



Organic growth in customer care using Zendesk

Yeo Valley is a company with an incredible story. Only few know that the Mead family has been farming in Somerset since the 1400s. Needless to say, a lot has happened in that time! In the 50 years since Roger and Mary Mead first put down roots in Somerset, **Yeo Valley** has grown from a smallholding with just 30 cows into the UK's no.1 organic dairy brand.

A company with an incredible story and commitment to the community required best-in-breed software to maintain growth and keep customer service at the highest level.



Our web agency recommended Zendesk to us, and Zendesk recommended Appamondo

Niki Martini, Marketing Manager at Yeo Valley



Establishing a standard in customer care

When we encountered **Yeo Valley**, online mail submission forms to a single inbox were the means by which tickets were raised. This was an unviable and risky process, as someone needed to regularly go through the inbox and forward correspondence to the relevant person. Resolution involved a lot of mail forwarding and resulted in long email chains.



We were using Outlook before we implemented Zendesk. As our company grew a lot in the recent years we needed to be able to track things more easily and the number of inquiries coming in just wasn't manageable with Outlook anymore.

Niki Martini



At Yeo Valley, a team of just 4 people are tackling around 2000 customer enquiries per month.

Professional on-boarding and training has allowed the new solution to be rapidly adopted and the team to become highly effective in its use from launch.

Approximately 70% of all customer enquiries reach **Yeo Valley** via the website, so web integration was crucial for the company. Appamondo has integrated the existing web form and added to this all email communication to allow the customer relationship team to manage everything in a single place. It also allowed us to assign tasks in a single click and streamlined a process that previously required input from several different departments.



"We get about 1500 enquiries a month and during peak periods the number of enquiries can reach 2000" Niki Martini explains.

At **Yeo Valley**, a team of only 4 people is tackling around 1500 customer enquiries per month and during peak periods the number can increase to 2000. Professional on-boarding and training has allowed the new solution to be rapidly adopted and the team to become highly effective in its use from launch.

"The process of changing over to Zendesk was much smoother than I thought it would be. Each individual agent received training, which definitely helped. Our team picked it up and were able to effectively use it immediately."



In 2 months, triggers, macros and automations have dramatically improved response times.

Launching digital care for the very first time

Integrations and customisations by Appamondo have created a Zendesk instance that has enabled a brand with a traditional heritage to create a very modern helpdesk capable of managing customers in a digital age.



Macros are my favourite Zendesk feature enabling us to respond to enquiries quicker than previously.



Rapid reporting



In order to track and continually improve its helpdesk, we have built **Yeo Valley** a bespoke reporting system. Previously, reporting was a slow, manual process involving the printing out correspondence from Outlook and manual tracking via agents.

Zendesk allowed us to track our customer communication more effectively. Customised reports customized have helped us to get better reporting on live issues and enables us to track them and stay on top.

Using Zendesk reporting tools, **Yeo Valley** can access all the relevant insights, reports and a range of valuable data immediately with reporting designed to meet administrator's requirements.

