



NUCLEUS
RESEARCH

ZOHO ANNOUNCES ENHANCEMENTS FOR ZOHO DESK

ANALYST

Cameron Marsh

THE BOTTOM LINE

Zoho Corporation, a leading provider of web-based business tools, recently launched new tools for its flagship customer service platform, Zoho Desk. The announcement is highlighted by a strategically refreshed user interface and new blended conversations functionality that enables service teams to deliver high-quality customer interactions at scale. Blended conversations will offer a best-of-both-worlds approach to bot involvement throughout conversational service experiences by allowing both human agents and bots to perform aspects of a conversation they are best equipped to handle.

OVERVIEW

Customer expectations are at an all-time high, and organizations looking to scale service departments and provide seamless customer experiences are being pushed to evaluate the tradeoff of sacrificing quality for productivity gains as the volume of customer interactions increases. In addition, customers are demonstrating an increased desire to move away from traditional phone support and be assisted through the channel that best suits their preferences. These trends, along with continued economic uncertainty, highlight the importance of service in the customer journey, with customer retention becoming increasingly critical. Service teams across all industries must now develop strategies that produce positive, multi-channel customer experiences while navigating the complexities of automation and bot involvement in customer touchpoints. Leveraging chatbot technology to boost productivity within service departments has been a double-edged sword, as the balance between human and bot engagement poses a challenge for organizations to run the two in parallel successfully. The launch of Zoho's Blended Conversations feature seeks to solve this challenge by enabling service teams to find an efficient balance of human and bot in conversational service.

**Nucleus expects
Zoho's new UI to
boost agent
productivity by at least
15 percent**

CUSTOMER IMPACT

Nucleus expects Zoho's announcements of Blended Conversations capabilities and a redesigned user interface to drive additional value for Zoho Desk users by improving customer experiences while simultaneously increasing employee productivity. The dilemma that many organizations face when looking to scale service operations with bot implementation is that while bots can take over more transactional portions of interactions, they are typically not well-equipped to handle an interaction from beginning to end. For this reason, allowing bots to handle the portions of a conversation, such as information gathering and routing more complex workflows to the best-suited agent, will offload mundane interactions for human agents while reducing human error.

Nucleus has seen a trend in organizations prioritizing the usability of their business technology, as overly complex and cumbersome interfaces often reduce the adoption of the solution. Nucleus has found that an intuitive interface and easy-to-use tools can increase adoption by as much as 30 percent, enabling organizations to pull additional value out of



their investments in a business solution. Zoho's strategic refresh of the Zoho Desk interface will provide agents with a more intuitive and simplified experience, allowing them to navigate to the tools required for specific actions more efficiently, translating to an expected agent productivity increase of 15 to 20 percent.

LOOKING AHEAD

The volume of interactions between an organization and its customers is at an all-time high, forcing organizations to look to differentiate themselves through quality customer experiences. Organizations seeking to stay ahead of the curve must implement solutions that enable efficient and consistent methods to engage with customers across an increasing number of channels. With Zoho's launch of new tools for Zoho Desk and a redesigned UI, the vendor continues to strengthen its industry leadership in platform ease of use while extending the functionality of its service solution.