

BRIGHT IDEAS

Line of Business

HR



L'ORÉAL



John Lewis Partnership

TESCO



Table of Contents

| | |
|--|----|
| Introduction | 5 |
| Xerox - Serving advisors in the field | 6 |
| L'Oréal - Responding to workplace health and safety requests | 11 |
| UTi - Achieving HR efficiencies for their 20,000 strong workforce | 15 |
| John Lewis Partnership - Driving productivity for the benefits team and 90,000 partners | 20 |
| Tesco - Scaling internal service delivery for all Tesco employees | 25 |
| But wait, there's more | 30 |

From Millennials integrating into the workforce to technology reshaping the way we approach our jobs, it's no secret that the modern workplace is transforming. As the pace of change accelerates, the workforce increasingly expects solutions that are fast and easy to use, driving the importance of digital HR. And while Human Resources (HR) organizations feel pressure to simplify processes and serve a mobile workforce, their ultimate goal is to help the business flourish by supporting talented employees. Fortunately, digital HR makes it possible to meet all these goals.

At Zendesk, we build software for better customer relationships and we believe that employees are customers, too. HR's key customers, in fact. Our multi-channel request management and self-service portal gives HR teams the power to streamline operations for happy, engaged employees. This, in turn, pays forward because companies with the highest employee engagement see 4 percent more sales growth and shareholder returns than average, 90 percent less staff turnover, and double the customer loyalty.

But don't take it from us. Here, a few customers share how they use Zendesk in innovative ways to manage their HR help desk and to build better employee relationships.



Serving advisors
in the field

EMPLOYEES

134,000+

CUSTOMER SINCE

2010

FAVORITE FEATURE

Triggers

INTERNAL TEAMS USING ZENDESK

Document
Services,
eSolutions

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.

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, 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 to provide 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 system 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 use Zendesk to submit their support requests through a web form 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 Zendesk 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 too, reducing costs. Using Zendesk, they field 20-30 tickets per day from internal Xerox employees, helping the team scale requests without increasing headcount. They also integrated Zendesk 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:

- 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

“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

L'ORÉAL

Responding to
workplace health
and safety requests

USE CASE

Internal

GLOBAL EMPLOYEES

70,000+

USERS

350

FAVORITE FEATURE

Insights

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.

CHALLENGE

In 2010, David Desinger, a technician whose team answers questions ranging from technical inquiries from fork-lift 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 that it was 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 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's cloud-based solution was the best and that native features including automations, macros, and triggers immediately helped to streamline employee support. He implemented Zendesk in 2011 and trained team leads, who then briefed their staff. "It was very easy to implement," Desinger said.

Zendesk was the best solution for L'Oréal Deutschland because:

- They wanted a SaaS solution
- Automations, macros, and triggers immediately streamlined employee support
- The free trial allowed them to test and then quickly implement
- Zendesk was easy to train and learn

"Zendesk is a powerful tool. Quite simply, it means we don't miss anything important."

— David Desinger, ETNEHS Technician at L'Oréal Deutschland



RESULTS

With 350 people across two buildings all using Zendesk 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. Zendesk's analytics also enabled Desinger to measure the effectiveness of the solution and to 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



Achieving HR
efficiencies for their
20,000 strong workforce

USE CASE

Internal HR

EMPLOYEES SERVED

10,000+

AVERAGE CSAT

98%

FUTURE IMPROVEMENTS

Self-service

Founded in 1926, UTi is an industry-leading supply chain management system. Over the past 85 years, UTi has provided clients with innovative, integrated supply-chain solutions, offering efficient and cost-effective services from design to management to servicing. UTi employs over 20,000 people worldwide, across 313 offices, 245 logistics centers, and 59 countries.

CHALLENGE

UTi's HR team recently moved to a Shared Services model in which a regional team handles all policies and processes—payroll, HR systems, training, benefits administration, and more. Along with a newly centralized team, UTi needed a centralized service platform. Noal Robinson, manager of the Shared Services team for the Americas region, explained that the team had multiple goals. First, they wanted to promote conversations between employees and the field HR team by encouraging questions, requests, and feedback. Robinson also voiced a desire for an automated system with the ability to tag, track, share, and report on tickets. Most importantly, because HR teams handle sensitive information, UTi also needed a solution that was secure and could maintain employee confidentiality.



Essentially, UTi needed a platform that:

- Is centralized
- Allows for the submission of employee questions, requests, and feedback
- Automatically routes contacts to the correct HR specialist
- Enables specialists to track, share, tag, and report on tickets
- Has security features to maintain confidentiality

SOLUTION

Robinson was introduced to Zendesk by an outsourced benefits provider. After seeing how they used the service platform, Robinson realized that Zendesk could accomplish what his team needed. He was especially impressed by Zendesk's security features—employees are able to safely and securely access Zendesk from outside the company's network and firewall. Shared Services handles a wide range of administrative tasks, so the requests they see in Zendesk vary from inquiries about payroll to questions about immigration or benefits, and, most frequently, requests for passwords.

Nearly 45 percent of the company's workforce doesn't regularly access a computer on the job, so UTi provides computer kiosks at regional offices for truck drivers and warehouse employees. Still, for the most part, these employees access HR systems from their personal computers at home, which is in large part why having a secure, central point of contact for all questions became a pressing need.

Zendesk was the best choice for UTi because:

- It enables employees to safely and securely access Zendesk from outside the company's network and firewall
- HR specialists can effectively manage a wide variety of requests
- Employees across the company can easily ask questions and submit requests

RESULTS

In the five months following Zendesk's implementation, the Shared Services at UTi team saw the number of tickets jump from a few hundred to a few thousand per month. This increase in volume was just what they were hoping for. From Robinson's perspective, being able to zero in on the internal SLAs by group is key. Robinson measures for quality and productivity, rather than volume, to determine whether the SLA or the ticket handling needs adjustment. "Honestly, if it weren't for Zendesk, it would take us a lot more time and effort to get through the tasks we have."

Robinson and his team are happy to report a 98 percent internal satisfaction rating. “This tool really helps us support the field HR team members better, and provide them with the tools they need to be better business partners with our employees,” he concluded.

UTi’s measures of success include:

- An internal satisfaction rating of 98%
- A higher volume of internal tickets
- Improved productivity

“Despite the growing volume of requests, Zendesk has helped our Shared Services team grow to be more efficient, organized, and productive. We really couldn’t have asked for a better tool, especially with the custom analytics through Zendesk Insights.”

Noal Robinson, Shared Services Manager at UTi

John Lewis Partnership

Driving productivity for
the benefits team and
90,000 partners

USE CASE

Internal HR

EMPLOYEES SERVED

70,000+

AVERAGE CSAT

92%

MONTHLY TICKET VOLUME

2,000+

John Lewis Partnership is an employee-owned company that operates 46 John Lewis department stores and 346 Waitrose supermarkets in the United Kingdom. Back in the early 1900's, the company's founder, John Spedan Lewis, adopted an employee-first mindset and along with new systems and practices to improve morale and working conditions. This focus on employee happiness naturally translated to an emphasis on customer satisfaction, and with it a flourishing business. When it came time to set up a new internal benefits website, the HR team knew that the company's workforce, now over 90,000 individuals strong, would expect the same support experience as their customers do.

CHALLENGE

Prior to the inception of what's now called their Partner Choice website, John Lewis Partnership spent thousands of pounds per year printing benefits brochures. Given the range of perks the company offers, including hotel stays, concert tickets, and offers from third-party partners on entertainment and meals, communicating benefits and streamlining that process became a priority.

Raphael Hewett, benefits marketing and publicity manager at John Lewis Partnership, was in charge of improving the benefits system. "Employees expect to have an easy way to contact internal teams," he shared. "I view myself as a customer service provider—but to internal customers."

Hewett's view of internal support as customer service, along with his desire for an innovative, user-friendly system, is what drove his search for a new internal service platform. To support the Partner Choice website, they also wanted to deploy a ticketing system alongside a Help Center.

The benefits team needed a system that:

- Treats internal employees like valued customers
- Is innovative and intuitive
- Offers a ticketing system that works hand-in-hand with a Help Center

SOLUTION

After learning that Zendesk could host and manage all their Terms and Conditions articles—and that they could deploy in just a month—they were sold. Now, instead of tucking a brochure into a purse or pocket where it might be lost or forgotten, John Lewis Partnership employees can log into a seamless, modern and mobile-optimized web experience where support is neither an afterthought nor an add-on. To date, more than 70,000 employees have registered for the Partner Choice website. To help shoulder that kind of volume, Hewett and his team set up a Help Center to allow employees to find answers on-demand. Because more and more workers depend



on their smartphones, the Partner Choice website was optimized for mobile users in early 2015 using Zendesk Embeddables. Through the Partner Choice site, the team receives approximately 2,000 queries each month in Zendesk—originating from email, the web widget, and even social media.

Zendesk allows John Lewis Partnership to:

- Host and manage all of their Terms and Conditions articles
- Offer seamless web and mobile experiences
- Supply employees with on-demand answers

RESULTS

The Help Center is the first of John Lewis Partnership's many Zendesk success stories—it gets over 28,000 views and 2,500 searches per month, but only 1 ticket is created for every 192 searches. What's more, the team is extremely efficient with an informal SLA response time under 24 hours and the ability to resolve 88 percent of tickets within the first reply. All of this adds up to an

average satisfaction rating above 90 percent. The benefits team managing Zendesk consists of only six people, and their responsiveness has not gone unnoticed. They have earned a degree of notoriety internally for being a place where people can submit questions that won't get lost or go unanswered. "We always try to help," Hewett said, "even when people ask questions that aren't about benefits."

John Lewis Partnership has achieved the following with Zendesk:

- Satisfaction rating of above 90%
- Effective ticket deflection with Help Center
- SLA response time of less than 24 hours
- Quick ticket resolution cycle

"Employees expect to have an easy way to contact internal teams. I view myself as a customer service provider—but to internal customers."

— Raphael Hewett, Benefits Marketing and Publicity Manager at John Lewis Partnership



Scaling internal service
delivery for all Tesco
employees

AGENTS

8,000

INTERNAL HELP DESKS

11

TICKET VOLUME PER WEEK

20,000

AVERAGE CSAT

90%

Serving customers is at the heart of everything that Tesco's 480,000 employees do. In the U.K. alone, they serve some 66 shoppers every second—and to help make that possible, it's important they have the internal support they need to get the job done.

CHALLENGE

Robert Ainscough, Head of Technology for the Capability team at Tesco, is responsible for optimizing and overseeing IT help desk teams in 11 countries, including the U.K., China, and India. Over the last couple of years, he's been looking for a way to improve the help desk experience and employees' use of a ticket management system. He began searching for a solution that offers cleaner data management and accessibility from any browser or device, and selected Zendesk because they "needed something nimble, flexible and simple. That was a key driver for us," he said.

To improve their global help desk experience,**Tesco needed:**

- A simple ticketing system that offers clean data management and universal accessibility



SOLUTION

Ainscough and his team deployed Zendesk in October 2015 and began to realize the benefits of the new ticketing system almost immediately. One major change was that they reduced the number of ways they tagged incidents from 125,000 to 5,000 to gain better insight into how issues originated and how they were resolved. Providing increased visibility into the help desk has had a ripple effect. Tesco colleagues have a greater sense of control now that they can see the status of a particular ticket and no longer need to call for updates. The UK help desk now receives fewer than five calls a week from colleagues inquiring about the status of their tickets.

By integrating with JIRA, engineers are now looped in more immediately and closely with bugs that affect the colleague experience. Another key integration, with Xmatters, allows Ainscough to make updates to data in bulk, adding to overall team productivity.

Tesco uses Zendesk to:

- Tag incidents and gain better insights
- Give employees visibility on the status of their tickets
- Immediately alert engineers about system bugs
- Make updates to data in bulk

RESULTS

Tesco's global help desk team processes more than 20,000 tickets each week. For the first time, they can monitor colleague satisfaction and learn the reason behind any spike or dip. On average, the team earns a CSAT rating of 90 percent and 75 percent of requesters receive a reply within 1 hour. Their backlog has remained flat, with approximately 7,500 open tickets at any given time. "We've at least doubled our IT productivity," Ainscough said. "We went from needing a team of 10 just focused on our old ticketing system to a team of five that focuses on Zendesk and other IT systems."

All of the changes add up to newfound abilities to improve performance over time. “We’ve definitely moved towards where we want to be as a service provider,” Ainscough said. “Our goal is to empower our colleagues to do what they need to do to ultimately improve the overall experience of Tesco customers.”

Measures of success include:

- An average CSAT rating of 90 percent
- Reply times of under 1 hour for the majority of requests
- 100 percent increase in IT productivity

“Our business flexes and changes constantly, and it was important to find a solution that can flex and change alongside us like Zendesk does.”

- Robert Ainscough, Head of Technology for the Capability team at Tesco

But wait, there's more

Innovation is going to look different for every organization because growth happens at different times, in different ways, and at different stages. So whether change comes fast and furious or is a slow burn, Zendesk enables you to adapt and to refine your support offerings.

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

OpenTable | OpenTable, a provider of real-time online restaurant reservations, set up a help desk to support their 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

REA Group | REA Group, a \$2.2 billion business, runs Australia’s leading real estate and commercial property. They use Zendesk across their organisation to support their workforce.

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

— Damian Fasciani, IT Service Delivery Manager at REA Group

Vodafone | In Australia, Vodafone Hutchison Australia (VHA), a global telecom provider, supplies 3G coverage to 94 percent of Australians. Its Learning and Development organisation supports over 15,000 users in diverse locations with the help of Zendesk for all incoming requests and questions from their workforce and partners.

“Zendesk’s built-in reporting makes it easy to track how many inquiries we’re receiving and our time to resolution,” Bedelis remarks. “We’re now in a much better position to allocate our resources effectively.”

— David Bedelis, Learning Technologies Specialist at VHA

Trustpilot | Trustpilot, one of the world's largest producer of user-generated reviews of businesses online, uses Zendesk 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 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 to quickly onboard the many B2B partners who use Expedia content on their 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. They use Zendesk for their customer service, internal IT help desk, as well as in their 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. They support over 100 schools across 4 countries and use Zendesk to support their 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