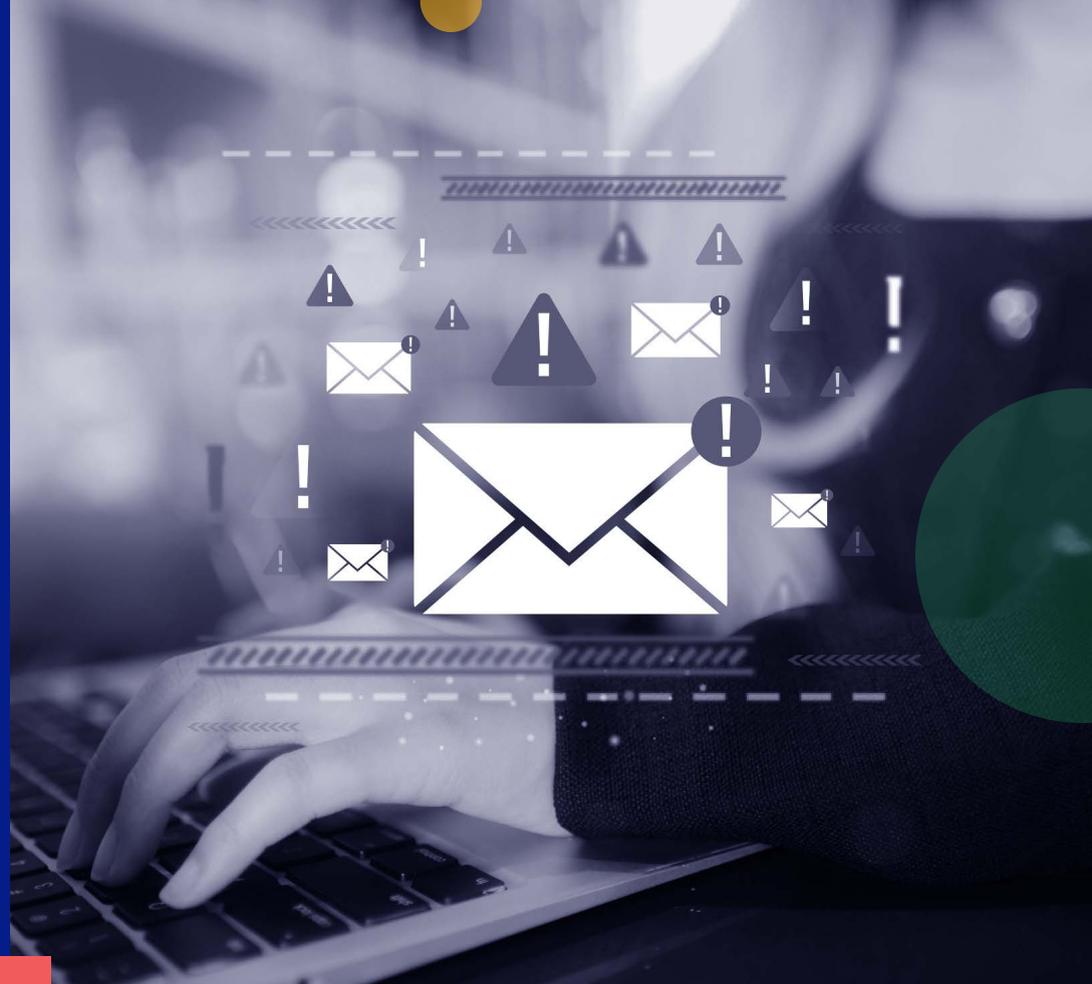




How **software friction** is hurting your support operation



From fragmented applications to incomplete dashboards, support agents face a range of technological hurdles that impact their performance and ultimately detract from customer satisfaction. The more time they spend managing tools, reconciling data, and navigating complex integrations, the less bandwidth they have to focus on what matters most—delivering prompt and effective customer support.

What causes software friction—and how it undermines support

For years, the CX world has embraced “best-of-breed” tech stacks, prompting businesses to create patchworks of tools from a range of software vendors—regardless of how well those tools integrate. This has left support agents jumping between their CRMs, help desks, analytics tools, and more just to access essential context about customer needs.

Working with disparate software solutions, agents face a lose-lose situation. If they spend time tracking down relevant information, customer communication may be delayed and time to resolution extended. But prioritizing efficiency can lead to missed details, forcing customers to repeatedly explain their requests and concerns, and causing a dip in customer satisfaction.

Leveraging unified support tools to boost CX

Delivering quality support isn't about procuring more tools; it's about closing the gaps between the tools your teams rely on. When your help desk, CRM, and other critical apps are unified, data visibility improves, resulting in:

- ▶ **More effective resolutions:** Broad data access gives agents insights into solutions that have worked in the past—and additional challenges that may arise. Meanwhile, cross-platform visibility helps agents spot trends and recurring issues across accounts, enabling proactive outreach and root-cause investigations.
- ▶ **More efficient support cycles:** Full visibility into a customer's CRM record, support history, and chat logs eliminates the need to gather standard information during each interaction. This streamlines conversations and encourages forward momentum at each touchpoint.
- ▶ **Better customer relationships:** A 360-degree view of the customer empowers support teams to deliver more personalized, meaningful interactions based on customer needs, sentiments, communication preferences, and more. When reps have full context, customers feel heard and valued, and routine support exchanges become opportunities to build trust and long-term loyalty.

Elevate support with an intelligent software ecosystem

Zoho Desk is designed to help agents deliver holistic and impactful support experiences. Our intuitive, AI-equipped platform puts critical information at your agents' fingertips and improves support resolutions with features like:

- l **Zia:** Zoho's AI assistant summarizes tickets, analyzes customer sentiments, and helps draft correspondence. With the Zia Answer Bot, both reps and customers can quickly pull information from your knowledge bases to find effective solutions to diverse challenges.

- | **Intelligent dashboards:** AI-powered dashboards provide real-time visibility into key areas, such as ticket trends, team performance, and anomalies (like a sudden spike in ticket volume) that need your attention.
- | **Ticketing automation:** Tickets can be automatically prioritized and assigned based on urgency, customer engagement history, and support agent expertise, reducing the need for ticket transfers and accelerating resolutions.
- | **Easy integrations:** Desk integrates with a wide range of Zoho and third-party applications, such as your CRM, analytics platform, marketing tools, and invoicing software. The process is designed to be straightforward, and won't cause disruptions to your support operations.



To learn more about Zoho's unified CX tools, schedule a no-pressure conversation with a member of our [enterprise team](#)