

**Help Your Helpdesk
Empower Your Brand**

edesk



INDEX

introduction

04

consolidation

09

automation

15

education

21

communication

27

conclusion

32

background

33

A man with short, light brown hair and a slight smile, wearing a light blue button-down shirt, stands with his arms crossed. He is positioned on the left side of the frame. The background is a dark, modern building with vertical slats and some greenery. A large, semi-transparent teal shape is on the far left. The text 'INTRODUCTION' is in a bold, teal, sans-serif font in the upper right.

INTRODUCTION

What a difference
a year makes.

The challenges of 2020 have forced
changes upon the eCommerce community
that have been embraced by both
buyers and vendors at a speed which
technologists could not have predicted.

Alex Payne
CEO eDesk

Help Your Helpdesk Empower Your Brand

Necessity has driven new customers online, but established eCommerce brands have reported changes in buyer behaviour even by digital natives as 24/7 online browsing of multiple channels via a variety of devices has replaced weekend window shopping and health concerns have led to an uptick in focus on at-home lifestyle and leisure products as buyers adjust to their new normal.

While much loved household names like Debenhams, JCPenney and Gerry Weber have disappeared from our physical landscapes, IBM reports that the eCommerce industry has seen the same amount of revenues achieved in 2020 as in the previous five years combined.

The shift to digital in 2020 has enabled many eCommerce retailers to expand their businesses and grow their customer base but increased traffic and changes in buyer behaviour have also led to an increase in customer services interactions, with 1 in 6 purchases generating an eDesk helpdesk ticket compared to 1 in 8 in 2019.

Shoppers are not just buying unfamiliar products which may be rejected as unsuitable upon inspection, but ubiquitous free returns mean they are also deliberately buying more than they require so they can replicate the choices represented by a physical shop in home environments. According to Shopify, 41% of shoppers "buy variations of a product with the intent of returning."

Just as brick and mortar-based retail survivors like Marks and Spencer, KaDeWe and Macy's earned their places in the hearts of their loyal customers with customer-centric service, so too must the brands of today's digital marketplaces.

"eCommerce companies saw an average **54.34% increase** in monthly revenues compared to 2019."

Andrew D'Souza
CEO
Clearbanc

"The acceleration of online shopping in 2020 surfaced both changes in how consumers are choosing to shop as well as what they're purchasing."

Milka Kramer
UK and Ireland Country Manager
Pinterest

“While eCommerce has incredible benefits in terms of personalisation and convenience, it has work to do in order to match the real world experience of inspiration and discovery.”

Milka Kramer
UK and Ireland Country Manager
Pinterest

“...keeping customers sticky is crucial in such a competitive market. Statistics reveal that 56% of customers feel more loyal to brands who understand their needs and expectations... Providing customers with detailed information to meet their every command and query will ensure a new type of customer loyalty...”

David Grimes
CEO
Sorted Group

For some shoppers, price will always dictate where they place their initial orders, but for most their loyalty will be determined by their shopping experience and eCommerce brands are rising to the challenge, using mobile-ready helpdesk solutions purpose built for eCommerce businesses to more easily communicate with global customers and simplify managing remote teams.

Meeting the high expectations of an evolving, mobile audience has led many eCommerce sellers to re-evaluate the reactive way they have been managing their customers’ experiences with existing resources and instead take a proactive approach, adopting purpose-built tools and cloud-based technologies that enable delivery of exceptional customer service.

Part of the eCommerce learning curve has been to appreciate the important role helpdesk agents take in maintaining a positive brand reputation. As a result, sellers are enabling their teams with tools that allow them to perform smarter, not harder, centralising customer and product information from multiple channels in real time so that they can consistently work in a collaborative fashion and always have the information they need to assist customers at their fingertips.

In lieu of face-to-face shop assistants, online sellers are increasingly utilising in-app chat functionality to engage with customers, answer their questions and point them in the right direction. Live-chat is not only time efficient, but also reduces costs, with operatives able to support multiple customers simultaneously.

Advancements in Artificial Intelligence (AI) and Machine Learning (ML) are anticipating global shoppers’ needs, streamlining workflows and automating replies and translations, helping support operatives to stay organised and focussed on delivering the personalised seamless assistance needed to nurture relationships and improve customer satisfaction.

Retailers are also benefiting from AI and ML by automating detailed analytical reports to gain a clear overview of how their eCommerce channels and customer support teams are performing, gain better understanding of usage patterns and allow business stakeholders to make informed decisions about products and business operations.

But being available and effective is only part of the battle. As eCommerce marketplace search results increasingly prioritise sellers with glowing customer references over their less reputable competitors, cash-rich but time-poor sellers are investing in automated, proactive measures to avoid the damage poorly perceived customer service can do to a brand's reputation.

By capturing the Voice of the Customer (VoC) and using sentiment analysis to identify and convert those deemed likely to offer negative reviews whilst seeking out those of a more favourable disposition and encouraging them to give positive feedback, digital sellers can ensure eCommerce algorithms work in their favour.

As consumers embrace online services like never before, digitally forward retailers are doing the same, consolidating their customers' digital interactions into the 360° views of their transactional journeys necessary to extrapolate the insights that enable them to develop their customer service strategy, modernise processes and ensure brand loyalty. These business insights are essential to influencing buyer habits and establishing the loyalty fundamental to maintaining share of wallet in uncertain market climates.

Over the following pages eCommerce brands will learn from the shared experiences of their digitally savvy peers how to optimise digital experiences to overcome the challenges associated with unprecedented growth and the best ways to leverage purpose-built eCommerce solutions to turn adversity into advantage.

Alex Payne
CEO eDesk

"In 2021, artificial intelligence (AI) augmentation will create \$2.9 trillion of business value and 6.2 billion hours of worker productivity globally."

Gartner

"A satisfied customer is the best business strategy of all."

Michael LeBoeuf

Author

**How to Win Customers
and Keep Them for Life**





CONSOLIDATION

everything
in one place

What's the Problem?

Encouraged by the necessary and rapid switch to digital in 2020, many eCommerce sellers have expanded their product lines as well as their reach, not just through multiple platforms and channels but also into global markets.

Consequently, omnichannel support agents, most of which are working remotely in disparate teams, are processing greater volumes of customer enquiries from multiple marketplaces and webstores in multiple time zones and languages. These enquiries can come via social media, in-app messages, and email and resolving them requires communication with suppliers, fulfilment companies and payment platforms as well as colleagues and the customers themselves.

Selling products via a wide range of channels has made it hard for eCommerce vendors to provide customers a seamless shopping experience. With so many moving parts, some customer tickets inevitably get missed, and resolving others can be an unsatisfactory, convoluted process. Customers often must make repeated attempts to get answers to their questions, receiving mixed messages in the process.

This is important as negative customer ratings can be detrimental to a brand's continued success, not only in terms of lost business and costly returns, but also to ensuring customer loyalty and building the good reputation necessary for growth.

While things do not always go to plan, key to avoiding customer churn, abandoned shopping baskets and negative reviews is closing the gap between customer expectation and satisfaction.

93%
of consumers
say their loyalty
to a company is
influenced by their
customer service
experience.

Global Customer Service Barometer
American Express®

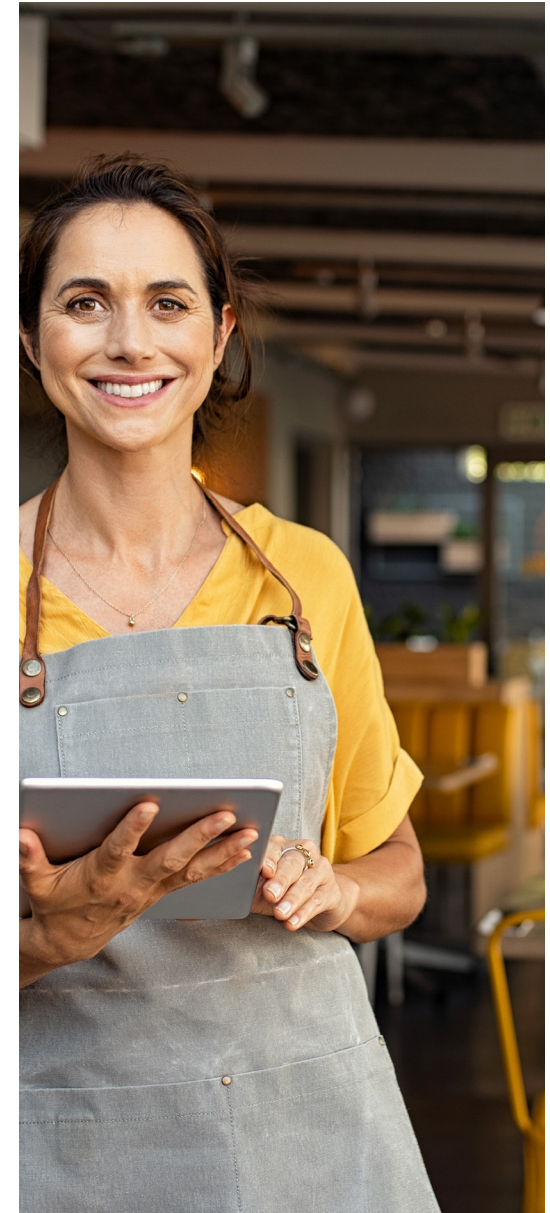
What's the Solution?

Customer-centric brands that understand the importance of positive experiences to their reputational standing and marketplace search result rankings have been quick to work around their customer satisfaction roadblocks by implementing internal processes and home-grown technical solutions to their problems or investing in customer services technology.

Strategies for improvement include hiring more staff to cover increased volumes of enquiries and different geographies, setting targets for helpdesk operatives, collating transactional information in one place, putting in workflows to ensure buyers are kept up to date and actively seek recommendations from happy customers.

These remediations can work in the short term but they are difficult to scale, can be costly in terms of man-power and money and do not always fully provide the desired result. Giving unified access to multiple channels of communications and information is difficult to achieve and few helpdesk platforms truly integrate all communication channels. Working long hours with clunky software in challenging circumstances leaves employees feeling frustrated and disconnected from their colleagues and customers.

These shortcomings mean that ambitions to deliver a flawless shopping experience continue to be unrealised.



How does eDesk help?

eDesk is purpose-built to support eCommerce brands by consolidating order information from webstores, marketplaces, inventory and fulfilment solutions, email, chat and social media channels, into an end-to-end view of a customer's transaction journey. Presenting dynamic customer data from multiple channels via one intuitive dashboard ensures support agents can quickly access the information they need to continually fulfil service-level agreements (SLAs) and deliver five-star customer service.

Native integrations with more than 50 eCommerce platforms via APIs avoid the latency issues and loss of historical data associated with the third-party plug-ins used by generic helpdesk solutions while Artificial Intelligence (AI) tools enable eDesk's customers to work smarter not harder.

Using keyword and sentiment analysis to group common helpdesk queries by theme, eCommerce retailers can batch process tickets or deliver personalised responses to individual enquiries with a single click. Based on rules defined by the retailer, eDesk prepopulates customisable templates with essential details, such as customer and order details in invoices and return labels or eDesk's Feedback requests, presenting agents with consistent messaging that can be sent to buyers in seconds.

eDesk Snippets offer a shortcut to including pertinent information and frequently used phrases when communicating

directly with customers; these are especially useful to agents using the Live-Chat functionality to deliver better real-time customer experiences.

Automated responses and translations help retailers operating internationally to meet their customers' needs and expectations during peak support times and out-of-office hours without needing multilingual agents in disparate geographies.

Working with remote employees is simplified with eDesk as tasks can be automatically assigned to specialists or evenly spread to those with the least on their plate, while the shared inbox means customer support teams no longer duplicate work by responding to the same query twice, and Tags enable teams to share information and collaborate to resolve customer queries quickly and accurately.

eDesk's Knowledge Base tool provides a single source of truth for support agents and customers, and by publishing on-brand help articles to eCommerce platforms, customers are enabled to self-serve, saving agents hours of work each week.

Finally, eDesk's powerful reporting interface helps eCommerce sellers to better understand how teams, channels and products are performing so they can make more informed business decisions as their businesses expand.

In summary, eDesk's Smart features help eCommerce businesses to increase customer satisfaction and business efficiency, while reducing costs.

**" We love eDesk
because it saves us
so much time. We
have reduced average
customer response
times by 84% "**

Natalie Goddard
eCommerce Co-ordinator
Suzuki

Proud of their reputation for providing outstanding customer support, Suzuki chose eDesk after exponential growth left them struggling to cope with 100s of enquiries from a diverse customer base about a wide variety of products via multiple eCommerce channels.

eDesk's intuitive helpdesk, templates, internal notes and agent assignments saves them time and removes the complexity of delivering first class customer service by allowing all customer queries to be managed in one place, and the ability to see how their team is performing helps them to provide even better customer support.

Suzuki is confident that eDesk's native integrations have future-proofed their ability to foster the customer loyalty they deem critical as they grow their online business and expand into new marketplaces.





AUTOMATION

work smarter
not harder

What's the Problem?

As worldwide health, environmental and political concerns have accelerated digital adoption, consumers and organisations are more frequently interacting within global, round-the-clock markets. Customers empowered by more choice and information than ever are spending more time – and cash – online, which has led to an increase in 24/7 demands on web-based brands as they strive to deliver the immediate, personalised experiences via multiple devices that audiences have become accustomed to.

Exponential growth, cross-device shopping via a wide range of channels and homebased helpdesk teams working remotely make it difficult for omnichannel retailers to maintain a consistently seamless user experience across all platforms. Enterprise eCommerce companies can afford teams of developers and marketers to create the flawless shopping experiences necessary to ensure customer satisfaction but for those who cannot, meeting these expectations can be overwhelming.

The 'always on' nature of internet-based consumption has led to time poor but opportunity rich eCommerce retailers scrambling to react to the unprecedented demands placed upon them by consumers seeking round the clock understanding and reassurance.

To maintain brand loyalty, competitive advantage and a favourable profile in eCommerce marketplace search results, retailers must embrace processes and technologies that not only enable them to efficiently meet their buyer's expectations, but exceed them.

90%
of customers rate an
"immediate" response
as important or very
important when they
have a customer
service question. And
for reference, 60%
of customers define
"immediate" as 10
minutes or less.

Hubspot Research

What's the Solution?

The rise of Artificial Intelligence (AI) within the eCommerce space is transforming traditionally mundane and time-consuming manual tasks, by automating how buyers' interactions are processed and making it quicker and easier to get the positive feedback which is now essential for brands to grow as good reviews not only give new customers the confidence to purchase but are increasingly important to search results within marketplaces.

A more efficient business is a more profitable business and this is especially true in eCommerce, where speed is of the essence. Automation solutions reduce the likelihood of human error, scale to reduce workloads and provide better experiences for buyers in ways that manual workflows simply cannot, making it easier for support agents to maintain standards, stay organised and on task and resolve more helpdesk queries in less time.

Digitally savvy retailers have embraced automation tools that help them streamline operations, personalise interactions and quickly deliver fantastic shopping experiences, but many eCommerce sellers are wary of automating their processes, fearful of losing control or appearing to lack empathy. However, preferring to remain 'hands-on' is likely to negatively impact customer satisfaction and limit a brand's potential for growth.



How does eDesk help?

Powered by AI and nuanced by on-brand rules, eDesk's eCommerce platform is specifically designed to enable retailers to automate customer service processes without losing their ability to deliver personal service.

Those just starting their automation journey can begin with eDesk's Smart features. Automated responses avoid leaving any query unanswered, enabling retailers to more easily meet their customers' needs and expectations during peak support times and out-of-office hours. Similarly, automated translation of incoming and outgoing communications helps sellers to operate internationally without the need for customer service agents to be physically located in different time zones.

Confident retailers can go further, using eDesk to consolidate buyer and order information into a dashboard view then leveraging Voice of Customer (VoC) and sentiment analysis to group queries into themes so that tasks can be automatically assigned to the most appropriate helpdesk specialist using Tags. Sellers can also quickly and easily identify which common support issues such as invoice or return labels requests, are suitable for automated batch processing. Based on rules defined by the retailer, eDesk automatically populates customisable message templates with essential details such as customer and order details, that can be sent to multiple buyers in seconds, leaving customer service agents free to focus on more creative tasks.

eDesk's automated Feedback solution enables online sellers to quickly improve their reputational standing by identifying happy

customers at any given point in their transactional journey and asking them for reviews at the right time by using auto-populated email templates that agents can further personalise before sending.

Some customer requests require a more considered response but even here eDesk can help to speed up the process, prompting agents with Snippets which automatically provide context and include key transaction details and suggested responses so agents can quickly personalise responses to individual enquiries; these are especially useful to agents using the Live-Chat functionality to deliver better real-time customer experiences.

Within eDesk, innovative Smart features enable sellers to ensure remote support teams are working in tandem to resolve customer queries quickly and accurately. The Team Dashboard provides automated insights into which agents are highest performing and what their busiest times are, and the Mailbox Overview gives essential stats on incoming and outgoing messages. Collision Detection automatically alerts colleagues when they are dealing with the same customer query meaning customer support teams no longer duplicate work.

eDesk's automated reporting also helps eCommerce sellers to better understand how channels are performing and which products are causing the most tickets and most returns so they can make more informed business decisions as their businesses expand.

Automating omnichannel processes and insights makes it easier for brands to foster customer loyalty by optimising their buyers' digital experiences across every channel, operate more efficiently and reduce costs.

" eDesk's Smart features auto-predict your text so you can easily set up templates and use "Snippets" (or shortcut keys) to pull in your customers' names, order numbers, etc. This helps us work much more efficiently and ensure that we respond to our customers in a timely manner "

David Meniane
Chief Financial Officer & Chief Operating Officer
CarParts.com

Providing excellent customer support is a strategic priority for CarParts.com so when managing enquiries from millions of annual customers became painstaking, they chose eDesk to simplify their customer service process and differentiate themselves from their competitors.

eDesk's native integrations with every major marketplace, shopping cart and inventory management solution, put communications into one centralised mailbox and automate processes; as a result, the CarParts.com customer support team has been able to reduce response times by **10%** and increase productivity by **12%**.





EDUCATION

knowledgee
is power

What's the Problem?

2020 saw societal changes that were impossible to predict; people are working from home more, travelling and sleeping less and filling their spare time in ways they would never have imagined. This has led to a rise in online consumption and changes in consumer behaviour as they increasingly rely on the internet to offer a distraction and fulfil their material needs.

Consumers are buying unfamiliar products which may be rejected as they explore new home-based leisure pursuits, and they are buying more than they need as free returns enable them to cheaply explore their options. In a global market, round the clock customer services interactions have increased as a result, with 1 in 6 purchases generating an eDesk helpdesk ticket compared to 1 in 8 in 2019.

In troubled times, customers are looking for brands they can rely on and increasingly expect to find answers to their questions at their fingertips, preferring to answer questions themselves rather than face the wait associated with customer service with a human touch.

Without the reassurance of immediate access to easy to understand information about products and services, anxious customers are likely to seek answers – and place their business – elsewhere.

81%
of customers
attempt to take
care of matters
themselves before
reaching out to a
live representative.

Harvard Business Review

What's the Solution?

Realising that many customers prefer to help themselves, most brands offer consumers self-service options such as Frequently Asked Questions (FAQs) on the eCommerce platforms they retail from, so that customers can find solutions to their problems at a time that suits them, regardless of the working hours of helpdesk operatives.

With less need for customers to contact support teams directly, self-help content can reduce customer queries by up to 30%, freeing agents from answering simple, repetitive questions so they can spend more time resolving more complex enquiries and delivering exceptional customer experiences.

Access to a knowledge base not only serves customers, it also provides helpdesk agents with details about their company's products and services so they can easily provide answers to common problems, helping businesses to scale, by reducing workloads even as orders increase.

But with multiple eCommerce platforms, marketplaces and webstores, omnichannel brands retailing internationally can find it difficult to manage their self-service resources. Replicating information across multiple channels, accessed via different devices, in multiple languages is time consuming and complicated and support teams are already struggling to keep up with the fast pace of change associated with today's climate. Simplifying the ability for consumers to get answers without getting in touch is key to ensuring customer satisfaction and business success.



How does eDesk help?

With the Knowledge Base feature in eDesk, eCommerce retailers can easily ensure that customers have instant access to the on-brand information they need, even during busy periods, out of hours and in different time zones.

eDesk enables online retailers to centrally manage and give access to a library of help articles that can be simultaneously published on every eCommerce channel where they have a presence or be kept for internal use only.

Self-service help should be considered an augmentation to human support, so should a customer not be able to readily find the information they are looking for, eDesk offers them seamless access to alternative support options from within the Knowledge Base itself, ensuring that consumers are satisfied that their needs are important to the brands they are interacting with.

With a single source of truth at their fingertips, support teams can respond to customer enquiries faster and ensure that customers receive a consistent, high-quality service. Knowledge Base's intuitive structure is user-friendly and searchable so agents can easily add a link or insert the article content into customer responses

Agents learn about consumers' needs in real time so eDesk makes it easy for them to centrally update, upload and publish unlimited images and articles and instantly share their knowledge with customers.

The Knowledge Base is optimised for cross-device shopping and enables retailers to automatically duplicate their on-brand self-help resources on multiple channels, providing customers with a consistent experience across all platforms including mobile apps and social media.

An online retailer's Knowledge Base articles are returned in internet search engine and marketplace search results, making it easier for eDesk's customers to connect with a wider audience; they also track to Google Analytics so sellers can make informed business decisions and improve services.

By enabling helpdesk agents to deliver comprehensive, consistent answers in record time, eDesk helps eCommerce brands to establish trusted relationships with customers, increasing satisfaction and the likelihood of the positive reviews that give new customers confidence in the products and services they are engaging with, build brand credibility and improve search result rankings.

In short, eDesk's Knowledge Base enables eCommerce retailers working with remote teams in global markets to let round the clock customers get on-brand help without getting in touch, so customer support agents are free to focus on higher priority tasks.

" When we notice repetitive questions popping up we add them to our Knowledge Base. It saves us hours of work each week, and has improved our customer experience "

Suzy Lindley
CEO
Paula Carrol





COMMUNICATION

it's really
good to talk

What's the Problem?

The accessible nature of eCommerce has been a blessing to the many people forced to adapt as pandemic lockdowns were introduced around the world throughout 2020. This shift in behaviour has come in parallel with increased levels of buyer anxiety about their health and economic stability so consumers are naturally inclined towards online retailers who can reassure them that they offer good value and good service.

Consumers are now spending an average of one more hour a day online as they rely on digital services to fulfil their needs and wants. As a result, they have grown more familiar and confident with the digital landscape and have come to expect personalised experiences and the ability to choose when and how to connect with online brands with immediate responses when they do.

While this market growth has been a boon to digital retailers, many eCommerce retailers are struggling to meet the higher demands and expectations of an evolving mobile audience which has led a lot of sellers to re-evaluate the way they interact with their customers.

As brick-and-mortar markets reopen, retailers must future-proof their customer support strategies and continue to adapt to stay relevant to maintain their share of the growth experienced by the eCommerce industry as a whole.

According to McKinsey and Company, around **75%** of buyers and sellers now prefer digital options over face-to-face due to both safety and speed & convenience. But even with consumers' heightened demand for digital options due to the coronavirus pandemic, many retailers are failing to meet expectations.

ROI Revolution

What's the Solution?

Online sellers are working hard to improve support standards, aware that customer satisfaction is essential to brand loyalty and the good reviews which improve search result rankings and build the business credibility needed for new consumers to have confidence in the products and services they are engaging with.

Strategies for successfully managing increased volumes of enquiries and different time zones include the expensive and time-consuming process of hiring more staff, or investing in technology to automate processes and enable consumers to self-help but these tools are often perceived to lack the empathy that consumers are seeking in times of uncertainty.

Brands with a customer-centric focus are embracing live-chat technology to close the gap between expectation and satisfaction. The ability to acknowledge buyers, offer reassurance and answer questions in real-time is a cost-effective way for online brands to remotely offer the human touch that is often missing from digital interactions and avoid the churn associated with consumers that do not feel important to the brands they engage with.

Customers appreciate the ease and speed with which they can resolve their issues via live-chat, especially on mobile devices but it can be difficult for businesses to integrate this communication channel within their existing support systems.



How does eDesk help?

Assisting customers in real-time and with a human touch is important for nurturing consumer trust, so the Live-Chat functionality within eDesk was designed to help eCommerce sellers easily engage with their website's visitors and seamlessly capture these interactions within the helpdesk platform.

Helpdesk agents using eDesk to boost customer service efficiency and productivity can use on-brand Live-Chat to more quickly develop personal relationships with consumers, increase customer loyalty, build brand credibility, and turn queries into sales by instantly responding with empathy to their buyers' every need.

eDesk's Live-Chat relieves customers of anxiety by allowing them to ask questions, stay up-to-date and provide valuable feedback, so with eDesk retailers can manage their expectations for timely responses even during peak support times or out of office hours by automatically or manually switching the Live-Chat functionality to 'Contact Us' so buyers can still get in touch and are never kept waiting when support agents are not available.

Enabled by Artificial Intelligence (AI), eDesk's Snippets offer a shortcut to delivering better real-time consumer experiences by prompting helpdesk agents to include pertinent information from customer profiles and pre-approved but customisable phrases when communicating directly with customers via Live-Chat.

Customers can easily illustrate their issues by clicking and dragging images into the chat and helpdesk operatives can use the same functionality to deliver supporting documentation. When a chat closes, eDesk automatically transcribes the conversation and delivers it to both parties, giving customers the option to rate their experience and support agent the option to close the ticket or Tag it in their to-do lists. By following up with customers after their chat interactions, sellers can review their team's performance to optimise processes and improve response times.

Building trusted relationships with customers empowers brands to deliver better experiences. eDesk's on-brand Live-Chat feature integrates natively with existing customer service toolkits, avoiding the frustrating delays associated with chats that use third-party apps and giving operatives the ability to do what they do best in real time: make customers happy.

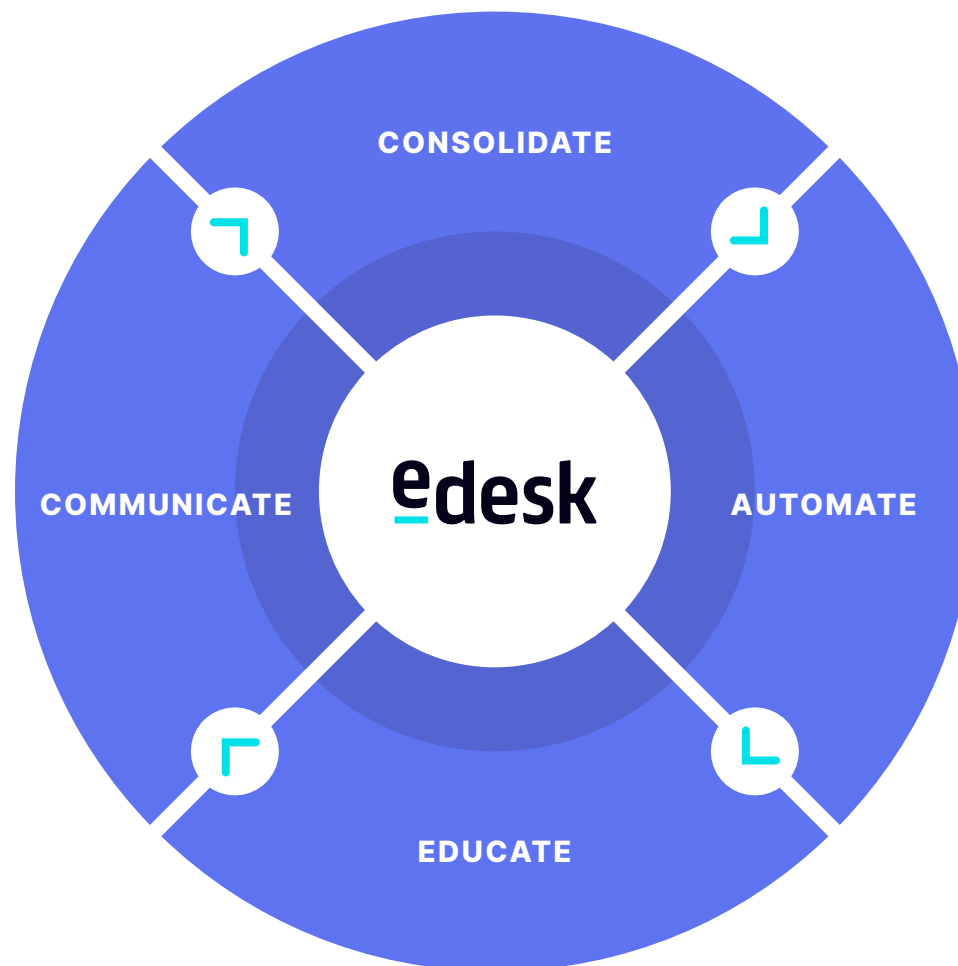
**" eDesk makes us more efficient as a team.
We can now handle support tickets five times
faster than with our previous helpdesk solution.
With eDesk, we can instantly reply to
customers on Facebook and through Live Chat
which helps turn queries into sales.
eDesk pays for itself many times over as good
communication with customers equals sales "**

James Sonley
Sales Director
Right Deals UK

CONCLUSION

Any one of these four tactics will boost eCommerce customer satisfaction and business efficiency, but as an iterative cycle, online retail brands will be better able to deliver consistently superior customer service, facilitate positive reviews, ensure brand loyalty and establish and maintain their status as trusted brands.

eDesk's ability to natively integrate with all major eCommerce channels future proofs retail businesses in fast-paced evolutionary times, ensuring digital retailers can consistently create consumer experiences that are memorable for the right reasons.



BACKGROUND

edesk

World's **#1** eCommerce customer service tool

More integrations than any other tool

(marketplaces, webstores, email,
social and fulfillment)

Proud member
of the **Amazon**
Development Council

Official
Google
partner

Official
Shopify
partner

Part of **Deloitte Fast 50**
2020 (fastest growing tech
companies in Ireland)

Created by **xSellco**,
founded in

2012

6,000

customers across

61 countries
worldwide

Solving eCommerce at Scale

10.25m

Messages handled
every month

603m

Positive feedback
received month

\$8.1b

Online sales
facilitated last year

Offices in **Ireland** and the **UK**
with a **US** office opening in

2021

Turn adversity into advantage with eDesk.

Learn from the shared experiences of eCommerce experts how to optimise digital experiences and deliver exceptional customer service, so your retail brand can overcome the challenges associated with unprecedented growth.

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