

Re-imagine your software journey with a value-centric customer service software

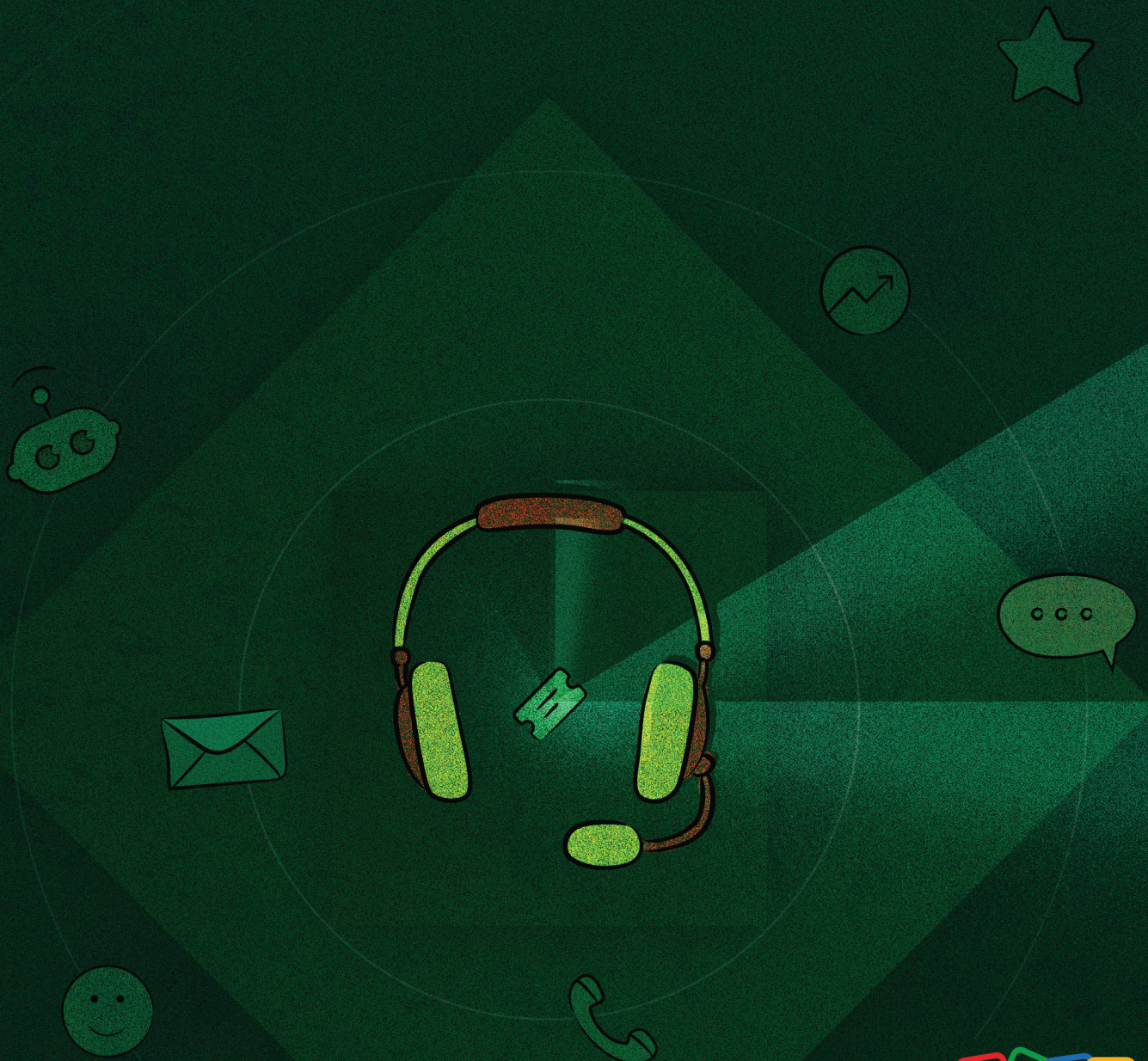


Table of contents

Introduction	3
Vendor evaluation	6
Implementation	8
Data migration	8
Customization	11
Training and Adoption	14
Support	16
Scalability	18
Flexibility & maintenance	20
Conclusion	22



Introduction

You evaluate software on multiple parameters before narrowing down your selection to one. However, the reality turns out to be quite different when you start incorporating it into your business operations. You either end up with a long list of bills and contracts, complex software, or limited functionality. This affects your business, your employees, and—importantly—your customers.

This can be avoided by incorporating a value-centric customer service software that delivers remarkable outcomes at every stage, from selection to long-term success. In this ebook, we've discussed the challenges encountered by businesses throughout their software journey and how a value-centric customer service software can help.

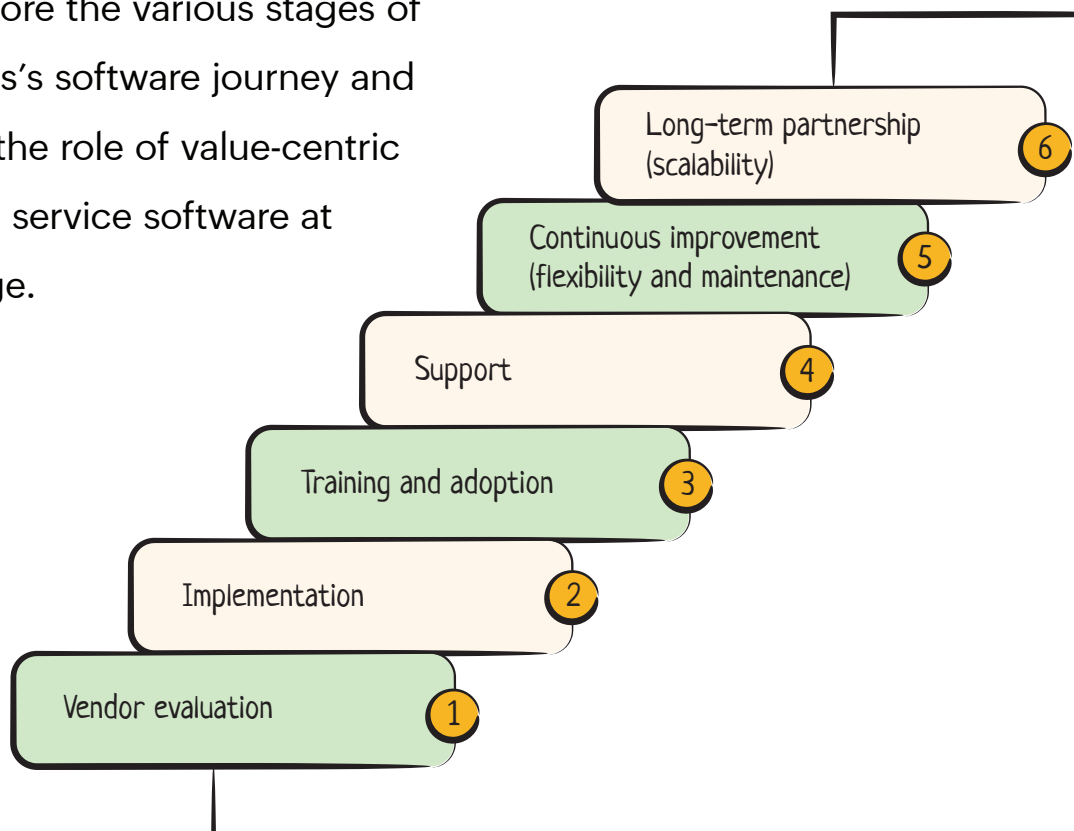
Understanding value

Value is the worth you gain for the money you spend. Consider buying a new smartphone. You're likely to buy a phone that aligns with your specific needs and preferences, whether it's long-lasting battery life, exceptional camera quality, or ample storage space. You want to balance the features you desire with the price you're willing to pay. You'll only buy the phone if it offers value i.e, it's worth your investment and meets your unique requirements.

What is a value-centric customer service solution?

You start your journey to [select a customer service software](#) with certain expectations, including improving productivity, streamlining customer service operations, and retaining customers, among other things. When a software helps you achieve these goals instead of increasing the burden on your business, it's considered a value-centric customer service software.

Let's explore the various stages of a business's software journey and examine the role of value-centric customer service software at each stage.





Vendor evaluation

The experience you get during this stage sets the tone of your entire journey. This is the stage where you understand whether the software and the software vendor will be the right fit for your organization. This isn't just in terms of the functionality it has to offer, but also the price, business standing, and values the company holds.

A vendor that ensures timely followups, understands your business requirements, and presents appropriate business use cases to show the credibility of their claims allows businesses to make informed decisions quickly and proceed to the implementation stage. When the time and effort of a business is valued from the beginning, it helps a business assess the future relationship with the vendor.



Shiji

Zoho Desk has been an ideal technology partner for Shiji, which has been experiencing fast growth and a changing work environment due to its increasing customer base. Shiji has many valued clients in the hospitality, food service, retail, and entertainment industries and continues to meet their needs by resolving customer tickets quickly and effectively through Zoho Desk.

Kyle Kurdle,
VP, Global Service Delivery

[Read More](#) →



Implementation

When it comes to a function as time sensitive as customer service, you want to have the system up and running as soon as possible. As your customers have no idea you are choosing a new system or upgrading from an existing one, they will expect the same levels of service or better. Faster implementation times can help decrease downtime.

As implementation is often regarded as a long process, let's see how a value-centric software can reduce implementation time and benefit a business.

Data migration

Data migration can be a complex procedure requiring collaboration between internal teams and with the vendor.

Challenges encountered during data migration involve data loss due to inaccurate planning of the migration process, and limited knowledge of the existing and new software by the vendor and business. Flawed data transfers limit the information available to your agents affecting their

ability to offer personalized service and your ability to supervise and suggest improvements to the process.

Due to this, you are likely to spend more time fixing the existing and new issues leading to more downtime. With these delays, a business is likely to incur more expenses. You will either have to halt or offer disrupted services leading to a possible loss of sales opportunities and an increase in the number of dissatisfied customers. You might also incur double the costs to maintain your existing and new support software during the migration process. More so, if the system is complex, you might have to hire additional resources to expedite the process, further increasing the costs.

36%

of data migration projects
exceed the planned budget

46%

were delivered on time.

[*Source: Forbes](#)

A value-centric customer service software vendor, will help you migrate to their platform at reasonable costs, while ensuring compliance with data security regulations, thus safeguarding your business operations. They will prioritize seamless collaboration and minimal disruption to ongoing customer service operations. More importantly, the software will be simple to understand yet feature-rich giving you more control

over the migration process, helping you avoid any potential delays. This streamlined approach will help accelerate the implementation process and minimize downtime for a more efficient and cost effective migration experience.



Zoho Desk is easy to use, and implementation has been a breeze. If I need help, I can click the chat icon and ask Zoho directly. Responses are almost immediate, which has not been an option with other platforms.

Nicholas C

Source, G2 →

Customization

Every business operates uniquely, which is why it is important to evaluate the extent to which a software allows you to modify it as per your business requirements. Customization can either be done by using the existing features or introducing new ones by modifying the underlying codes.

In case the vendor offers limited configuration options, your customer support agents might face trouble getting accustomed to the software, develop resistance towards it further affecting the adoption rates, and possibly result in increased downtime. If you plan on building a new function using custom codes, you might get through for a short time, however, these changes will interfere with future upgrades introduced by the vendor and increase the time required for implementation.

In business, customer service functions cannot operate in silos, which is why your software should be easy to connect to other solutions you use. This is one of the crucial elements of customization. Even here, if the software has limited integration options, your business will end up adapting to the software further affecting the level of personalized service offered.

For instance, say the chosen software does not integrate with the system that stores all payment-related activities. If your customers ask payment-related questions, your agents will end up spending more time switching between the systems looking for information, affecting average resolution times and increasing customer wait times.

A customer service software that offers a range of customization options simplifies the set up process. Additionally, it reduces the need to hire employees with technical expertise to customize the system from scratch. Your agents can work efficiently as the software works according to your business needs. It'll also save time, effort, and cost in the long run as you don't have to spend time working on the underlying code to accommodate changes and upgrades introduced by your vendor in the future. Most importantly, you can focus solely on serving customers instead of worrying about violations of privacy and security regulations often encountered while using marketplace extensions and add-ons, as your vendor will offer native customization functions.



When we met with the Zoho Desk engineers and managers to describe our vision, they committed to working with us to ensure they fully understood our goals and objectives, and to ensure that all APIs would be made available. In some instances, I believe we pushed their team very hard to come up with solutions to make this entire recreation of the customer portal possible. It definitely was not a small or short-term project; it was an evolution, and the Zoho Desk team never faltered in its efforts to support us.

Jason Nichol,
VP of Product

[Read More](#) →

Training and Adoption

With the help of training, you can help agents understand the possibilities of the newly implemented software. However, it has been reported that adoption rates are usually low.

88%

of employees stated that a frustration-free software is essential for their satisfaction and productivity levels.

08%

of employees have considered quitting due to complex and ineffective software that slows down their ability to work efficiently.

[*Source: G2](#)

The more complex the system, the more effort required to understand it. Due to this, employees can develop a resistance towards new software. Even if they make efforts, most of their time is consumed reading help articles, or seeking help from coworkers, further affecting productivity levels and customer relationships.

Most software vendors offer training courses to help users understand the system and use it effectively. However, when a software is easy to use and has an intuitive UI, it reduces the effort needed to understand the system.

Moreover, software that makes navigation seamless, either through in-app articles or navigation prompts, gives users guidance to interact with the software smoothly. This can improve adoption rates, improve agent productivity levels, and ensure customer satisfaction. Additionally, you can reduce training costs as your employees will have a better grasp of it with regular interaction. Hence, a value-centric customer service software will help with efficient transfer of knowledge among employees.



Centilytics

The simplicity of Zoho Desk's UI has really helped my digital transformation team reduce the number of hours spent, from five to only two-and-a-half or three hours, in training and onboarding the new agents/users

Kushagra Sahni,
Chief of Staff

[Read More →](#)



Support

If you've recently adopted new software, or if you've been using the system for a long time, the need for contacting support will arise. For instance, there could be a question about categorizing your knowledge base. Looking deeper into it, you realize the self-service deflection rate is only decreasing. This means more tickets for your agents. A navigational issue could affect the number of incoming tickets for your agents and can directly impact the efficiency and quality of support provided by your business. With attentive and timely support received from the vendor, this can be easily avoided.

As customer service is a frontend option, you wouldn't want your agents to be burdened with work because of your customer service software. A vendor that offers prompt responses and has a good knowledge of the software can guide the business in the right direction contributing towards reducing agents' workload and improving their efficiency levels and the quality of support provided to your customers.



Shiji

The support from Zoho has been excellent. We have been working with a couple of support people at Zoho who seem to know what we are looking for, and their responsiveness is great. We are happy to use multiple Zoho products, and we hope that Zoho Desk will continue to grow with us to meet our high ambitions of expanding significantly.

Kyle Kurdle,
VP, Global Service Delivery

[Read More](#) →



Scalability

Whether you are a small business or a large enterprise, there are times when the demand for customer service rises considerably. It could be during the holiday season for retailers, or during a new game launch for gaming businesses, and similarly for other industries. The quality of support you offer in such instances crucially depends on the [scalability of the software](#) you've chosen.

If your software is not scalable enough, meaning you cannot add new users, make additions to the existing workflows, or handle more than the usual tickets, it results in system downtime, synchronization errors, or slow loading times. This affects the rate at which information is retrieved from the system further impacting response rate, agent performance, collaboration between team members, and the quality of service provided to customers. Furthermore, if a software has limited capacity, putting more strain on it can create room for data leakage which directly impacts the reputation of a business affecting the scope of new and repeat business.

A scalable software is built to accommodate new changes and updates in the business environment. Even if you add new users or there is an increase in tickets, a scalable software will help you carryout all business functions smoothly and efficiently. Moreover, it saves you from a poor customer reputation, helps maintain brand loyalty, ensures continued business with your customers, and saves you from the hassle of shifting to a new software and incurring unnecessary costs.



After we switched to Zoho Desk, we noticed a huge uptick in the reliability and performance of the system. There were no more hours being locked out of the platform, we didn't go through periods where we could not access our customer tickets or environments anymore. With Zoho Desk, specifically the new-age dashboards, I am able to watch closely how my staff are interacting with the customers and predict things as well.

Matt Cianfarani,
Chief Operating officer

[Read More](#) →



Flexibility & maintenance

Your software's functionality should be in line with developments in technology, changes in your business environment, or changing economic conditions. This means your software vendor should regularly upgrade the system and fix any existing bugs. If you are still working on out of date systems, you might be manually carrying out tasks despite the availability of technology to automate them. This hampers your ability to take advantage of new available technology or advancements and directly impacts your ability to maintain your competitive edge.

When your software vendor is proactive in releasing new features and upgrades to the system that are affordable yet efficient, it increases your employee's productivity levels and business returns. The software should also be simple, not just in terms of the UI, but also the underlying code, so if somebody new to your organization works on the software, it is easy for them to modify it according to the business requirements. Moreover, your operations team should find it easy to fix bugs and ensure your customers are served without any interruptions. A value-centric software, helps you overcome one of the biggest challenges faced by customers

stated by [Gartner](#): moving fast enough to keep up with how customers want to experience support.



5paisa

It was a natural choice to go with Zoho Desk. Having the flexibility of the Zoho suite was a great advantage for 5Paisa as an expanding company. The intuitive user interface also made it easy to set up, saving them time and effort. One of 5Paisa's primary goals was to become mobile-first, and Zoho Desk made it possible for them to achieve this quickly.

Shoaib Qureshi,
Customer Service Head

[Read More](#) →

Conclusion

To sum it up, a value-centric customer service software enables you to build stronger relations with your employees and customers while empowering you to keep up with the latest technological advancements, and make customer service a competitive differentiator, all for an affordable price. On your search for customer service software that embodies these values, embark on a seamless, empowering, and long-lasting journey with Zoho Desk.



Zoho Desk is your comprehensive customer service solution for streamlining customer interactions coming from across channels in one place and automating the entire service process. Seamlessly manage all your customer service operations cost-effectively, while simultaneously improving agent productivity, customer happiness, and business growth. With Zoho Desk's swift implementation and user-friendly onboarding your agents will be delivering personalized service in no time. Get in touch with our experts to discover the true potential of Zoho Desk for your business.

[BOOK A FREE DEMO](#)