



Increasing customer satisfaction and reducing agent workload in three easy Zendesk steps.



Empowering the consumer sits at the heart of **Which?** brand values. **Which? Computing**, like all **Which?** brands, works tirelessly on behalf of the consumer and no-one else.



Which? Computing is the UK's largest technology magazine, with an audience of over 210,000 readers. Our readership doesn't simply come to us to read reviews and advice - they need direct help and support for learning how to use, fix and troubleshoot their computing devices. Our unique Computing Helpdesk team gives our readers a friendly and engaging 1-2-1 support service.

Richard Parris, **Which? Computing** Editor



We are very proud to have reinforced these values at **Which? Computing** by taking customer service to new levels with the aid of Zendesk to provide omni-channel support to the publication's subscribers!



Incredible results in three steps...

Which? Computing subscribers have always had access to a free help desk staffed by Agents capable of helping readers to find answers and solutions to any computing related enquiry.

With the arrival of each new issue, a marked increase in visitors to the Computing website was seen with a corresponding increase in inbound enquiries logged with the Help Desk team.

Spikes in enquiries can be challenging if an organisation is seeking to maintain customer satisfaction rates at the highest level without impacting on staff costs.

However, at **Which? Computing** we have achieved incredible results by deploying Zendesk and implementing three steps...

Step one

Self-Help: the satisfaction of solving a problem yourself

Figuring out the solution yourself is satisfying and rewarding. **Which? Computing** identified and recognised the importance of this trend from analysing historic behaviour. Having built up a huge resource and knowledge base, we were able to use this content to create an intuitive Knowledge Base and Help-Centre on Zendesk's platform.



of unique visitors now utilise the Help-Centre to find a solution rather than submitting a web-form.

The net result is an immediate increase in satisfaction and significantly reduced workload for the agents.



The improvements we've been able to make to our Computing Helpdesk service thanks to the Zendesk back-end and customer-facing Help Centre mean that we can now give faster, smarter information that helps our readers to grow in confidence, find their own solutions, and always get the help they need from our brand. Zendesk and Appamondo have helped us to launch an outstanding website that's powered by the Knowledge Base articles - it provides solutions that are easy to search and view, and helps customers to self-serve instead of getting in touch for direct help every time, letting us provide a faster service to those customers who do need a direct response.

Richard Parris





Step two

Ask an Expert

Where self-help cannot satisfy the consumer, the Knowledge Base continues to play a role underpinning the 'Ask an Expert' function. Consumers are asked to fill in a short form outlining their specific problem. Here, we have added one more intuitive feature to drive self-management:

Once the customer fills in the form, the form suggests articles from Knowledge Base. An additional 17% of consumers inadvertently become self-servers at this point! This means that **Which? Computing** agents is left with only 26% percent of questions.

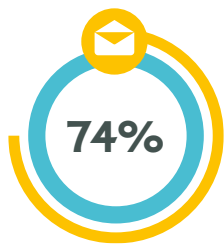
Step three

Providing Agents with Powerful Tools

For those few who can't find the answer, **Which?** agents are always there to help.

In the back end of the platform we introduced another easy to use solution providing agents with instant answer suggestions for emails, powered by the same Knowledge Base that underpins the Help-Centre functionality. This allows faster, smarter responses to common queries, significantly reducing resolution times.

The results



reduction in potential email queries reaching the team. Team maintains its target SLA with remaining tickets and achieves high customer satisfaction.

That's not all! We also helped Which? get more customers!

To access 'Ask our experts directly' service you need to fill in the form. This service will only send the message to **Which?** experts if you're subscriber.

However, the information in the form provided **Which? Computing** customer team with invaluable information about those who are not yet subscribed but could benefit from the online offering.

For **Which?** Helpdesk we created a contemporary bespoke design to match their branding and integrated an advertisement. by offering a trial for 1 GBP.

Overview



reduction in potential email queries reaching the team.



Increased customer satisfaction



New clients