

Help Your Helpdesk  
Empower Your Brand

**EDUCATION**

knowledge  
is power

**edesk**

## 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

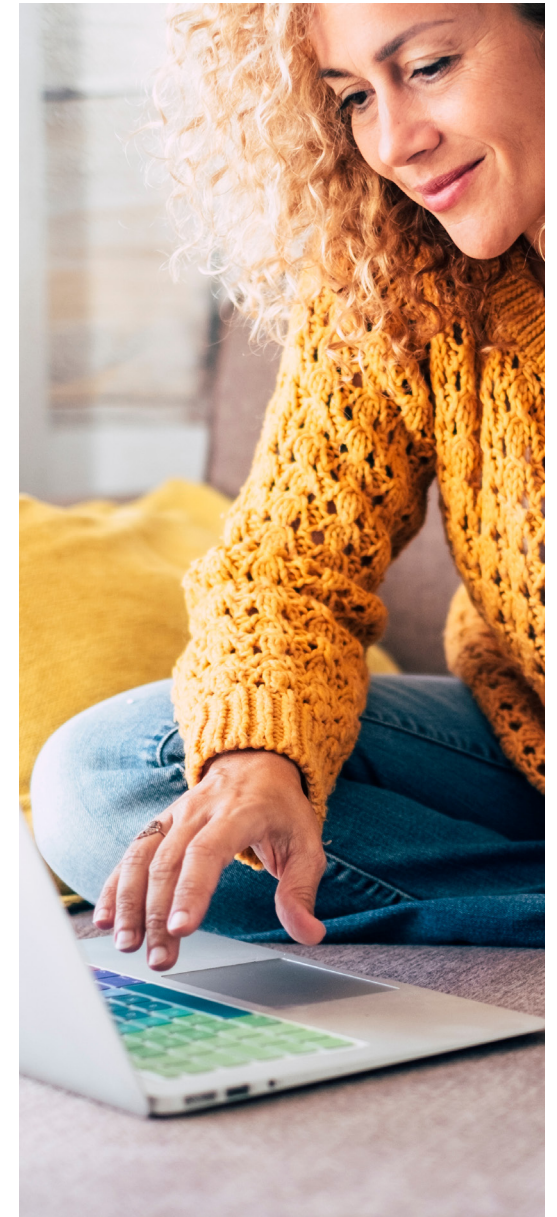
## What's the Solution?

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**

## 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.

### Email Us

SALES [info@edesk.com](mailto:info@edesk.com)  
SUPPORT [support@edesk.com](mailto:support@edesk.com)

### Call Us

US +1 917 6882333  
UK +44 2033224848  
IE +353 1 67 60777

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