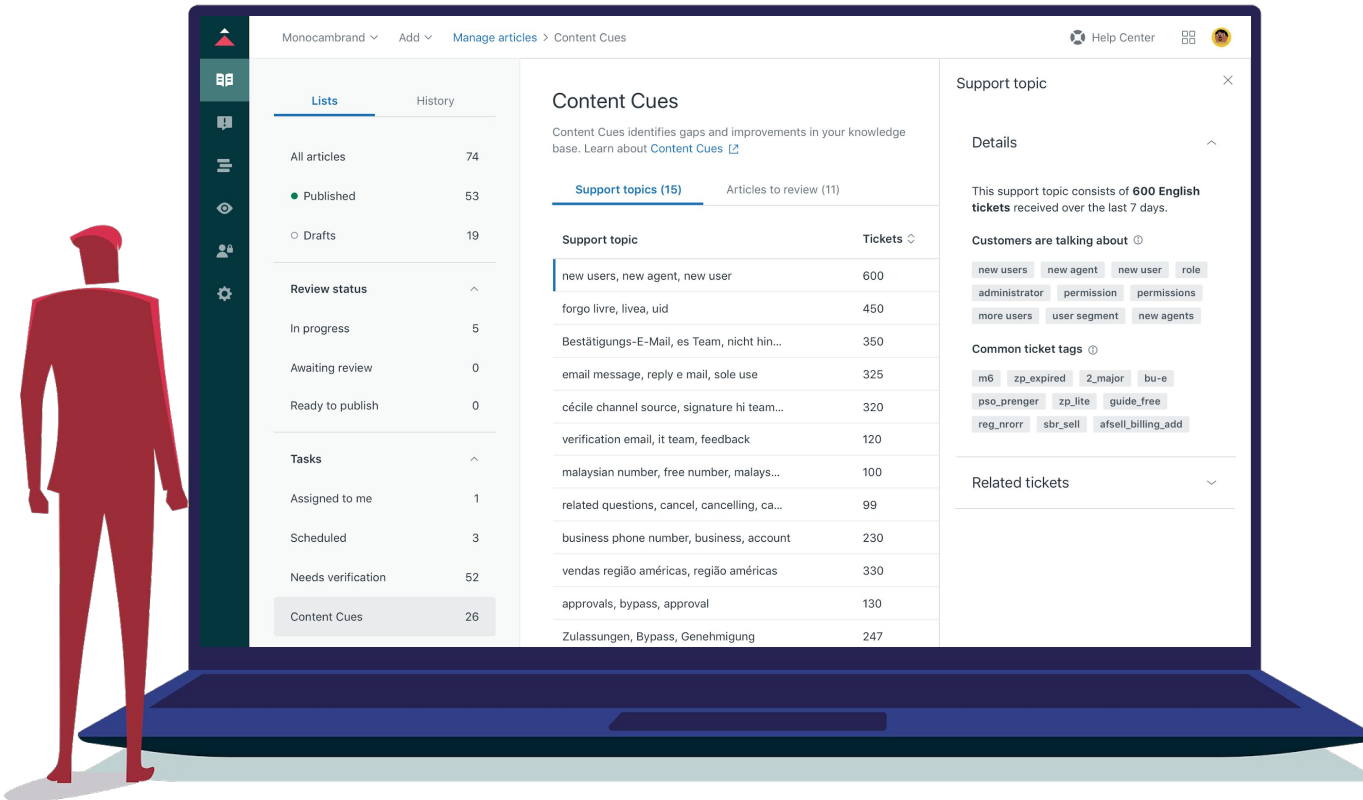
Satisfaction Score
75%
I want to email (negative feedback) 3/8/2020
I can't print (positive rating) 3/8/2020
Another positive one 7/5/2020
Feedback 5/3/2020

#4

Give your agents responsibility.

They are the boots on the ground and know what's going on with customers.





| Lists | History |
|------------------------|---------|
| All articles | 74 |
| ● Published | 53 |
| ○ Drafts | 19 |
| Review status ^ | |
| In progress | 5 |
| Awaiting review | 0 |
| Ready to publish | 0 |
| Tasks ^ | |
| Assigned to me | 1 |
| Scheduled | 3 |
| Needs verification | 52 |
| Content Cues | 26 |

Content Cues

Content Cues identifies gaps and improvements in your knowledge base. Learn about [Content Cues](#)

| Support topics (15) | Articles to review (11) |
|--|-------------------------|
| Support topic Tickets ▾ | |
| new users, new agent, new user | 600 |
| forgo livre, livea, uid | 450 |
| Bestätigungs-E-Mail, es Team, nicht hin... | 350 |
| email message, reply e mail, sole use | 325 |
| cécile channel source, signature hi team... | 320 |
| verification email, it team, feedback | 120 |
| malaysian number, free number, malays... | 100 |
| related questions, cancel, cancelling, ca... | 99 |
| business phone number, business, account | 230 |
| vendas região américas, região américas | 330 |
| approvals, bypass, approval | 130 |
| Zulassungen, Bypass, Genehmigung | 247 |

Support topic

Details

This support topic consists of **600 English tickets** received over the last 7 days.

Customers are talking about

- new users
- new agent
- new user
- role
- administrator
- permission
- permissions
- more users
- user segment
- new agents

Common ticket tags

- m6
- zp_expired
- 2_major
- bu-e
- pso_prenger
- zp_lite
- guide_free
- reg_nrort
- sbr_sell
- afsell_billing_add

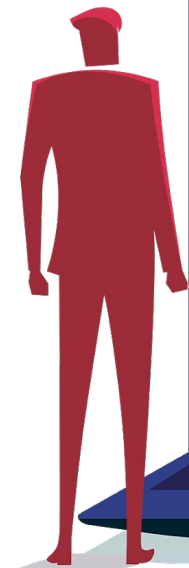
Related tickets

#5

Knowledge is power.

Measure and categorise your support tickets to spot trends or hidden issues.





Service Overview

REA... Omnichannel Overview Pred... Cost... Tick... Chats Calls Tea... Ops ... AI Ef... Back... CSAT Time... Soci... VOC

Time

Currently viewing: All history — All history

Welcome to our CX dashboard! In this dashboard, you'll find detailed information about each of our support channels and how effective our team is at resolving customer issues. Questions? Data@CompanyName.com

Customer Satisfaction

94.2%

Tickets

4,032

Chats

1,492

Calls

835

Median First Reply Time

3 min

One-touch tickets

93.7%

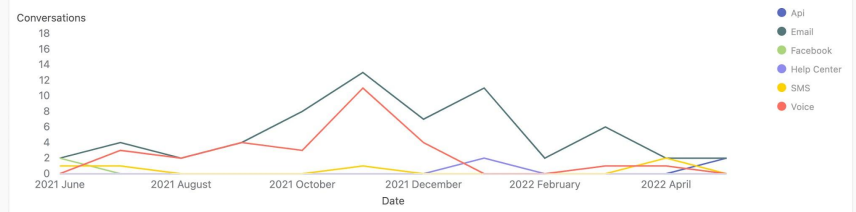
Chat Completion Rate

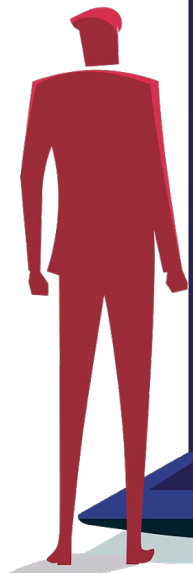
51.1%

Call Completion Rate

38.9%

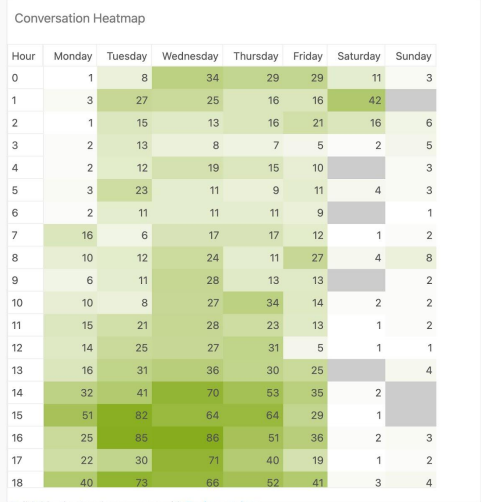
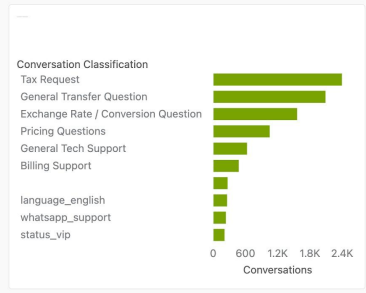
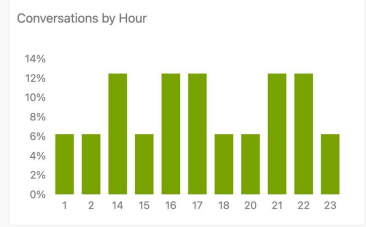
Conversations by Channel - Last 12 months





Service Overview

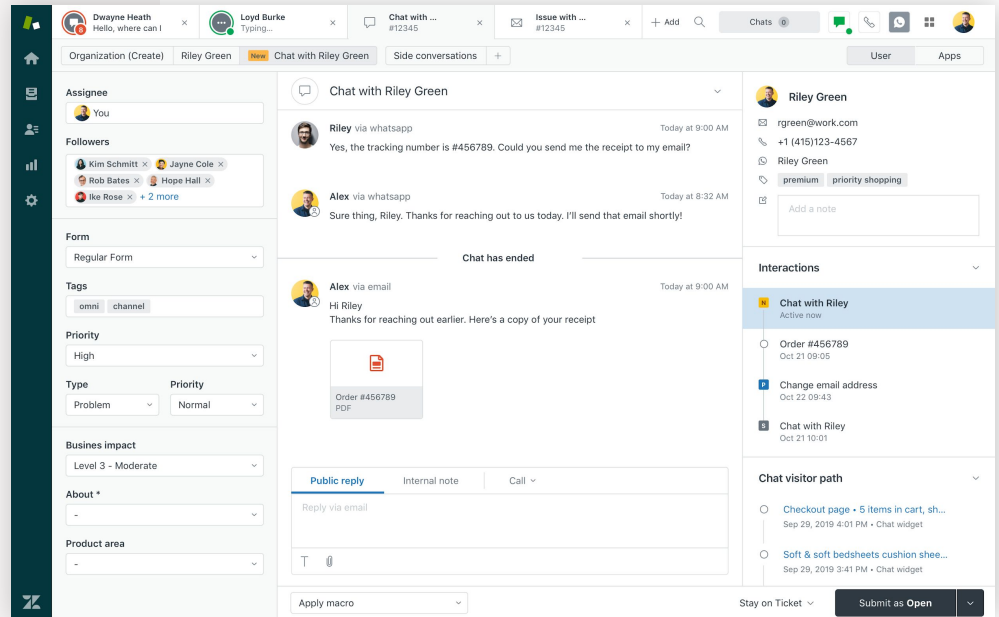
REA... Omnichannel Overview Pred... Cost... Tick... Chats Calls Tea... Ops ... AI Ef... Back... CSAT Time... Soci... VOC



Meet Zendesk

Deliver exceptional customer service with Zendesk

- Create effortless customer experiences anytime, anywhere
- Make every agent extraordinary and achieve service excellence
- Deliver smarter service at scale without increasing cost



Purpose-built

Conversational

Open and flexible

Easy to use

Champions of customer service

Fun

Het
Land
van
Ooit


Carrefour

AVA

 **IMPERMO**
tegels • natuursteen • parket


deverfwebshop.be

**Cassis
Paprika**


FOODBAG

furnished


X²O

Pildar.

DECATHLON

pimkie®

Ready for omnichannel customer service?

We're happy to help you get started!



Feel free to contact us
for more information:

premiumplus.io/contact

Or contact me directly:

adrianremedios@premiumplus.io

linkedin.com/in/adrian-remedios

Q&A