

## Zendesk Provides Vimeo With A Flexible Solution To Easily Scale Customer Support Operations

Leading brands differentiate themselves with great customer service and experiences. In order to provide first-rate service at scale, enterprises must invest in solutions that enable their teams to provide rapid support across multiple channels. Zendesk provides organizations with a robust set of tools to easily connect with customers that can scale and adapt with ever-changing operations and customer expectations.

To better understand the benefits, costs, and risks associated with Zendesk, Zendesk commissioned Forrester Consulting to interview seven decision-makers at organizations with over a year of successful use and conduct a Total Economic Impact™ (TEI) study.<sup>1</sup>

This abstract will focus on Vimeo's use of Zendesk, and its value to their various teams, including customer support, account management, customer success, and presale teams.

**“We engaged Zendesk to bring structure and organization to the support organization.”**

*Director of systems and service technology,  
Vimeo*

### INVESTMENT DRIVERS

Vimeo faced several challenges that prompted its investment in Zendesk:

- **Digital support organization lacked structure.** Prior to investing in Zendesk, Vimeo's customer support teams used phone and a shared email inbox system to handle contacts. While fine for limited interactions, the lack of streamlined response and manual efforts were not tenable for large volumes of customer interactions.
- **Manual support tools did not scale.** As Vimeo's customer base grew, it found that traditional support tools – phone and shared inbox – did not scale due to the manual effort required. The director of systems and service technology detailed: “The bottom line [email and phone] are very manual. It was a very manual way of answering support tickets.”
- **Legacy tools were difficult to track and report on.** Additionally, Vimeo found that creating reports and tracking the support team's performance on legacy tools to be quite difficult. The director of systems and service technology explained: “We needed a system to report on their performance.”
- **The support system needed to be integrated with other core applications quickly and with minimal resource investment.** Vimeo used a number of core business applications (CRM, project management, and collaboration) which



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would need to integrate with Zendesk. Vimeo was worried that integration would be time-consuming and require recruiting costly specialized developers. The director of systems and service technology said: “We needed a system that’s easy to set up — you purchase it, and then you could start building on top of it. Normally, if you need this to work with [our CRM] you had to go out and hire an admin at \$180K.”

## KEY RESULTS

Zendesk provided Vimeo with scalable customer support tools, which development teams could quickly integrate with existing business applications to further enhance agent productivity.

- **Deflected 30% of tickets with self-service tools.** Vimeo directed billing and refund contacts to self-service channels enabled by Zendesk’s knowledge base and community platform features, deflecting 30% of tickets. The director of systems and service technology explained: “A lot of our questions are related to billing and refunds, and that’s all self-serviceable to a point where we can point the customer to get their answer in their account. So, we’re firing those articles out to the customers and deflecting those easy questions that don’t need to come to support, because a customer could do it themselves. If they have a question about a refund, we can route them through a self-service process to confirm if they are eligible for a refund. From there, we can route them through to support with context about their question or simply alert them that they are not eligible for a refund at that point and explain next steps.”
- **Easily integrated with other business applications to enhance customer experience and improve agent efficiency.** In addition to out-of-the-box capabilities and best practices, Zendesk integrates with a wide range of applications to provide additional tools to customer service teams. The director of systems



Deflected tickets:  
**30%**



Easily deployed and  
integrated with core  
business applications

and service technology added that their team found it easy to develop on the Zendesk platform. The ease-of-use allowed Vimeo agents to work with tools to further enhance productivity and customer experience faster and at a lower cost of ownership than prior efforts. The director of systems and service technology stated: “We’ve integrated an app [that helps us] support global customers with different languages. When a customer sends a support ticket in their language, it arrives to our agent in English. Our agent responds in English, and it sends the response to the customer in their native language. So, we only have to hire [for] one language, and this really powerful tool [is] hooked into Zendesk without much engineering at all.”

**“There are so many ways to use Zendesk. It’s easy to use. It’s easy to set up. You can iterate as you build your business.”**

*Director of systems and service technology,  
Vimeo*

- **Routed support requests to the correct teams and provided customer context to accelerate response times.** Vimeo uses a bot to crawl its internal CRM and bring customer information into Zendesk. When a support ticket is entered in Zendesk, the system is able to quickly identify what type of SLA the customer has and route the ticket to the correct team based on priority. This accelerates agent response times and helps Vimeo ensure that SLAs are met.
- **Enhanced reporting capabilities and insights into customer contacts.** Prior to using Zendesk, customer support teams interacted with customers over phone or email. These channels lacked a cohesive reporting structure, and other teams outside of customer support, like sales, lacked the ability to see the status of tickets or the flow of customer interactions. With Zendesk, all teams with Zendesk access can run reports or look at the status of tickets, providing useful context for both support and non-support teams. The director of systems and service technology explained: “You can add agents to Zendesk where they can view tickets, and they can provide internal comments. It’s really good to have that for an account management team that wants to go in and see what’s being discussed with the client.” This provides agents with additional assistance when responding back to the customer, increasing customer satisfaction scores.
- **Improved agent experience.** By deflecting simple account issues, Vimeo has been able to upskill agents to solve more complex issues, improving their overall job satisfaction. The director of systems and services technology explained: “There’s more value for our agents, their career paths, their development and skills by handling more complex problems. It’s actually helping their career opportunities at Vimeo because they’re getting more in the spotlight. No one is going to get a development opportunity or career path opportunity by solving the same question over and over again about billing and refunds, which is a non-value type of question or issue. They’re getting in the spotlight because they’re actually making customers more successful with using Vimeo as a platform.”

**“Our Zendesk build was super easy to set up and didn’t require a heavy cost to support it.”**

*Director of systems and service technology,  
Vimeo*

## TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: “The Total Economic Impact™ Of Zendesk For Enterprise,” a commissioned study conducted by Forrester Consulting on behalf of Zendesk, December 2021.

### STUDY FINDINGS

Forrester interviewed seven decision-makers at organizations with experience using Zendesk and combined the results into a three-year composite organization financial analysis. Risk-adjusted present value (PV) quantified benefits include:

- Deflection of up to 15% of customer contacts with a 40% reduction in effort for remaining contacts.
- Avoided 15% of additional agent headcount.
- Reduced developer support time by up to 15%.



**Return on investment (ROI)**  
**286%**



**Net present value (NPV)**  
**\$23.1M**

## Appendix A: Endnotes

<sup>1</sup> Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

### DISCLOSURES

The reader should be aware of the following:

- The study is commissioned by Zendesk and delivered by Forrester Consulting. It is not meant to be a competitive analysis.
- Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Zendesk For Enterprise.
- Zendesk reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning.
- Zendesk provided the customer names for the interview(s) but did not participate in the interviews.

### ABOUT TEI

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility.

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