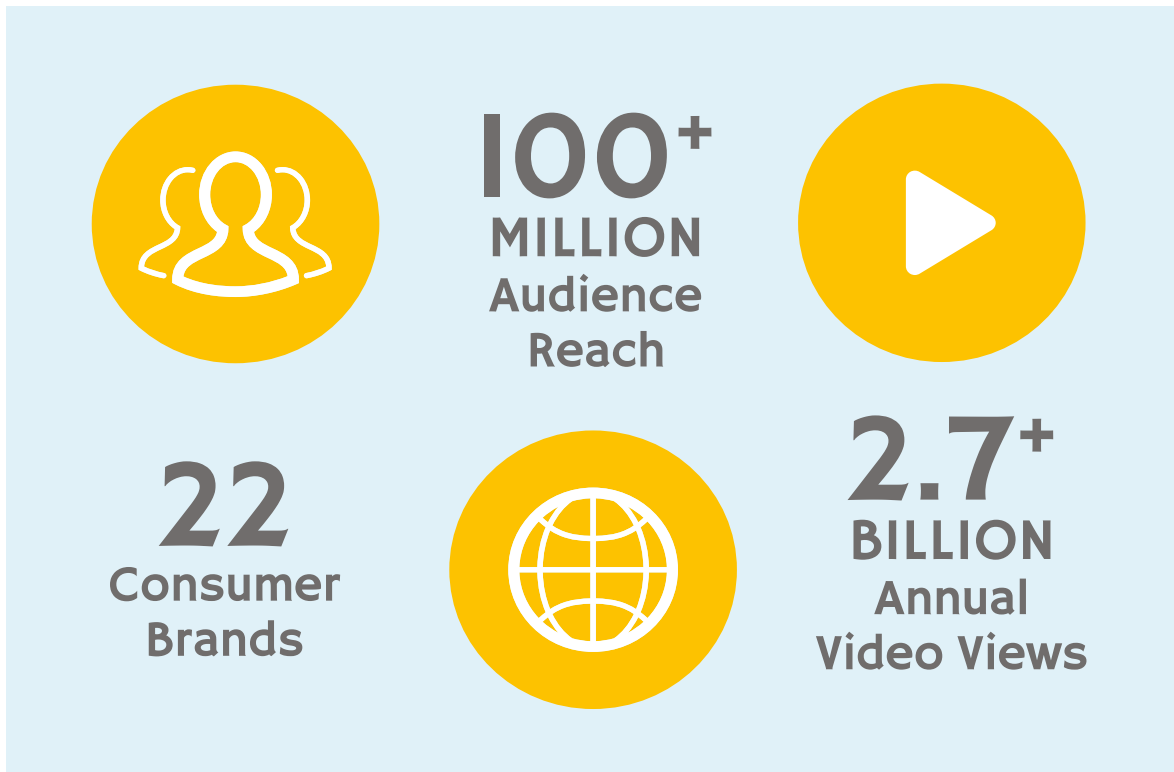




## The Devil Wears Zendesk



**Condé Nast** is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 100 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, GQ, GQ Style, The New Yorker, etc. Aside from publishing division, the company has film, television and premium digital video production unit.

With the legendary Anna Wintour on their executive board as **Condé Nast's** Artistic Director and with numerous prestigious awards under their belt the company is definitely one of the leading media groups in the world.

Zendesk has been in use since 2013. However, they recognised that growth and change required customisation, if IT support was to transform and properly manage internal processes with existing resources.

We were invited in by **Condé Nast** to rebuild, redeploy and onboard their Zendesk instance.

### How did we achieve it?

Primarily, we reviewed **Condé Nast's** internal processes and assessed the IT team's needs. Once we had a full picture, we changed the interface and restructured the existing Zendesk to deliver against a new set of objectives. This has had an immediate effect upon performance and dramatically increased the IT team's efficiency and ability to service the needs of their colleagues and meet the internal SLA.

We also integrated customized forms for employees to submit enquiries to provide all the necessary information required to solve problems. This solution significantly saved time and allowed IT to precisely understand issues and allocate to the relevant agent.



## Allowing employees to self-help

**Condé Nast** is a massive organisation with more than 750 employees in London headquarters alone. All the company's technical and IT enquiries are served by the team of 15 which during busy periods can be challenging.

The answer is quite simple...

By building a fully customized Self Service Help Center populated with easy to find information, we have significantly reduced the amount of tickets that IT receives. This allows employees to answer every day IT questions themselves. Self-management functionality has proved to be a highly effective solution saving IT time and increasing overall efficiency.

### Facilitating internal communication

In a company with hundreds of employees, email correspondence is not the most efficient form of communication when a simple chat could more quickly resolve enquiries.

IT needed a solution that would improve internal communication. We have therefore integrated Slack, a software that allows to communicate, share information and files in Zendesk.

### Education is the key

Having transformed **Condé Nast's** Zendesk and included many additional features, training and onboarding was required to make sure that IT support and employees could quickly realise the benefits of the system.

Furthermore, we have set up macros, triggers and auto-solve support to significantly improve the workflow and allow the team to close a significant volume of previously unsolved tickets.

### Data heaven

Our combined industry knowledge together with the information about **Condé Nast** has enabled Appamondo to build a bespoke reporting system. The new reports have given **Condé Nast** invaluable insights that will help shape future of the business and to substantiate the true value of IT support.

### What we did



**Full agent interface customization;**



**Customized forms;**



**Self-service Help Centre;**



**Web chat integration to Zendesk;**



**Training and onboarding.**