

Engaged employees and collaboration: how internal help desks help



Employee expectations have a lot in common with customer expectations—both are rising. Your employees expect the same kind of service at work as they do from the brands they love: personalized, efficient, and convenient.

New research between Zendesk and Culture Amp reveals clear links between collaboration, employee engagement, and stellar customer service. Looking at aggregated data from more than 300 companies, Zendesk and Culture Amp collaborated to understand links between product usage data from Zendesk and workplace perceptions from Culture Amp.

These findings underscore a growing trend: One study of companies named to “best places to work” lists found that between 2009 and 2014, the companies on Fortune’s annual list outperformed the S&P 500 by 84 percent. And 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.

The departments that serve your employees most often and most directly, such as IT and HR, are on the front lines of creating the kind of strong employee engagement that is linked to stellar service and overall success. A great internal help desk is no longer optional — it’s a critical factor for supporting and retaining your talent. And so IT, HR, and other internal departments must find ways to optimize their help desk strategy in order to meet employee expectations. Read on for the key superpowers of a strong internal help desk.



A great internal help desk is no longer optional — it’s a critical factor for supporting and retaining your talent.

A great IHD means higher employee engagement

The Zendesk / Culture Amp research found that employees in companies using Zendesk as an internal help desk are 11% more likely to be highly engaged*. That is a significant competitive edge. “The modern workforce knows what’s important to them and isn’t going to settle,” says [Gallup](#) in its State of the American Workplace Report, adding that most professionals “want their work to have meaning and purpose. They want to use their talents and strengths to do what they do best every day. They want to learn and develop.” And you as a company want your best and brightest to do that meaningful work under your roof — not take the skills and experience elsewhere.

Engaged employees have a positive ripple effect, boosting the motivation and enjoyment of pretty much everyone around them. Gallup says these professionals “love their jobs and make their organization...better every day.” But there are many challenges to fostering engagement. Employees get overwhelmed with the number of internal resources and systems available, and may not know where to go or who to go to find information. They can also get frustrated by lack of transparency and responsiveness with their requests.

An internal help desk from Zendesk can allow employees more visibility into their requests and keep them in the loop on status by prioritizing and tracking requests. Help centers allow employees to find information quickly with a user-friendly tool that’s easily searchable and used across teams, including HR, IT, marketing, and finance. To keep employees engaged, Zendesk lets teams send proactive messages via email about upcoming changes or urgent announcements, like service outages. And by giving employees the ability to stay connected across channels, including chat, email

and phone, Zendesk allows employees to stay more engaged and empowered in their roles.

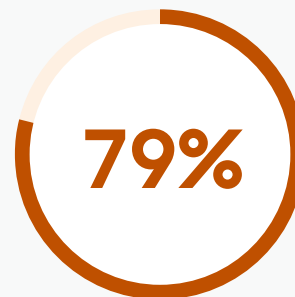
This also contributes to a culture of transparency.

In late 2015, [grocery giant Tesco](#)—a company that serves 79 million shopping trips per week across the world—realized it needed a more efficient way to manage internal technology issues and queries for its 460,000 employees located across nine countries. Tesco found that since it rolled out self-service with Zendesk Guide, employees were viewing around 30,000 articles a week across its various help centers. Approximately 79 percent of all tickets are resolved by the first assigned group, without rerouting or escalation. “The internal demand has been huge since that initial deployment,” said Adam Bruce, lead product manager for Tesco’s Service Desk. “Other teams have seen how Zendesk has improved service and want to start using it too.”

*Highly engaged: companies whose engagement score greater than Culture Amp’s global benchmark engagement score (70)

Engagement score: The average of percentage of favorable answer (4, 5) of 5 engagement questions in Culture Amp survey

Tesco success since rolling out self-service with Zendesk Guide



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A great IHD means better cross-functional collaboration

With the high volume of daily tickets that internal help-desk teams must address and the amount of tools their teams use on a daily basis, staying abreast of employee requests with limited resources is a real challenge—and collaborating well with other teams is essential. On average, 59% of surveyed agents working at companies using Zendesk as internal help desk agree that “other departments at our company collaborate well with us to get the job done” which is 4% higher than companies who use Zendesk for an external help desk.

Most help-desk teams use multiple tools, systems, and applications in their day-to-day roles to resolve employee issues. Using a high volume of applications can bring many challenges for help-desk teams, including the fact that all of these tools impact team efficiency, creating extra work by giving teams one additional place to go to gather information when responding to a ticket.

Zendesk allows teams to integrate applications, systems, and employee interactions in one integrated hub—where they can more easily access the systems they need for faster, more contextually relevant and enjoyable employee experiences. Zendesk has more than [750 app integrations](#), including the apps most relevant to help-desk teams, like for productivity and time-tracking (Tymeshift), change and asset management (Oomnitza, Myndbend, Samanage, Panorama9), and project management and collaboration (Slack, Dropbox, Trello).

At [mortgage lender Homebridge](#), the marketing, HR, compliance, operations, and customer success departments across their brands use Zendesk Support, Guide, and Chat to process customer service requests via phone, email, and chat, and to offer self-service.

“We’re able to see everything, we’re able to report on everything. We’re able to stitch internal and external communications together so we can collaborate better.”

Ben Chapman
Director of client-facing experience and analytics
at Homebridge



Companies that invest internally have happier employees

When a company's leadership cares about employees and invests meaningfully in their workforce, employees can feel it. The Zendesk / Culture Amp research found that employees at companies that use Zendesk as internal help desk are more likely to have faith in their leadership. According to the survey, companies that use Zendesk as an internal help desk are 17% more likely to have a score above that of the global benchmark** on the question "I have confidence in the leaders at the company." What's more, the CEO approval rating on Glassdoor of these companies are 7 points higher than the companies that don't use Zendesk as an internal help desk, and 12 points higher than the Glassdoor global average.

When using Zendesk for customer service, agents and administrators are the primary users. But when Zendesk is used internally, the customers are your employees, and so are the agents. An HR manager, for example, who acts as an agent, could submit a request to IT as an employee. This dynamic impacts the volume of requests that help-desk teams are bound to receive. In the case of a large retailer, for example, only a fraction of consumers are ever going to reach out for support. But every employee will reach out at some point, and no company can handle every request efficiently.

This is a key area for automation to come into play: AI is a crucial tool in taking care of easy-to-resolve questions so that your employees are free to tackle higher-level problems. With [Answer Bot](#), help desk teams can

automate answers to repetitive employee questions, such as payroll schedule, expediting support. Additionally, the Knowledge Capture app allows agents to solve tickets faster with relevant help-center content at their fingertips. By automatically [searching and suggesting articles](#) based on the brand and language of the ticket, the Knowledge Capture app can surface AI-powered article recommendations that agents can link to ticket responses in just one click. Employees get answers, fast.

**The global benchmark of the score on this question : 73. Global benchmark means the median of the score of all the companies who have used this question in their engagement survey

Glassdoor CEO approval ratings for companies using Zendesk as IHD are...

▲ **7 pts**

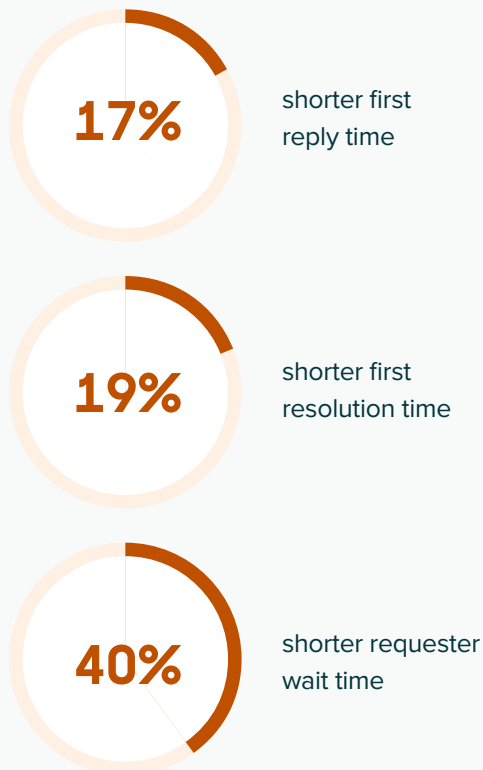
higher than those who don't

▲ **12 pts**

higher than the global average**

A great IHD fuels overall success

Performance of external customer support agents at companies with Zendesk as IHD



At times, the effects of spending on internal resources can seem like a mystery. But investing in an internal help desk has explicit rewards. For one, it's highly relevant and apparent for employees—in particular, it might increase their confidence in company performance. Companies that use Zendesk as IHD are 21% more likely to have a score higher than that of the global benchmark on the question “the company effectively directs resources (funding, people and effort) toward company goals.” What’s more, companies that use Zendesk as IHD are 10% more likely to have a score higher than that of the global benchmark on the question “the company will be successful over the next three years.”

An excellent internal help desk fosters healthy collaboration and encourages engaged employees. And the benefits ripple out: Data also shows that if the companies have Zendesk as internal help desk, their external customer support agents perform better. Specifically, our research showed 17% shorter first reply time and 19% shorter first resolution time, 40% shorter requester wait time, and 1 point higher CSAT.

Focusing on internal excellence helps you retain talent and optimize internal collaboration—and the rest of the business benefits.

[Learn more about how an internal help desk can help your company.](#)