

Help Your Helpdesk
Empower Your Brand

COMMUNICATION

it's really
good to talk

edesk

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

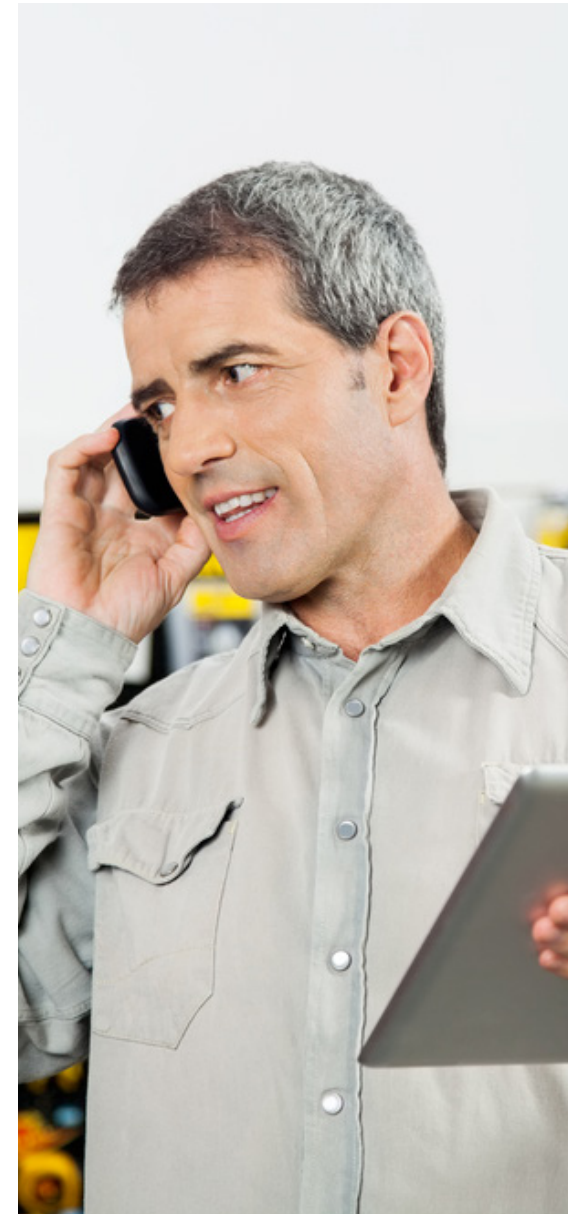
What's the Solution?

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

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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