

CUSTOMER STORY

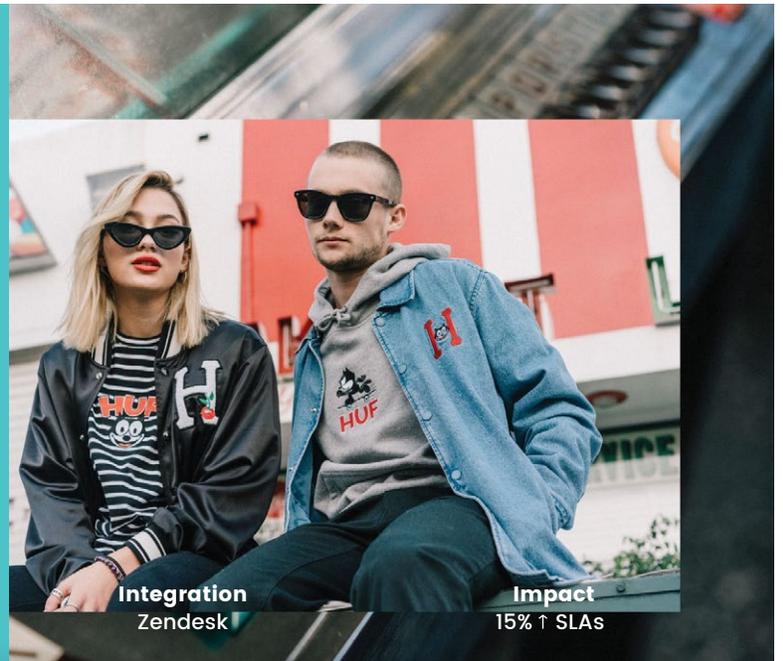
talkdesk | zumiez

User Case
Service

Industry
Retail

Integration
Zendesk

Impact
15% ↑ SLAs



Challenge

Zumiez needed an enterprise contact center platform that shared their vision of exceptional customer experience and empowered their supervisors and agents to provide effortless, personalized customer service throughout the entire customer journey.



Solution

Zumiez chose Talkdesk as their contact center platform to replace 8x8 to provide higher call quality, more flexible dashboards and reports and to empower agents to take ownership of customer experience.



Results

Zumiez scaled up and down quickly to meet seasonal demands and can now add a new agent in 15 seconds or less. SLAs improved 15% as a result of real-time dashboards that let agents make workflow decisions on the fly to ensure that customers' needs are met.

Providing a “mind-blowing” customer experience

Zumiez got its start over 40 years ago in Seattle with one brick-and-mortar store selling clothing, shoes, accessories and gear for skateboarding. Since then, they have grown to hundreds of stores and have a thriving online presence. They credit their success to a persistent desire of providing exceptional customer service. It's the driving force behind everything they do. Instead of concentrating only on rapid expansion, Zumiez differentiated themselves by serving their niche audience well and has been rewarded with raving fans as a result.

Megan Miles, the Customer Service Manager for Zumiez, puts it this way: “Customer service is our top priority, from the beginning of the buyer journey to post-purchase. Everything we do centers around our mantra of providing a ‘mind-blowing customer experience’.”

With that philosophy in mind, Zumiez doesn't have time to waste on vendors that don't offer the same level of partnership and support to their customers as Zumiez does to theirs. After taking a closer look at their previous contact center solution, 8x8, they realized it was time to find a contact center partner that shared their emphasis on high-quality customer service.

Partnering with a company that knows the value of customer service

The Zumiez team observed that in addition to deteriorating call quality, agents didn't have the flexibility and control they needed with 8x8 to make changes on the fly to support business needs. The system was "inflexible and less than user-friendly," as Megan described it. 8x8 also lacked the deep integration to Zendesk that the Zumiez team needed to offer their customers the best possible experience from start to finish. Zumiez, one of the best providers of customer experience in the retail market, knew that their own experience with 8x8 was not offering them what they needed.

Zumiez quickly zoned in on Talkdesk as a vendor with a reputation for providing top-tier customer support and an unparalleled experience to its customers. "When we look for a new vendor, responsiveness, support and the ability to truly partner one-on-one with that company are top priorities," said Megan. "We expect a high-quality solution from a vendor who treats us like a partner."

"Customer service is our top priority, from the beginning of the buyer journey to post-purchase."

— MEGAN MILES, CUSTOMER SERVICE MANAGER



Zumiez views Talkdesk as a long-term partner in their customer support journey. "Talkdesk revolves around the success of its customers, just like we do at Zumiez." In addition to a successful partnership, Talkdesk exceeded the team's high expectations for platform functionality. With a sleek Zendesk integration, exceptional call quality and the ability to easily make changes on the fly, Talkdesk is helping Zumiez fulfill their mission of a "mind-blowing customer experience" for millions of shoppers across the globe.

Leveraging a flexible platform to re-imagine the future

Thanks to Talkdesk's Live dashboards, Zumiez can also show agents a picture of the entire contact center in real-time, empowering them to take ownership of their workflow to provide better customer service. "Agents can see what's happening at a glance and work together to meet SLAs and improve customer satisfaction," Megan said. "In fact, after implementing Talkdesk, service levels have improved 15% and calls are answered in less than a minute."

Megan is also able to get new agents up and running quickly. "I can add an agent in 15 seconds and there is no learning curve. We already hire agents who want to provide an excellent customer experience. They don't have to waste time thinking about how to use the phone system with Talkdesk. It just works."

With call recording and easy access to reports and contact center performance metrics, supervisors can tailor coaching to specific agent needs and zero in on ways to help them take customer service to the next level. "By letting agents know what expectations, goals and results are, they help us drive

"With Talkdesk, I can focus on what is important to customers, instead of fighting with our phone system. Not having to worry about your technology is half the battle."

MEGAN MILES, CUSTOMER SERVICE MANAGER

improvement. I've found that agents are very responsive to a challenge and inspired by competition," said Megan. Despite their success, Zumiez won't rest when it comes to finding new ways to serve customers.

Through Talkdesk's open-cloud platform and endlessly adaptable architecture, Zumiez plans to take proactive service to the next level. Plans are underway to integrate Talkdesk and Zendesk with their order management system to create a "triple threat" of customer service, customer context, and concierge support.

With Talkdesk as their partner in providing a great customer experience, the Zumiez team continues to build its loyal following of customers by empowering agents to better serve them. "Letting agents take ownership in how they take care of customers with has made a bigger impact on customer experience than I ever expected," said Megan.

Talkdesk is an innovative cloud contact center platform that empowers companies to continuously improve customer satisfaction. Talkdesk is easy to set up, use and adapt. A "visionary" in Gartner's Contact Center as a Service Magic Quadrant, Talkdesk offers ongoing innovation, superior call quality and instant integration to the most popular business applications. Over 1,800 innovative enterprises around the world, including 2U, Canon, IBM and Trivago rely on Talkdesk to power their customer interactions.

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