Welcome to the Zendesk Marketplace



Give your customer service team a boost with pre-built apps and integrations

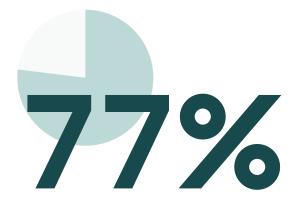




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Companies have made customer experience a top priority, and with good reason.



of customers say they're more loyal to businesses that offer top-notch service.

So when your agents can deliver a great experience, customers are more likely to do business with you.

To set your support team up for success, you need the right tools that integrate seamlessly across your business. That's why we created the Zendesk Marketplace, a one-stop-shop to find partners, apps, and integrations to increase agent productivity, streamline workflows, and drive customer satisfaction.

In this guide, you'll learn how to choose the right solutions, then get your apps and integrations up and running quickly to help your teams deliver great customer experiences from anywhere.



Choosing the right solutions for you

With over 1,200 pre-built apps and integrations in our Marketplace, there's a solution for almost everything. Here are some tips for figuring out what's best for your business.



STEP #1

Identify your need

- · What challenges do you want to solve?
- What systems and tools do your teams already use?
- How customized do you need your solution to be?



STEP #2

Search and evaluate

- Browse through our App directory
- Check reviews
- · Connect with the Zendesk Community for tips



STEP #3

Get started

- · Communicate changes to your stakeholders
- · Install and configure apps



A guide to marketplace solutions

Find apps to help you move your business forward.

Now that you've identified what you need, it's time to get started. Here are some ways our integrations can help you boost your business.



Deliver better CX by bringing together your customer data



Work together, wherever you are



Provide better support for your team



Improve customer experiences with AI



Help your support teams be more productive



Measure customer satisfaction and quickly





Deliver better CX by bringing together your customer data

App integrations can connect tools and data across channels and help your agents save time

When data isn't connected, your team has to spend their time trying to track down the right customer information. When your agents have everything they need to help your customers quickly, it makes everything easier. Our app marketplace helps you get set up for success with easy integrations by bringing together your tools for a single view of your customers.

Agents get all the tools they need in one seamless omnichannel interface — ticket fields, macros, sidebar apps, and more — to provide consistently great customer service, regardless of the communication channel. Enabling your customer data to flow between teams like operations and marketing breaks down silos that can lead to breakthrough insights, help reduce duplicate work, and drive operational efficiencies across your business.

More to explore



<u>MailChimp</u> brings all your audience data and marketing channels together. With access to Mailchimp campaigns, agents can view all interactions in one place, and create targeted lists to proactively communicate with customers.



<u>Klaviyo</u> customer lifecycle management tool integrates with your support data so you can easily identify the right customers to target. Exclude users with open tickets from campaigns or proactively reach out to customers that are close to a purchase.



<u>Salesforce</u> integration delivers a holistic view of your customers across sales and service with a two-way data sync. Give reps valuable lead activity, while empowering support teams to have better convsersations with access to the full customer profile.



<u>Tray.io</u> integrates your entire tech stack and automates complex processes to scale as you grow. Empowering your agents to respond to customer needs faster, with the right information at their fingertips.



Shopify + Zendesk

As a lifestyle brand with a large following and its own line of athletic gear, Spartan Race has customers in more than 30 countries. They integrated Shopify to centralize their customer service and ecommerce data. "We had a party when that happened," Aja Varney, Customer Service Director said. "Now we can stay within the Zendesk world and be able to see all the information that we need. The Zendesk integration with Shopify increased our efficiency by 15 percent."

By adding live chat to their online store as an additional channel, Spartan Race saw a 27-percent increase in retail sales and a 97-percent customer satisfaction rating for live chat contacts. Varney added, "We're getting through tickets faster, and customers are happier because we're able to respond more quickly."

Work together, wherever you are

Apps can help bring teams together to collaborate remotely

As the world shifted to remote work, CX quickly became a differentiator. According to our research, 75% of customers are willing to spend more with companies that give them a good customer experience. On the flip side, 80 percent will switch to a competitor after more than one bad experience. So living up to customer expectations is business critical. That means all of your departments need to be able to collaborate, so you can resolve customer issues faster and increase efficiency. With apps from our marketplace, you can integrate collaboration tools, enabling your employees to easily connect with subject matter experts, share knowledge across teams, and access support where they're most productive.

More to explore



<u>Atlassian</u> powers tools for collaboration. With integrations across Jira, Trello, Statuspage, and Opsgenie, keep support, operations, and engineering on the same page with cross functional visibility to resolve customer issues more efficiently.



Zoom makes video and web conferencing frictionless. Bring that same experience to your agents, enabling them to initiate Zoom meetings, and keep track of any recordings, all without leaving the conversation.



<u>Asana</u> pioneers the future of work with with a seamless work management platform. Escalate requests faster and collaborate internally by connecting customer tickets with Asana project tasks.



<u>Microsoft Teams</u> empowers businesses with a centralized space to chat and collaborate. Enable Microsoft Teams users to receive ticket notifications and initiate support within the tool of their choice.



Slack + Zendesk

When schools around the world closed their doors in early 2020 in response to COVID-19, educational non-profit Khan Academy's online traffic grew by over 2.5 times —almost overnight. Teachers needed help preparing remote-learning courses and schedules, while students required assistance adjusting to online learning and supplementing video conferences. Khan Academy used Zendesk's Slack integration to provide a better customer experience.

"A great way we've developed the Zendesk-to-Slack integration is to escalate community insights. At the end of the week, we ask everyone on the support team to fill out a report that lists their top observed pain points, with fields for additional trends or insights they may want to provide. It's an opportunity for agents to highlight whatever they think is really important – these reports often result in real, immediate product work," said Khan Academy's Head of Community Support Laurie LeDuc.

Provide better support for your team

Discover apps to help you better manage your distributed workforce

The world changed in 2020, and so did the way we work. The largest work-from-home experiment ever conducted impacted everything from the tools we need to stay productive to how we manage remote teams. In our latest <u>Customer Experience Trends</u> <u>Report</u>, business leaders said their top challenge since the pandemic has been the transition to remote work.

We know managing your teams and keeping them focused and motivated from anywhere can be a challenge. Amid unprecedented volatility, teams need to be more flexible, and are increasingly expected to work across different channels to serve customers. Our app integrations help you manage your workforce by accurately forecasting ticket volumes and spikes so you can plan ahead with confidence, seamlessly onboard and train new employees, and understand performance, keeping your agents (and customers) happier and engaged.

More to explore



<u>Tymeshift</u> automates time-consuming processes like forecasting, scheduling, and data management, so your agents can focus on providing great customer support and improving productivity.



<u>Agyle Time</u> intelligently forecasts, schedules, and monitors your teams in real time, so you can improve business service levels by accurately matching staffing to workload.



<u>MaestroQA</u> delivers streamlined QA processes, empowering teams with real-time performance insights, so you can identify gaps and areas for improvement in the customer (and agent) experience



<u>Playvox</u> centralizes agent opitmization with tools to drive quality assurance, performance, coaching and motivation. Arming teams with the tools to improve customer service, while also managing your team's well-being.



Kaizo + Zendesk

Kaizo is a performance management platform for customer support heroes using Zendesk. Built to deliver real-time insights, quality assurance and gamified skill building, Kaizo is a Japanese word meaning "modded" or "hacked."

"Support is a mantra for us," says Kaizo
Co-Founder and Co-CEO Christoph AuerWelsbach. "And bringing performance
goal-setting to the employee level is tough.
We didn't talk a lot about motivation and
engagement because that's a beneficial side
effect. It's more about how to let them steer
their own kind of performance."

<u>Listen to Kaizo's Christoph Auer-Welsbach on</u> <u>our Sit Down Startup podcast</u>

Improve customer experiences with Al

Elevate support with conversational chatbots and automation

Customers want to help themselves. As messaging rates have boomed, so too has the use of Al and chatbots in customer service. Interactions with chatbots jumped 81% in 2020, and that number is expected to keep on climbing. Though more companies are turning to Al-powered chatbots to help customers with common questions, usage rates are still low—particularly for smaller companies. So implementing Al can be a way to set your business apart.

Customers say chatbots are most helpful with simple requests, like checking on order status, and especially when they need help outside of normal business hours. You'll find chatbot apps in the Marketplace that integrate with Zendesk to reduce ticket volume, lower support costs, and improve customer satisfaction. You'll also find Al-powered apps to automatically route and tag tickets, analyze sentiment, and suggest the right macros to agents at the right time, driving agent efficiency to rapidly handle customer queries.

More to explore



<u>Solvvy</u> uses the power of AI to help customers self-serve, orchestrating personalized experiences on any channel. Utilize maching learning to train on your historical ticket data and natural language processing to detect customer intent.



Certainly is a bot platform designed especially for e-commerce. Build your own AI assistant to proactively do things like help users at checkout and handle returns. Utilize all that data to personalize shopper experiences and drive brand loyalty.



<u>Ultimate.ai</u> automates support requests across all your channels for a unified customer experience. Integrate with Zendesk triggers and actions, connect back-office systems and sync data across platforms.



<u>Cleverly</u> increases productivity while eliminating manual work with an Al-enabled platform. Classify and triage incoming tickets, suggest relevant Macros to agents, and automate your workflows for faster support.



Ada + Zendesk

When Shapermint, a direct-to-consumer shapewear marketplace, launched an Ada conversational bot, they saw quick results. The chatbot integrated with Zendesk's ticketing and messaging systems, allowing for a seamless handoff to a live agent when needed. This increased customer engagement by 15 percent and improved agent CSAT to 98 percent, all while increasing the percentage of sales facilitated by live agents by 50 percent. Ada's bot also integrates with Shopify to give customers real-time order status updates, resulting in 75-percent resolution of "where is my order?" inquiries. With the same integration, the bot can pass order information to a live agent when the customer asks for a refund. This helps the agent facilitate an exchange versus a return.

Help your support teams be more productive

Apps can create more efficient workflows and processes for your teams

To become more agile, support teams need to streamline workflows across teams and find ways to reduce the demand on agents. This might mean building automated workflows and eliminating repetitive tasks like entering the customer's information manually multiple times in different screens.

Our research shows the companies with the highest performing support teams use more than twice as many of these workflow management tools as their lower performing peers. With these apps and integrations, help set your team up for success.

More to explore



Myndbend provides an easy and flexible way for agents to build custom processes in Zendesk, such as HR onboarding and IT change management, approvals by agents or customers, and reminding agents when a ticket needs to be addressed.



Sparkly empowers agents and team leaders with 18 pre-built apps to automate manual tasks like exporting ticket and customer details, managing suspended tickets, and gaining access to real-time insights directly on a ticket.



<u>Brightreps</u> automates processes with a drag-and-drop flow builder, suggests workflows based on the ticket criteria, and views process analytics like steps completed and time taken to complete.



Sweethawk + Zendesk

Founded in 2006. Xero is a cloud-based accounting software company that serves customers globally. In 2020, the company had more than 2 million subscribers in more than 180 countries. To provide the best experience for its customers and agents, Xero has been using Zendesk to bring all their data and support tools together. They gave it a boost by integrating Sweethawk's apps with Zendesk. "We found early on that we were wanting to expand the functionality of Zendesk and streamline workflows," Dan Bowden, Xero IT Solutions Architect said to Sweethawk in an interview. "So that's when we started looking at other integrations, the first one being the Calendar app. We needed it to round out our change management process, help with audibility and to automate some manual processes."

Measure customer satisfaction and quickly respond to their needs

Leverage apps to gather feedback for improving support and product experiences

Listen to your customers. It's something a lot of companies say, but not so many of them actually do. <u>Gathering feedback</u> from your customers can help you see trends, understand what people want, and identify ways to improve your product or service. Even though we know how crucial it is to measure customer satisfaction, it's not always easy to know where to start.

Our apps and integrations make gathering feedback a snap, with no-code online form builders and automations that send surveys to customers across all of your communication platforms.

More to explore



<u>SurveyMonkey</u> turns feedback into action, making it easy to measure and understand responses so you can drive growth. Send surveys to targeted lists and tailor messages to each segment, all inside Zendesk.



<u>Qualtrics</u> collects, manages, and acts on customer data. Close the loop on feedback, trigger surveys based on Zendesk events, and streamline inbound ticketing processes.



<u>Stella Connect</u> empowers agents with real-time customer feedback, quality management, and coaching. Drive agent engagement and customer satisfaction with performance insights that integrate with Zendesk analytics.



<u>Surveypal</u> tracks key customer experience metrics, drives higher customer response rates to your surveys, and celebrates good performance by delivering positive customer feedback directly to the agent responsible.



Trustpilot + Zendesk

Homebridge partners with homeowners to take the stress out of securing a mortgage so they walk away feeling supported, informed and confident. Customer service and keeping customers happy are a key component to the company's efforts to be a trusted lender. Homebridge relies on the Zendesk integration with Trustpilot, an open-review platform, to help agents stay on top of customer feedback so the company can identify internal problems while giving those customers the confidence that they're being heard.

Ben Chapman, Director of Client-Facing Experiences and Analytics at Homesaid said integrations like Trustpilot "allow us to see and interact with customers and manage relationships that we haven't started yet or that we want to retain. It helps us maintain relationships with the customers we already have, and the ones we want to grow."

Power up your CX with app integrations.

Making things easier for your customers means supporting your support team and keeping all the parts of your business in sync. Whether you're a mom-and-pop shop or a big business, the Zendesk Marketplace has everything you need to elevate your experience and smooth out workflows.

Get started with the Zendesk
Marketplace today

