How Zendesk helps HR teams with the employee experience

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The world has changed, and with it, so has the employee experience. Every organization is working out the next normal, whether that's a return to modified office life or a long-term version of work from home. As employee needs and expectations rise, HR leaders must envision and execute the employee experience of the future—today. Providing employees with the same level of service offered to customers—personalized, efficient, convenient—drives a better employee experience, which in turn drives a more competitive and resilient organization. And the employee experience has never been more important. As Gartner predicts, "the habits employees and managers are forming now will have a long tail and influence the way organizations operate for years to come."

According to a study by McKinsey, there are three major areas of dissatisfaction that employees experience with internal services: the availability and clarity of information; the overall time needed to complete tasks required by support functions; and the effort required to go through processes involving support functions. Now more than ever, human resources departments bear the brunt of much of this pressure to optimize employee engagement as well as nurture retention. The influence of a functional, efficient onboarding process alone is staggering: one study found that a structured onboarding process means employees are 58% more likely to stay with a company for three years or more.

With Zendesk, HR teams enjoy an intuitive platform that allows them to scale support and keep employees engaged throughout their lifecycle at a company. Further, Zendesk makes key insights possible, including how HR teams can improve performance with smart self-service, automations and integrations... all centralized in one integrated hub. **Zendesk's internal help desk solution is quick to deploy and easy to use, so you can start building the employee experience of the future in a matter of days, not weeks.**

Read on for detailed ways in which Zendesk helps human resource teams achieve their goals.

01 Engage employees

Employees want to be able to go find answers about company policies or benefits on their own—they get frustrated if they have to waste time searching high and low. While the volume of employee requests can be high, the type of questions that people have is often fairly standard. When it comes to HR, that could include new hire onboarding, benefits, payroll, PTO, and company holidays. This is where Zendesk Guide provides HR teams with powerful solutions: It's a knowledge base that allows the centralization of institutional knowledge. Employees can self-serve, giving them the ability to search for and find the answers to common questions in one intuitive help center. HR teams in turn benefit from scaling support with self-service, saving team resources for more complex employee issues.

Here's how Guide works: You can quickly build—and customize—a help center, online community, and customer service portal. HR teams can create pages and articles related to employee resources and common questions. These tools allow customers (in this case, your employees) get better self-service and agents (members of your HR team) see improved efficiency and faster resolution.

Guide allows you to quickly build and customize a help center, online community, and customer service portal. Employees get better self-service and your HR team sees improved efficiency.
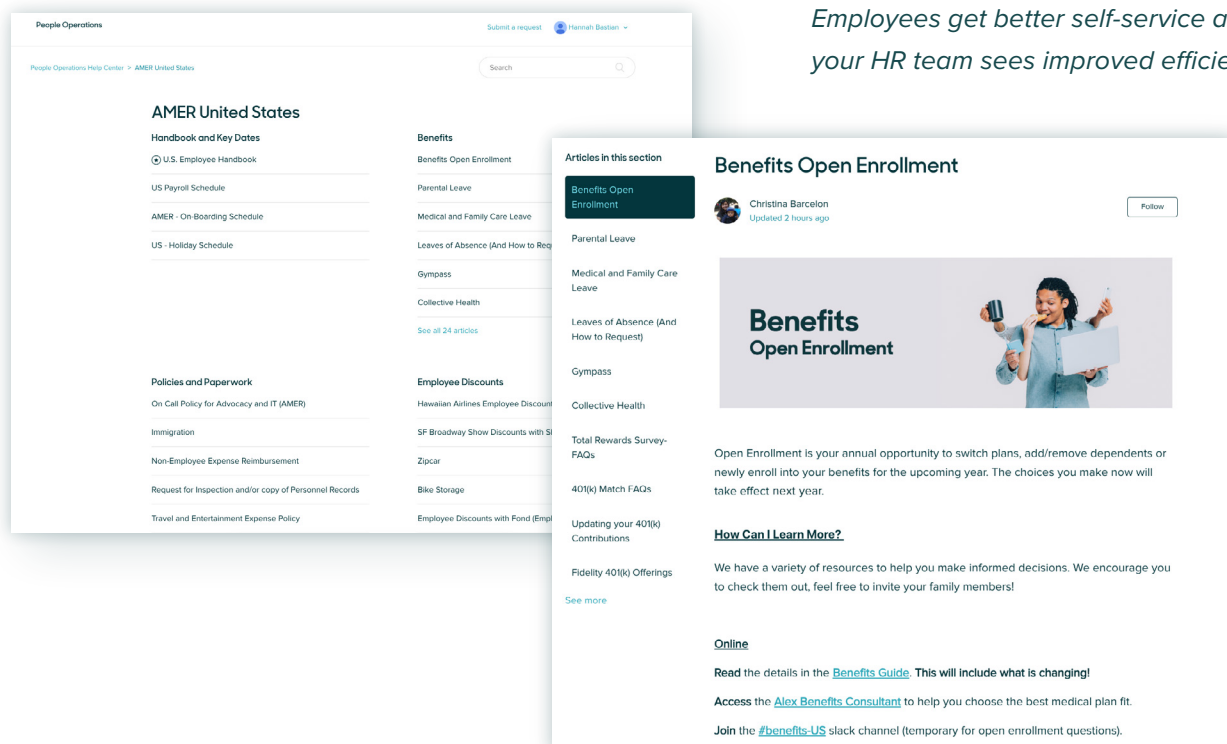
02 Improve team productivity

On any given day, HR departments work with numerous applications and systems. While many of these systems are meant to improve productivity, this gets complicated, somewhat ironically, given that critical information lives across channels. Zendesk helps improve efficiency by giving teams the ability to integrate applications, systems, and employee interactions within Zendesk Support. The result—teams can more easily access the systems they use for faster, more contextually relevant and enjoyable employee experiences. Zendesk has more than 750 app integrations, including apps for Collaboration (Jira, Slack), Signatures & Documentation (Box, Dropbox, PDF), Project Management (Trello).

One of the most popular workplace collaboration apps, Slack, is where a lot of employees communicate internally. The Slack integration for Zendesk gives help desk teams an easier way to streamline communication with employees. Specifically, it allows employees to reach out via Slack and initiate questions for the HR team, which then notifies members of the HR team and will automatically create these posts as tickets in Zendesk Support. In addition to the added efficiency, your internal team won't lose the thread of the conversation.
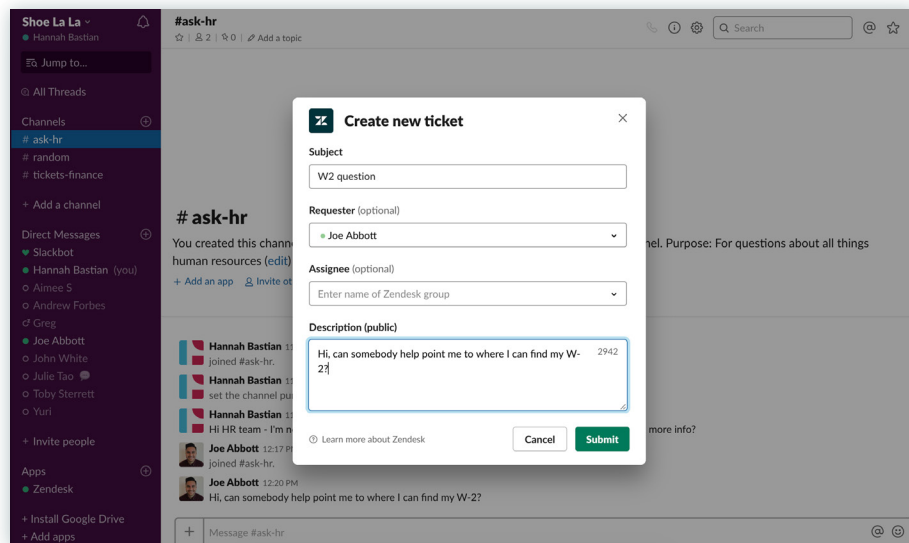
The Slack integration for Zendesk provides a more seamless way for internal teams to communicate with employees. For example, an employee can reach out on an HR slack channel for a question, which notifies an HR team member who can then add that question as a ticket in Zendesk.

03 Scale with AI and automations

The [Zendesk Customer Experience Trends Report](#) uncovered actionable insights about AI in CX. Continuing to permeate organizations at all levels, AI is driving success among high-performing teams that are using it to deflect tickets, reduce the time that agents spend on answering requests, and efficiently scale customer engagement.
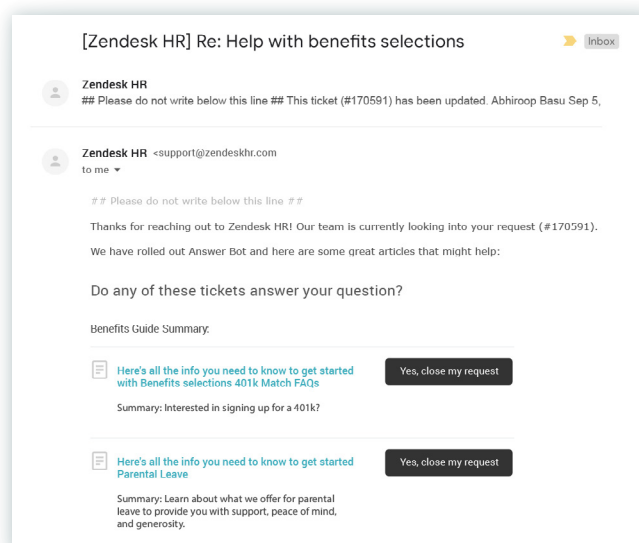
On Zendesk specifically, more than one million tickets have already been solved using AI tools, saving 225,000 agent hours and giving 2,800 years back to the customer.

HR teams can leverage AI, powered by Answer Bot, to help teams with ticket deflection and effective scaling, while giving employees the fast responses they expect. The number of Zendesk customers using Answer Bot has almost doubled in the past two years. A boon for HR teams, Answer Bot works right alongside your team by using machine learning to help answer incoming questions. With content from your Zendesk Guide knowledge base, Answer Bot suggests articles that could help employees resolve their issues. For example, if an employee submits a question about payroll, Answer Bot can be enabled to highlight relevant help center articles on payroll to allow employees to quickly self-serve.

HR teams can also benefit from automations tools in Zendesk Support, such as macros and triggers, to streamline support for repetitive questions. An example could be such as setting up automated email reminders when an employee still hasn't selected their benefits for the upcoming year, or setting up a trigger to let employees know that their issue is being escalated.

With company growth comes increasing employee support needs. Internal teams like HR need to find a way to provide efficient support as they continue to scale to meet employee expectations. Our CX Trends Report found that support teams using Zendesk's AI features see a clear overall efficiency boost—the number of tickets solved through Answer Bot deflections has increased threefold in the past two years. Customers who use Answer Bot effectively also have the most well-developed knowledge bases in terms of articles, active agents, and categories, as well as a higher self-service ratio. 84% of managers who say they use Answer Bot also say their organization has a self-service strategy in place.

Answer Bot uses machine learning to help address frequently asked questions, for example, about company holidays, payroll, or benefits elections.

04 Optimize performance

Nobody likes working in the dark, or showing up to a meeting without clear answers. HR teams need visibility into how their team is performing against goals such as employee satisfaction and overall efficiency—that's crucial for pinpointing opportunities to make improvements, whether that be related to improving response times, decreasing backlog, or improving employee CSAT scores. Constantly tracking key metrics as they relate to support goals is not a nice to have; it's a need to have.

Zendesk Explore provides a way for HR teams to identify actionable insights to analyze trends, response times and satisfaction scores. This information empowers them to identify underlying problems and opportunities to improve team performance. Explore gives HR teams the power to measure and continuously improve service delivery performance with built-in reporting tools and best practice dashboards.

Teams can also build their own custom reports to track incidents, events, problems, service requests, downtime and more, which allows them to uncover process inefficiencies and bottlenecks.

Explore also gives HR teams the ability to monitor employee engagement and gather feedback with easy-to-use tools, like CSAT surveys. And it complements other Zendesk tools: Teams can see if Answer Bot is helping to more efficiently resolve employee questions, and drill into specific areas to understand what they can improve to increase effectiveness and scale support through AI.

With Zendesk Explore, HR teams can get a better idea of how they're performing in relation to their performance goals.
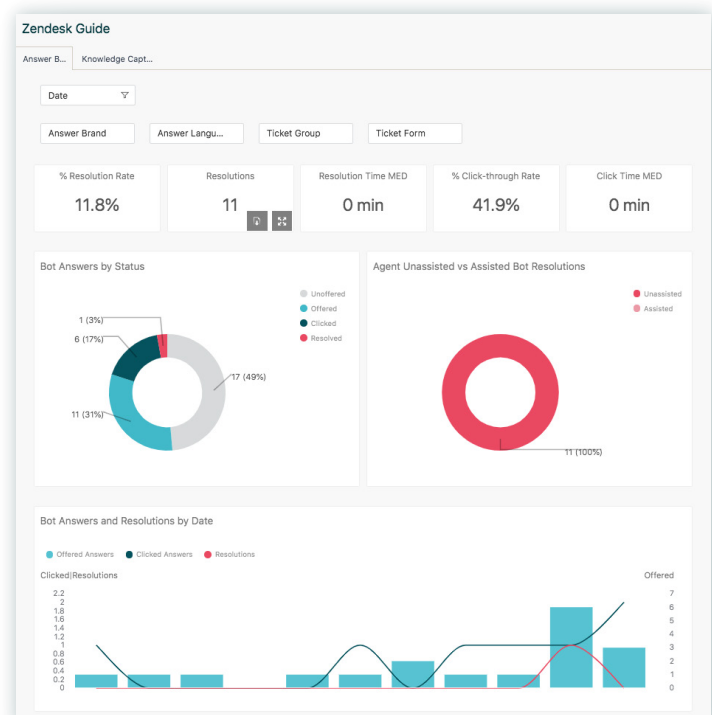
Homebridge

2,500
employees

120
external and internal
Homebridge agents

100%
CSAT rating

For mortgage lender Homebridge, customer service is critical to success; stellar customer satisfaction (100% CSAT) has largely been driven by strong internal support to help streamline operations. When Homebridge started working with Zendesk in 2012, they had 4 agents using the platform. Since then they have scaled external and internal support to 120 agents. Seventeen departments now use Zendesk, including marketing, HR, compliance, operations, and customer success. Zendesk Support, Guide, and Chat help the company process requests via phone, email, and chat, and to offer self-service—ultimately supporting more than 2,500 employees.

The Homebridge HR team has also recently started using Zendesk--they built out their own help center, using Zendesk Guide. This has helped the team scale while delivering support via self-service to serve a growing employee base.

Homebridge's high customer satisfaction score is a result of efficient and personal customer support that the Homebridge team is able to provide, powered by Zendesk, which allows teams to stay aligned — both internally and externally. "We're able to see everything, we're able to report on everything," says Ben Chapman, director of client-facing experience and analytics at Homebridge.

"We're able to stitch internal and external communications together so we can collaborate better."

HR teams around the world use Zendesk to improve employee experience

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Contact us to learn more about how HR teams are using Zendesk to provide better employee experiences.

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