



Help Your Helpdesk
Empower Your Brand

AUTOMATION

work smartere
not harder

edesk

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%**.

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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