Bright Ideas: Line of Business (IT)
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IT has transformed the modern workplace.

Automation and technology are driving huge productivity gains across the enterprise. As the pace of change accelerates, the workforce increasingly expects solutions that are fast and easy to use. While the gains are real, IT struggles to manage complexity behind-the-scenes while simplifying life for employees.

As the primary point of interaction between IT and the business, your ticketing system sets the tone for the relationship between you and your customers. That system needs to make it easy for the customer to get help. At the same time, it must enable complex behind-the-curtain processes and technology integrations that the rest of the business doesn’t see. And it needs to be flexible enough to easily keep up with the needs of both IT and the business.

While we believe Zendesk Support is a great tool for enabling your internal operations and building better employee relationships, don’t take it from us. Here, a few customers share how they use Zendesk in innovative ways to manage their IT help desk and keep employees satisfied.
Serving advisors in the field

Xerox Corporation is a $22 billion global leader in business process and document management. Headquartered in Norwalk, Connecticut, Xerox provides leading-edge document technology, services, software, and supplies for graphic communication and office printing environments of any size.

“With Zendesk we’ve streamlined the task of keeping up with our support workload.”

Lucille R.,
eSolutions Manager, NA Global Delivery Center at Xerox Corporation

Employees
134,000+

Customer since
2010

Favorite feature
Triggers

Internal teams using Zendesk
Document Services, eSolutions
Challenge
Xerox Document Services provides customers with centralized document management and production solutions. Users can select items from their company’s private Xerox online catalog or upload new items to be printed and delivered. Xerox Document Advisors, located at the client site, provide guidance on projects and manage client solution requests. But before using Zendesk Support, these onsite advisors sent maintenance and support requests back to the Xerox offices through email, which proved to be an inefficient process.

“Our advisors often need help from employees at our Xerox offices when giving a new user access to the catalog, adding or removing a document, or depleting inventory of a document,” explained Lucille R., eSolutions Manager for the NA Global Delivery Center. “When our advisors were submitting these requests via email, we couldn’t mark tickets pending or close them out. As a result, there was a real danger of issues falling through the cracks.”

Factors that drove Xerox to look for an internal ticket management system included:

• An inefficient process through email
• Lack of transparency around ticket status
• Questions fell through the cracks

Solution
One of Xerox’s vendors used Zendesk Support and Xerox was impressed by the effectiveness of the system. Then, after using Zendesk to receive support, Xerox realized they could use the same solution to provide internal support.

“We knew firsthand that Zendesk was a flexible, intuitive solution, and we found it cost-effective to implement,” said Lucille. “Throughout our implementation process, Zendesk’s support staff was extremely helpful and attentive.”

Today Xerox’s Document Advisors submit requests to Zendesk Support through a web form, accessible from any customer location. Using Zendesk’s triggers and groups, Xerox escalates and routes tickets to the agent who is the best fit for each issue. Xerox’s eSolutions team set up agent groups within Support that divide the staff into level 1 and level 2 agents. When new tickets arrive, notifications are sent to all level 1 agents to ensure issues will be addressed promptly. These agents use a drop-down menu to quickly assign serious issues to the most appropriate level 2 agents, enabling these agents to focus only on what they know best.

Xerox’s Zendesk solution includes:

• Access through the web so that advisors in the field can easily create tickets to be addressed by the home office
• Utilization of triggers and groups for more efficient workflows
• Creation of two tiers of support for more efficient processing

Results
Now, requests are no longer buried in email strings and sent to a general support mailbox. By centralizing support in an intelligent online solution, Xerox has eliminated the problem of email clutter and confusion.

“I can quickly sort all open and pending tickets so that nothing ever slips through the cracks. And with Zendesk, we have a complete audit trail for each support ticket,” said Lucille. “We can easily see all open conversations and monitor how well we’re delivering on our SLAs.”

As a result of their early success, Xerox’s eSolutions team moved support for their own internal catalog to Zendesk Support too, reducing costs. Using Support, they field 20-30 tickets per day from internal Xerox employees, helping the team scale requests without increasing headcount. They also integrated Support with their catalog system to allow Xerox customers to easily create new Document Services accounts, helping reduce overall registration time.

Xerox realized the following gains using Zendesk Support:

• Transparency and complete audit trail, including the ability to monitor their adherence to SLAs
• Cost-savings through expanding use of Zendesk internally
• Faster request fulfillment for new Document Services clients
**Delivering core services**

The Computing’s Core Services provides a set of 25 core services to The Wharton School at the University of Pennsylvania. These services include assigning IP addresses, software troubleshooting, provisioning for accounts or groups, handling infrastructure requests, outages, and all requests for labs or public spaces. With an annual influx of technology-savvy students, they’ve got to be nimble and on the cutting edge.

“Zendesk looks great and operates with ease. It allows us to work smarter and stay focused. My agents are happy.”

Sharon Steptoe-Smith, IT Administrative Coordinator at The Wharton School
Sharon Steptoe-Smith is the IT Administrative Coordinator for Wharton Computing’s Core Services. Her department was using a traditional help desk system when she signed up for a free trial of Zendesk Support. The team’s existing help desk was fine as far as their end users were concerned—it worked—but it was inefficient for agents. It didn’t connect to other systems, so it was a hassle to manage.

**Staptoe-Smith wanted a tool that was:**

- Easy to access and use, and that she could get up and running with minimal time and effort
- Flexible and able to integrate with other systems

**Solution**

To avoid forcing people to change the way they do business with the team, and to log into a new website, the Core Services team uses the forwarding feature in Zendesk Support. End users send support requests to email aliases, which create tickets and user records in Support. Although the entire exchange appears to happen via email, Steptoe-Smith’s clients noticed a marked improvement in service after implementation.

**Zendesk Support has enabled:**

- Seamless end-user experiences
- Automatic routing of tickets to Core Services subgroups using automations and triggers
- Integration with JIRA, allowing the team to easily pass issues to development
- Flexible, mobile access for agents to update Zendesk from wherever they are using the Zendesk iPad and smartphone apps

**Results**

Since implementing Zendesk Support, Wharton Computing has been able to adopt a more transparent mindset. Now, anyone can see every ticket, and Core Services meets weekly to perform incident management reviews on all tickets submitted that week. Support lends a sense of stability to an organization entrenched in the always forward-looking pace of the academic year.

**They now have:**

- Increased satisfaction from internal customers and from the team
- Smoother communication and processes
- Increased transparency and have inspired seven additional departments to adopt Zendesk
Responding to workplace health and safety requests

Within an area of about 55,000 square meters and with 350 employees, the L’Oréal distribution center in Karlsruhe, Germany is the hub for many of the products you could buy in your corner drugstore.

The distribution center also distributes products directly from the factories to other L’Oréal distribution centers all over the world. Being able to respond to employees’ queries quickly and effectively is important for any business, and when it comes to questions or reports about certain issues—such as health and safety risks—time really is of the essence. L’Oréal Deutschland turned to Zendesk to help with this.

“Zendesk is a powerful tool. Quite simply, it means we don’t miss anything important.”

David Desinger, ETNEHS Technician at L’Oréal Deutschland
Challenge
In 2010, David Desinger, a technician whose team answers questions ranging from technical inquiries from forklift drivers to concerns about potential safety risks in the workplace at the Distribution Center Karlsruhe of L’Oréal Deutschland found himself in need of a help desk. Previously, his team tracked all health, safety, environmental, and technical problems or incidents in Microsoft Outlook, but found it difficult to stay on top of everything. Emails on a wide range of topics were just coming into email inboxes. “Understandably, people wanted to know what action we were taking to resolve the issue they had raised. We needed a help desk solution that would enable us to better manage queries as they came in, track their status, and provide regular updates to the member of staff who had reported the issue in the first place,” he said.

In short, Desinger needed:

• A help desk to replace Microsoft Outlook so that they could better manage queries, track status, and to update employees on the status of their request or query

Solution
Desinger came across Zendesk Support through a Google search and signed up for a trial. In tandem, he also reviewed and tested other help desk systems. He found that Zendesk Support’s cloud-based solution was the best and that native features including automations, macros, and triggers immediately helped to streamline employee support. He implemented Support in 2011 and trained team leads, who then briefed their staff. “It was very easy to implement,” Desinger said.

Zendesk Support was the best solution for L’Oréal Deutschland because:

• It is a SaaS solution
• Automations, macros, and triggers immediately streamlined employee support
• The free trial allowed the team to test and then quickly implement
• Zendesk Support was easy to train and learn

Results
With 350 people across two buildings all using Support to report issues and ask questions, the team is now able to respond immediately to any health or safety risks, or to other problems in the workplace. Support’s native analytics have also enabled Desinger to measure the effectiveness of the solution and monitor trends. They now know which business units submit the most tickets, how long issues take to resolve, and peak volume times during the day. It’s also much easier to report the number of declared safety improvement opportunities back to the L’Oréal head office in France.

The distribution center can now report on:

• Ticket submissions by business unit
• Time to resolution
• Peak volume times
• Safety improvement opportunities
REA Group began its path to operating Australia’s leading real estate and commercial property advertising sites in a garage in Melbourne in 1995. Seventeen years later, it is a $2.2 billion business and has over 700 employees across the globe.

As a fast-moving, dynamic organization, whose priorities can change frequently, flexibility is key to almost everything REA Group does, especially in relation to support. The company needed the capability to easily increase or decrease its support systems without creating the overhead required by a data center. It also needed its help desk solution to be flexible and fit into a broader IT strategy that embraced cloud computing across global offices.

Agent count
178

Employees
700+

Countries served
10

Reduced # of open tickets in queue by
79%

“Zendesk helps us break down barriers and get things done more efficiently.”

Damian Fasciani, IT Service Delivery Manager at REA Group
**Challenge**

Ever since its founding, REA Group has grown rapidly. With approximately eight new employees or contractors starting each week, the limits of their previous support ticketing system were quickly stretched.

“Shortly after joining REA Group, I knew we had to look for a new support ticketing system since the one we were using at the moment was not meeting our needs. This is how I came across Zendesk,” said Damian Fasciani, REA Group’s IT service delivery manager.

What impressed Fasciani most about Zendesk Support was its ease of use and the transparency it enabled across the organization. Anyone using Support can see the ticket queue and easily identify solved or open support requests, as well as those requiring additional information or follow-up. It was unifying, Fasciani explained, and made everyone feel like they were in the loop.

**REA Group needed a support solution that was:**

- Scalable
- Easy to use
- Provide insight across the organization

**Solution**

After implementing Zendesk Support, the team was able to immediately begin responding to employees using Support’s native functionality, including macros, triggers, and automations. Having the ability to send predefined responses to frequently asked questions immediately boosted productivity, and Support’s triggers and business rules allowed the team to automatically modify tickets and send email notifications to different groups, or to management, based on severity level.

The team loves the ticket-logging by type feature, where agents can easily select whether a ticket is an incident or problem. This has allowed REA Group to better allocate resources and prioritize support requests. They also use the JIRA integration for bug-tracking and website-related issues. In all, REA Group set up its Zendesk Support instance to be the “one-stop shop to collaborate, talk about incidents, and look at knowledge base articles,” Fasciani said.

**REA Group’s solution enables:**

- Predefined responses to frequently asked questions
- Triggers and business rules for smart routing and better visibility to management
- Improved responsiveness to urgency levels
- Integration with JIRA
- A single location for collaboration on incidents and knowledge base articles

**Results**

With Zendesk Support, agents have seen significant time-savings. Agents now log tickets in seconds, compared to 7-8 minutes per ticket in their previous help desk solution. Before, Fasciani’s team managed 350-400 open tickets in the queue at any given time, but after switching to Support were able to close 400 tickets per week. The number of open tickets in the queue now hovers around 70-85 tickets.

“Zendesk has been one of the most popular implementations at REA Group. We have expanded quite significantly from the original 8 agents to 178, and we continue to grow,” Fasciani said.

Support’s ease of use has enabled a widespread implementation of the product across the organization, paving the way for a more unified way of submitting support issues and streamlining the process for how the company as a whole manages support requests.

**Results since adopting Zendesk Support include:**

- Significant boosts in time-savings per ticket
- Increased agent productivity—closing more tickets per week, with fewer open tickets remaining in the queue
- Easy scaling as the organization grew from 8 to 178+ agents
Adding up to high-growth ITSM

Accounting software doesn’t usually elicit facial expressions associated with delight. Grimaces, maybe. Frowns, definitely. But happy, dumbstruck grins? That’s probably not going to happen. That is, unless the user is trying out Xero, the up-and-coming challenger in the online accounting software market.

Founded in 2006 and based in New Zealand, Xero has been winning accolades for ease of use from reviewers and subscription renewals from its customers. Xero’s deceptive simplicity belies a powerful set of tools for small businesses. The company’s commitment to continually extend its capabilities has attracted more than 600,000 subscribers in more than 180 countries. And as demand has boomed, the number of Xero employees grew from 130 to 1300 over a four-year period.

“We wanted an IT tool that just works. Functionally Zendesk checks all the boxes. Zendesk is a good, enterprise-grade ITSM tool with the look and feel of a consumer-grade application.”

Hadleigh Lynn,
Support Team Lead - Internal IT at Xero

Implementation timeframe
6 weeks

Internal teams using Zendesk
9

IT avg. ticket volume/month
4,600+

Agents
270
Challenge
The growth didn’t catch Xero flat-footed. Confident that their software would fill a need in the market, the company armed itself with a service management tool back in 2012 that was suitable for a fast-growing enterprise.

Yet after a couple of years, it was acknowledged that Xero needed a solution that better-suited its needs. The internal IT team was using a separate system for managing its own tickets and there was a desire to consolidate all service requests onto a single system.

Xero was looking for:

- A single system for service management and IT
- A product that could scale for high-growth

Solution
After a rigorous Request For Proposal process, Xero chose Zendesk Support. “The look and feel of Zendesk is certainly nicer, and we were able to adapt it as we wanted to,” said Hannah Butler, Platform Services Manager at Xero.

The Platform Services team managed to meet an accelerated implementation timeline and switched to Support in just six weeks. One of the immediate benefits Xero saw from using Support was the ability to integrate the solution with other systems in use. For years, Xeros were required to log tickets in multiple systems, but now service requests across the entire company are increasingly brought together in a single view.

Xero has extended Zendesk Support with a number of pre-integrated apps. Fork, which bumps up Support’s workflow capabilities, has been particularly useful for onboarding new employees. Fork provides the ability to manage multiple tasks in subtickets. “We now have a system that allows us to raise multiple tickets to multiple teams, which provides a really good experience for new Xeros,” said Hadleigh Lynn, who runs the Global Desktop Support team at Xero.

Another favorite app called Tickler lets agents add checklists to track and manage tasks from within a ticket.

Meanwhile, the Internal IT team has come to depend on Oomnitza, which allows them to automatically manage IT assets from within Support. When an employee logs a support call to Internal IT, the team can immediately retrieve an overview of the employee’s computer without having to ask any additional questions.

Xero’s implementation of Zendesk Support made it possible to:

- Quickly switch from previous systems
- Integrate with Fork, Tickler, and Oomnitza for new and expanded functionality
- Bring service requests across the company into a single view

Results
Within five months, another nine teams joined the Platform Support team and the Internal IT team on Xero’s Zendesk solution, growing ticket volume to more than 4,600 tickets a month.

Both Butler and Lynn were gratified by the responsiveness of Zendesk’s support team during and after the initial rollout. “We were able to reach out to Zendesk and get help literally within minutes,” Lynn said. “That was something we had not experienced before.”

For Xero employees, one of the best things about the Zendesk solution is the visibility they now have into a ticket. At any moment they can see what is happening with their request for additional server capacity or data center services or problems they’ve reported with Wifi or a question they’ve asked the payroll department. It’s no longer possible for a request to disappear down a black hole, as sometimes happened with the prior system.

“Zendesk is world-class software, and we’ve been very happy since we implemented it at Xero,” Lynn said.

How does it all add up for Xero? They’ve seen the following results:

- Adoption of Zendesk Support by 9 teams
- Transparency across the company into ticket status
But wait, there’s more

Innovation is going to look different for every organization because growth happens at different times, in different ways, at different stages. So whether change comes fast and furious, or is more of a slow burn, Zendesk’s omnichannel solutions enable your business to adapt and to refine its support offerings.

Innovation is really about seeing things in a new light, and it helps to use products that allow you to see more than you could before. And the more you can improve, the better and healthier your customer relationships will be.

OpenTable

OpenTable, a provider of real-time online restaurant reservations, used Zendesk Support to set up a help desk for its sales team—and the rest of the company.

“Our job is to keep our employees happy and productive. Zendesk 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 at OpenTable

Trustpilot

Trustpilot, one of the world’s largest producer of user-generated reviews of businesses online, uses Zendesk Support for external customer support and internally for IT, Operations, and Quality and Compliance.

“We decided a long time ago that we were a SaaS-based company. Most of our IT infrastructure is on the cloud and Zendesk was the best fit for us. As a support product in the cloud, it gave us an opportunity to collect all the various channels of communication with our customers on one platform.”
Tonni Burr, Vice President of Support at Trustpilot

Groupon

Groupon, a site that offers daily discounts to consumers, has 20 Zendesk accounts and uses Zendesk products to handle an average of 30,000 tickets per day.

“With Zendesk, we can easily tweak the system without calling a consultant. We can deploy it to new departments simply by flipping a switch. And Zendesk is always adding new features.”
Joe Harrow, Director of Customer Service at Groupon

Expedia Affiliate Network

Expedia Affiliate Network’s Partner:Connect team uses Zendesk Support to quickly onboard the many B2B partners who use Expedia content on its travel websites.

“Zendesk expanded from a tool that was originally scoped to provide tech support to our partner developers to something that’s much more a collaboration tool at the heart of our business.”
Mike Cartwright, Chief of Partner Solutions at Expedia Affiliate Network

Redfin Real Estate

Redfin is a technology-powered real estate brokerage based in Seattle that pays real estate agents based on customer satisfaction—not commission. The company uses Zendesk Support for its customer service, internal IT help desk, marketing, design, analytics, and development teams.

“Zendesk meant we had a very clear path, without any bottlenecks, from the bottom to the top of our organization.”
Mac Jonson, IT Help Desk Manager at Redfin

School of Rock

School of Rock inspires kids to rock on stage and in life, and supports over 100 schools across 4 countries. The organization uses Zendesk Support to serve its franchises.

“With Zendesk, we’ve been able to field tickets more efficiently and fluidly. We can take on a lot more internally, which is a tremendous benefit because ultimately nobody is in a better position to support our franchisees than us.”
Evan Trent, SVP of Corporate Development at School of Rock