



## Transforming Dreams into reality with Zendesk

Even though scientists are still unsure why exactly we need to sleep, most will agree that a good night's sleep is essential. For 30 years, our client **Dreams** has been passionate about providing the perfect night's sleep to its customers. The company is committed to the highest standard of expert customer service and advice.

Consumer behaviour has changed massively in the latter half of this period. Today, customers want to be able to connect to brands using channels that are convenient to them on any device, anywhere at any time. To keep delivering excellent customer service in this competitive business environment, **Dreams** was determined to adapt.

They set their hearts on finding a solution that streamline all customer communication into a single helpdesk, provide customers with options for self-management and empower agents to rapidly answer questions from any customer on any device by accessing an up-to-date knowledge base.

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We created a concierge-approach to customer service capable of supporting the online greeting of customers and then managing their expectations throughout their journey and in multiple channels.

We achieved this by making customer support the centre of the customer experience, empowering consumers to get answers and support whenever and wherever they need it. That meant offering self-management by creating 'Help & Advice' section. Together with **Dreams**, we populated this section with up-to-date, relevant FAQs, content

and articles. Additional features allow agents to easily refresh the content themselves to match customer needs real-time.

**Currently, 3000 Dreams customers now find a solution themselves, which means significantly reduced workload for Dreams as a result of ticket deflection.**

However, if the client is unable to find the answer, they can effortlessly contact **Dreams** team and the help is a couple of clicks or a phone call away.

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## Customised Help - Centre and Brand Experience

We worked together with **Dreams** to design a Help Centre structure that fitted the 'brand'. We customised Zendesk to seamlessly integrate it into existing company infrastructure and adapt it for **Dreams'** internal processes.

In the back-end, we integrated solutions to allow agents and stores to offer advocacy in any channel. Customers now receive a omni-channel brand experience and agents are able maintain a single view of the customer, no matter how they use to communicate with the brand.



## Making Dreams come true

Positioning the **Dreams** help center at the heart of the existing website has been a huge step forward and an important part of the customer success story.

Aside from all the benefits to the customer, this integrated solution has played a major role in deflecting tickets and has significantly helped the **Dreams** team.

On top of this, reporting system and integrated analytics have enabled **Dreams'** agents to report on interactions in real time and provide company with high value commercial and marketing data.

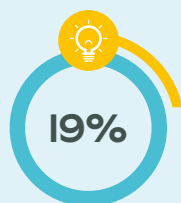
If you would like your customers' dreams to come true by building a branded Help Centre - don't hesitate to contact us!



customer satisfaction rate increase in one month



improvement in reply time within the first six months of team training



quicker to fully solve customer problems

