



Help Your Helpdesk
Empower Your Brand

CONSOLIDATION

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edesk

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.

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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