

zendesk

How agile SMBs are keeping resolution times low



"Zendesk Chat has reduced our call volume by 40%, which is huge for our business. It's more effective because our agents can have several conversations at the same time", says Eveline Poetsema, Operations Manager at Miinto. Poetsema actually calculated that Zendesk Chat saves the equivalent of a third of a full-time employee.

These days, getting customer support right is more important than ever. And if small businesses can lighten the load on their most important assets (their people), they can deliver better experiences for both customers and support teams alike.

Thousands of small businesses in our database have kept resolution times stable, despite rising tickets and workflow disruptions, and they've done so by responding quickly to changes in customer behavior and building even greater efficiencies into their teams.

Since February, these agile teams have scaled to meet the challenges of volatile workloads by:

Meeting their customers where they are:

More customers are reaching out on messaging channels, which can boost the efficiency of small teams by allowing agents to handle multiple tickets at once. Among these companies, we saw a 34 percent increase in the adoption of messaging channels like WhatsApp, Facebook Messenger, and Line.

Empowering customers with self-service:

At least 57 percent of these teams have added new articles and resources to their online help centers. By continuing to assess and anticipate common customer questions, they're providing quick answers while also freeing up their agents to handle stickier issues.

Streamlining workflows and processes:

They've added 8 percent more workflow management tools (automations, macros, and triggers) that can help companies set business rules and define automated responses or actions in repeatable and scalable ways.

Ramping up live channels:

Phone and chat support are still the fastest ways for small businesses to resolve customer questions, and these teams have increased their adoption of live channels by 11 percent. A third that are using phone and live chat have also seen resolutions over these channels rise by at least 10 percent.