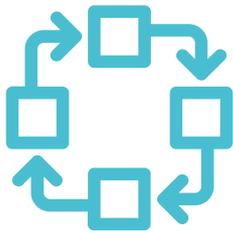




# The journey to a Customer Relationship Management dreamland

**Chiltern Railways** is considered one of the best railway operators in Britain. It runs regional rail passenger services from its Central London terminus at London Marylebone to numerous destinations in United Kingdom. Over 21 million passengers travelled on a **Chiltern** service last year. For a company with that many clients constant modernization and development are an imperative in order to keep passengers happy.



## Keeping internal track of passenger communication

When we first met with **Chiltern Railway**, they were managing their customer relationships mainly over email. As they were getting so many emails addressed to different departments concerning wide range of things it was far from ideal having these simply coming into one inbox.

Furthermore, this method made tracking progress and accountability impossible. The company had multiple channels of communication and it was very hard for the staff to keep track of the customer information as the communication was spread out across different departments.

Zendesk was able to make an immediate impact, as **Chiltern's** agents were able to gather all the customer communication in one place, assign in to the relevant agent and effortlessly track and report on progress.

## Helpdesk - proactively dealing with customer issues

A further initiative implemented for Chiltern was a customised online helpdesk. We crafted a specialized contact form for them, which allowed customers to contact the company via **Chiltern's** website by filling out a couple of information boxes and specifying their problem.

This simple solution made a massive difference for **Chiltern's** agents as they were able to receive pre-populated data and transfer it to the right agent in a couple of clicks, as opposed to manually filling in different forms themselves. This made the process **more efficient** and **saved a huge amount of time**. This solution helped to decrease the first response time by **11%**.





## Dealing with White Mail in the Digital Age

Adopting an omni-channel approach means integrating all channels including more traditional modes such as phone communication and even snail mail.

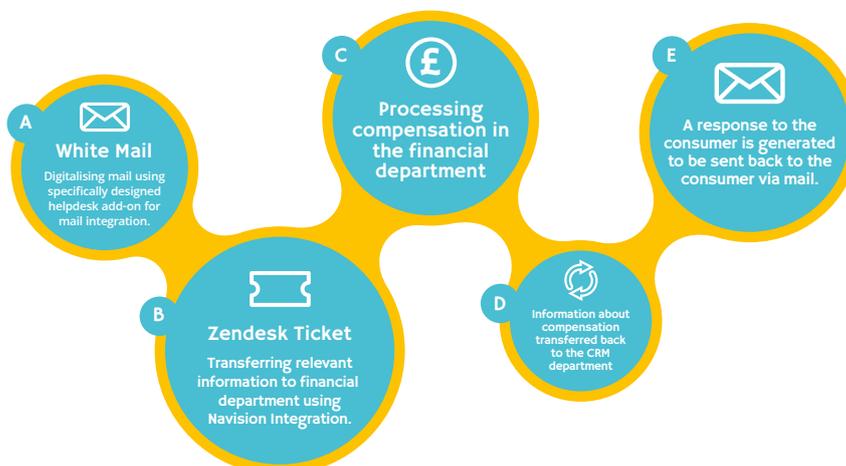
Many of **Chiltern Railway** customers still send handwritten or typed letters to contact the company, especially when it comes to compensation. For this reason and to match company's needs we developed a new tool in Zendesk, which allows the import of mail correspondence to their Helpdesk.

Scanned letters can create a ticket with an attachment that can then be allocated and processed through Zendesk and integrated finance tools (see below) and automated written responses generated to designated printers within the organisation in order to send out mailed responses.

This is now a custom-built plug-in available to any organisation in the Zendesk marketplace to import either mail correspondence or paper-based forms - for more information either search Scan to Channel in Zendesk marketplace or contact us at [sales@appamondo.com](mailto:sales@appamondo.com)

## Integrating Accounting and Claims software with Zendesk

We also, integrated their Microsoft Dynamics NAV (Navision) accounting system and some additional tools to their Zendesk which has simplified communication and process of issuing the compensation:



## ORR Reporting



Railway operators in Britain have to comply to the **government regulations** and constantly have to prepare and deliver numerous **industry specific reports**. To facilitate that, we created a **bespoke reporting system** specifically customised for company's needs which allows **Chiltern** to export all the necessary data in a couple of clicks.

This new reporting system also provided **Chiltern** with significant insights for the company's commercial and marketing departments.



Once Chiltern's customer service department receives a claim, they are now able to transfer it to their financial department. Financial Department issues the compensation and sends it back to the customer relationship department for physical processing.