

Zendesk Strategic Assessment Service

In today's dynamic business climate, you've got to know everything about your customer experience.

This means understanding—on a granular level—the quality and efficiency of your customer service solutions, how supported your customers and agents feel, and how your customer experience measures up against the competition. If you don't know the answers to these and other crucial questions, the Zendesk Strategic Assessment Service is designed to help.

The Strategic Assessment evaluates how your company can improve in four key areas:



Efficiency

Lowering your operational costs



Revenue

Increasing conversion rates and add-on sales



Customer Retention

Improving the customer experience



Maturity

Ensuring the customer experience grows and develops

Assessment Methodology

Our assessment methodology is tailored to support your company's goals and objectives. It reviews your business interactions in three key areas:



Customer Experience

How the customer interacts with your business



Agent Experience

How your agents interact with your customers



Agent Lifecycle

How the business interacts with your agents

Performed by experts with customer service industry best practices, the assessment focuses on understanding, measuring, and addressing key gaps in customer expectations and needs across all touchpoints. Recommendations are tailored to your specific business and customer needs. The result? Detailed findings and custom recommendations for transformation that positively impact the customer experience and drive profitability.

The Strategic Assessment is designed for:

- Organizations with contact centers with 150+ seats, complex business processes, and multiple business units and/or site locations
- Companies experiencing gaps in customer experience or whose current performance falls below desired target levels
- Companies experiencing or anticipating major changes

Assessment Deliverables

- Summarized findings and recommendations from onsite observations, customer data analysis, and assessment of current performance assessment
- A Maturity Assessment model depicting current and future state
- Business opportunity and impact review for potential savings and increased revenue
- Transformation recommendations
- An actionable strategy for successful implementation

How It Works

01

Onsite Assessment

Conduct meetings and interviews with key executives and customer experience stakeholders, and review interactions between your customers and your business

02

Analysis

Analyze and summarize key findings and examine key performance indicators (KPIs)

03

Goal Alignment

Meet with your business and operations management teams to fully understand your current business challenges and goals

04

Data Review

Review information, KPIs, and operational reports to measure your company's maturity level with respect to customer experience, agent experience, and agent life-cycle

05

Recommendations

Present findings and make recommendations to your executive team. The final output is a summary of findings, recommendations, financial impact, and an actionable road map, clearly outlining the steps your company should take to maximize customer satisfaction.

Customer Commitment

Onsite Assessment

- 3 days onsite
- Session with executive sponsor, operations team, contact center agents, and other customer support teams

Assessment Review

- Presentation with executive sponsors and customer experience stakeholders