



## Design is everything

In 1810 **Heal's** opened the doors of its first store in London, beginning an over two centuries-long journey in design and retail. Innovative from the first, John Harris Heal introduced French-style, feather-filled mattresses to London's homeowners, it was the beginning of the end for straw beds.

**Heal's** family innovation wasn't just in their products - it was also evident from their marketing strategies. In fact they were one of the first retailers to place adverts on book jackets and Ambrose Heal's was knighted in 1933 for contribution to the retail landscape and raising British design standards.

Innovation is at the core of **Heal's** offering and they partnered with Appamondo to bring innovation to the way they manage their customer services.

### Innovation and customer support

Understanding design and its practical as well as aesthetic benefits put **Heal's** at a big advantage in terms of understanding the need to build a bespoke helpdesk solution to meet the needs of its discerning customer base. Appamondo has been able to bring them a solution that has perfectly matched customer and company needs at every level.

Appamondo created a fully customized agent interface and integrated email communication. Now agents can manage all the customer interactions in one place and maintain a single view of the customer. This allows their customer relationship team to effectively track every single inquiry.



**agents were able to handle more enquiries every day**

### Creating a cushion for agents

The **Heal's** customer journey can sometimes last a little longer than other retail journeys. The order process can mean that orders from around the globe take weeks, sometimes months to fulfil because of the nature of bespoke furnishings and items that are made to measure.

It was therefore very important to be able to track each phase of the process from order online or instore, through the fulfilment and delivery process to improve customer satisfaction (CSAT) levels and overall customer experience.

By creating an omnichannel helpdesk where every single inbound channel comes into the Zendesk instance even telephone calls, we have been able to maintain a single view of customers at anyone time. This means agents and in-store personnel can give customers up-to-date, accurate information about their orders and remove the risk that any catches are dropped as a result of communications being missed either internally or externally.



## Furnishing Heals with up-to-date reporting

One of the great Zendesk features is that it allows the building of customized reports, specifically tailored to our clients' needs. These reports provide very valuable insights, can help to track trends, performance, identify any obstacles, issues and serve any department. Appamondo has helped **Heals** to identify what reports are the most suitable for their specific use case and delivered a custom-made reporting system which allows administrative heads to access easy to read reports in just a couple of clicks.



We found Appamondo to be a very good partner for us. It's tremendously helpful that they've got the experience of having done in a number of retail companies. That enabled us to speed up the implementation significantly. We effectively went from our old email and paper based system into Zendesk in a matter of hours.

The level of support that we've had from Appamondo since we've implemented Zendesk has been excellent and has enabled us to keep on developing the service and really get the most out of Zendesk and our telephony system.

Since we put Zendesk in we were able to be far more organised and efficient in terms of how we deal with inbound queries.

David Kohn, Customer and E-Commerce Director at Heal's



### The results...

Since **Heal's** started using Zendesk customized by Appamondo...



**the first response time improved**



**customer satisfaction rate increased**