

Creating efficiencies and building morale



Why enterprise companies benefit from help desk software



Grocery giant Tesco, which serves 79 million shopping trips per week, uses Zendesk to manage internal technology issues and queries for its 460,000 employees across 9 countries.

30,000 articles viewed per week:

Tesco scales with smart self-service in order to support their global employees. They have five instances of Zendesk Support and eight help centers up and running for multiple internal teams, including IT, People Services and Security.

40,000 tickets per week: Tesco handles a large volume of tickets thanks to complex routing rules it's put in place using triggers and macros, configured across teams to maintain a consistent experience for colleagues, no matter the type of query. By leveraging self-service and smarter ticket routing, Tesco has been able to create simpler experiences for internal teams and allow them to dedicate more time servicing customers.

Enterprise companies—especially ones that operate in the technology, healthcare, energy, and manufacturing sectors—face complex challenges in providing quality service to their external customers, from [rising expectations](#) about the customer experience to the growing need to embrace artificial intelligence and automation. Yet while a laser-like focus on their end users is key, so is considering the experience of employees, who also desire personal, responsive support.

Make no mistake, employees are customers, and important ones at that. Their experience in the workplace matters—as studies have shown, companies with engaged employees outperform the S&P 500 by as much as 122 percent. Implementing a robust, empathetic support system for employees creates measurable ripple effects that can transform a company's [culture](#) in ways that have very real ramifications for the [bottom line](#). Laying the groundwork for a great employee experience also yields invaluable gains in efficiency, such as better communication of data, fewer duplicate efforts, and improved use of resources, human or otherwise.

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However, for many enterprise companies, providing an [employee experience](#) that rivals external customer support in quality can be surprisingly difficult. Whether it's legacy systems that prove hard to use or programs that lack compatibility with modern productivity tools, businesses end up spending too much on products that are difficult to customize and use. The result? Too much technical debt, inefficient operations, departmental silos, and a workforce that feels unsupported and frustrated, all of which influences productivity and the ability to provide quality service to external customers.

So what does the internal customer experience entail? For starters, it's much more than giving the human resources department ticketing software and hoping for the best, though your HR department will surely benefit from having the right tools in place. To provide a great internal customer experience means understanding just how many teams could benefit from help desk software (hint: it's all of them).

For businesses considering how they can revamp their internal customer experience, there's value in understanding what role each department can play in that effort—and a crucial component of that is adopting a tool that both integrates seamlessly with current processes and workflows while providing clear KPIs for measuring success and validating the company's investment.

In the use cases that follow, we'll discuss how a unified support solution can break down silos, encourage [collaboration](#), and offer actionable insights through analytics to ensure your employees have everything they need to serve your most valuable commodity: your customers.

“Our job is to keep our employees happy and productive. Zendesk support has already solved so many issues for us and has given us a holistic view of customer satisfaction so that we can keep improving on what we're offering.”

– Russ Gangloff
Director of Customer Support



Human Resources

Perhaps the most obvious department that stands to benefit from having an [omnichannel](#) support tool in place is human resources. But first, it's important to understand what omnichannel means and why it's necessary for human resource teams. Employees, like external customers, expect to be able to reach out for help on the channel of their choosing, whether that's email, a collaboration tool like [Slack](#), chatbot, or phone—and they want to move seamlessly across channels. That's a trend that's not going anywhere—in fact, it's solidifying as more and more companies embrace omnichannel service.

For example, consider a human resources team working for a global energy conglomerate with tens of thousands of employees working in Canadian tar-sands fields, on oil rigs in the North Sea, and on the solar farms of California's Mojave desert. Providing excellent support to those field workers (as well as office workers and scientists in labs) requires thinking about more than [payroll and benefits](#). For HR departments, the priority should be building [relationships](#) with colleagues.

Achieving that goal requires having the right tools on hand, ones that make it easier for HR team members to work transparently (and quickly). Because HR serves every single department in a company, this critical team needs the ability to collaborate with other groups, such as legal and operations, to get the answers employees need. And given the size of the employee base for enterprise companies, it's crucial

that HR has a tool that can [scale](#) with the company's growth—for example, when an acquisition brings in a large number of employees or results in other large-scale personnel changes.

And the numbers don't lie: HR teams that use a help desk solution assist an average of [51 percent](#) more employees, which has very real positive effects on employee [happiness](#) and retention (and as a [Society for Human Resource Management](#) study showed, it costs six to nine months of an employee's salary to replace them). That improvement works in tandem with the benefits of self-service, which growing numbers of customers—both internal and external—prefer.

Think for a moment about some of the common questions your HR teams get from employees: How do stock options work? How do I change my withholding amount in my paycheck? What's the company policy on maternal leave? Many common questions can be answered via a knowledge base, freeing the HR team to focus on more complex issues and building better relationships with its colleagues.

Meanwhile, analytics can help HR teams identify bottlenecks and improve overall performance. Actionable insights about how individual HR team members are doing, average response and resolution times, and common requests can create a virtuous cycle of [improvement](#), one that fuels efficiency, cost savings, and increased employee happiness.



“People kept using it, and kept giving raving, positive reviews—everyone from the account executives, brokers, and the B2B partners that they supported. It was a good fit, so other teams started using Zendesk.”

– Ben Chapman

Director of Client-facing Experience and Analytics

homebridge

IT

No enterprise company can operate without an IT department and related teams such as infosec and devops. But the question is, do those teams have the bandwidth and tools in place to handle the most serious challenges on their plate? From combating external security threats to ensuring employees have the right technology to accomplish their work, IT departments face a daunting amount of support requests. And because IT needs to work with every department—especially HR and operations—it requires tools that enable clear documentation while integrating with a host of communication and productivity tools, whether that's [Jira](#), email, or [Zoom](#).

Those integrations—including, crucially, asset management software—play a significant role in helping IT teams meet the needs of internal customers. Whether it's helping software engineers navigate problems with deploying builds or setting up new employees with laptops and other accessories, IT teams must balance putting out fires with the painstaking accounting of valuable company collateral.

While having a unified ticketing solution can make these disparate tasks easier to manage, IT departments need considerably more help in managing workloads. Having an up-to-date knowledge management process in place helps internal customers resolve their own issues, leaving strapped IT teams to focus on more complex problems. For instance, how worthwhile is it for a

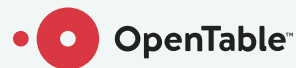
skilled IT professional to spend valuable time assisting colleagues with resetting passwords or handling printer issues? Most IT leaders would rather see their team tackling more complex issues.

That said, those same IT employees can't be saddled with the most time-consuming tasks of managing an internal knowledge base, and worse, out-of-date content can end up causing more problems than it solves. However, artificial intelligence can leverage [machine learning](#) that both identifies trends in support tickets and suggests improvements that can help deflect those tickets by providing the self-service options employees [prefer](#) anyway.

Yet sometimes IT teams, despite having great knowledge content ready for their colleagues, face crunch times. Understanding—and more important, being able to predict—when staffing needs to ramp up can translate to greater company efficiency and make better use of valuable resources. Leaning on [analytics](#) can help IT teams identify peaks and troughs in demand, whether those trends are based on seasonal needs, product release cadences, and so on.



“The built-in triggers send email updates automatically as we process a ticket. We keep hearing that we’re so much more responsive now—but it’s not because the agents are doing anything differently. It’s because the system is automatically providing feedback to the employee, which we didn’t do before.”



Operations/facilities

Much like IT departments, operations teams have a lot on their plate, which—depending on the business—can mean managing building maintenance and upgrades, reporting on business analytics, running PMOs and special projects, even mapping out and implementing strategic partnerships. That necessitates being able to get a global, holistic view of all departments.

“Not only are we able to maintain a certain level of service, but Zendesk also gives us the information upon which to continuously improve that service because we’re constantly digging through it and saying, ‘Okay, what else can we change?’”

– Dustin Swayne

Deputy Commissioner of the Tennessee Department
of Labor and Workforce Development



Given the range of tasks an operations team must track, having a centralized view of the work is paramount, especially when you’re dealing with thousands of employees located in multiple locations

across the globe. Not only must requests from employees be routed to the appropriate team, they also inevitably require input from a variety of other departments—IT and human resources, for example—which means transparent, unified communication is absolutely critical.

A software help desk solution can help operations teams identify and respond to trends—for instance, does the rate of new hires spike during a particular quarter, resulting in more requests for desk management, security badges, ergonomic assessments, and so on? Are employees who organize and manage company events receiving the appropriate support?

With help desk software, a facilities team can leverage [triggers](#) that can make resolving employee support requests considerably more efficient. Say an employee reaches out via email about getting new business cards—a trigger based on the term business card can automatically reassign that ticket to the person who handles the ordering process. The same concept can be applied to orders for standing desks, workstation relocations, and so on, with the added function of sending details about next steps back to the original requester.

What might seem like small improvements in [efficiency](#) can have an outsize effect on both the operations team and the employees it serves. When the latter receives timely support, the result is reduced churn and better morale.



Sales

For sales teams, time is money—and when hard-working salespeople need answers about bonuses, commission requests, stock options, and other compensation questions, they don't want to wait. Unfortunately, many Fortune 1000 companies rely on insufficient homegrown tools, basic help desk software, or even email to handle the large number of employee requests for clarity. It's a recipe for discontent, but one that's easily remedied.

First and foremost, consider the audience: salespeople need easy-to-use help desk software that's intuitive and doesn't eat up time that they need for selling to prospective clients and managing existing relationships. Their managers are no different.

Because the tickets generated by sales teams invariably require input from other teams—most notably HR—collaboration is key. Help desk software can provide the ability to centralize these conversations, provide transparency, and enable searchability so issues that have been resolved aren't wastefully revisited. Those resolved conversations, in turn, must be easily converted into internal knowledge content so managers aren't answering the same commissions questions over and over. And given that many enterprise companies employ thousands of salespeople, managers need ways to manage the influx of requests from their reports, such as gated request forms that require manager approval before being sent to other teams.

**"Zendesk allows us to treat our colleagues with
as much care as we give our customers."**

– Adam Bruce

Lead Product Manager



Legal

At first blush, using a help desk for a corporate legal department might seem unusual—aren't lawyers always busy in court and not available to answer employee questions? But for large corporations, keeping the business out of court is a priority, and helping employees properly navigate the law can prevent costly litigation, loss of intellectual property, and more. In short, a legal department that treats employees like customers—and that adopts a solution to efficiently do so—stands to significantly limit legal exposure.

For example, consider the sales team. Do salespeople have access to clear guidelines about selling to government agencies? When they close a deal that requires adherence to U.S. federal regulations such as [HIPAA](#), are they following the rules to the letter?

A help desk solution can also lead to greater efficiency—for example, triggers and automations can be set up to direct tickets to attorneys with expertise in specific areas, such as privacy laws in the [European Union](#). Being able to quickly connect employees with knowledgeable company attorneys can forestall especially risky actions, such as doing business with individuals on the U.S. government's [Specially Designated Nationals](#) list, which can result in millions of dollars in fines and a public relations disaster.

Beyond that, corporate legal departments must answer employee questions about a host of other topics: purchase requests, corporate partnerships, privacy, training and development, intellectual property, and so on. It's important to have a tool that provides both visibility for the entire legal team but also enables cross-departmental collaboration in a timely and efficient manner.

As seen with previous use cases, it's also necessary to have legal self-service options available to employees. That content must be updated frequently, since laws and policies change, and outdated information can be extremely dangerous to both employees and the company they work for (as well as for external customers and partners).

Marketing

While marketing teams focus on raising the profile of your company and its products—and ideally, bring in numerous sales leads in the process—their efforts largely stem from internal mandates, and with those imperatives come a host of requests for content. From blog posts to videos to product landing pages, marketing teams must juggle requests from multiple teams, often with conflicting deadlines. It's easy for marketing departments, which often rival sales teams in number of employees, to become overwhelmed by the sheer number of requests. And as powerful as Google Docs or other productivity tools can be for collaboration, they're not geared toward tracking deadlines and milestones or providing a holistic, global view of marketing's workload.

So for marketing departments, there's a trinity of elements that need to fall into place: cross-team visibility, [collaboration across communication tools](#) (Slack, email, and so on), and the ability to document the give-and-take process of creating content that requires the approval of large numbers of stakeholders.

Consider a marketing team entering its planning process at the beginning of the fiscal year: at an enterprise company, that team will likely need to collaborate with product managers (often across multiple brands) in order to accurately represent new products or features, sales teams that need collateral to share with prospective clients, and a creative department that must shoot and edit video, design landing pages, and create static imagery for white papers and other public-facing documents. That's a lot of moving parts; help desk software that's easy to customize and use can ensure no task falls by the wayside.

"My favorite thing about Zendesk is that I can take someone who has never used a ticketing system and get them up to speed in less than an hour."

– Mac Jonson
IT Help Desk Manager

REDFIN

Give your employees the keys to success

For leaders at enterprise companies, success can be measured in part by meeting revenue goals and expanding (or fiercely defending) their business's market share—but those milestones require a foundation that rarely gets the glory during earnings calls or quarterly reports. In order to lay that groundwork, leaders must ask themselves: How can I help my teams work smarter and break down silos that impede collaboration? What tools can I put in place that will give those departments the agility to respond to new challenges?

A growing contingent of enterprise businesses have discovered that customer experience software can help answer those questions, and more. Whether it's driving employee engagement, measuring operational efficiencies, or helping every internal team collaborate transparently, help desk software can transform how your business operates. And with the [right solution](#), that transformation can come without the pitfalls of vendor lock-in, expensive customization, and high-cost maintenance. By choosing a tool that's easy to use and administer, you'll be able to provide the kind of stellar experience that will drive results—and keep your employees happy.

