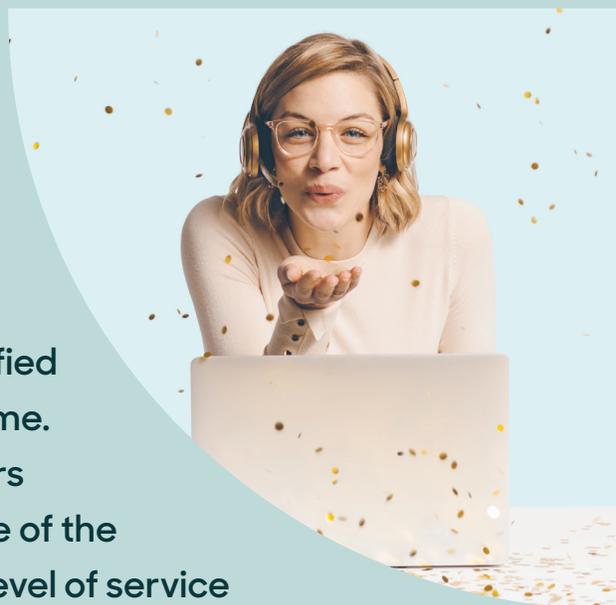


How Zendesk helps HR teams with the employee experience



HOW ZENDESK HELPS HR TEAMS WITH THE EMPLOYEE EXPERIENCE

The world has changed, and with it, so has the employee experience. Every organisation is working out the next normal, whether that's a return to modified office life or a long-term version of working from home. As employee needs and expectations rise, HR leaders must envision and execute the employee experience of the future – today. Providing employees with the same level of service as that offered to customers – personalised, efficient and convenient – drives a better employee experience, which in turn drives a more competitive and resilient organisation. And the employee experience has never been more important. [As Gartner predicts](#), 'the habits that employees and managers are forming now will have a long tail and influence the way in which organisations operate for years to come'.



According to a study by [McKinsey](#), there are three major areas of dissatisfaction that employees experience with internal services: the availability and clarity of information; the overall time needed to complete tasks required by support functions; and the effort required to go through processes involving support functions. Now more than ever, human resources departments bear the brunt of much of this pressure to optimise employee engagement and nurture retention. The influence of a functional, efficient onboarding process alone is staggering: one study found that a structured onboarding process means that employees are [58% more likely](#) to stay with a company for three years or more.

With Zendesk, HR teams enjoy an intuitive platform that allows them to scale support and keep employees engaged throughout their life cycle at a company. Furthermore, Zendesk makes key insights possible, including how HR teams can improve performance with smart self-service, automation and integration... all centralised in one integrated hub. **Zendesk's internal help-desk solution is quick to deploy and easy to use, so you can start building the employee experience of the future in a matter of days, not weeks.**

Read on for detailed ways in which Zendesk helps human resources teams to achieve their goals.

01

Engage employees

Employees want to be able to go and find answers about company policies or benefits on their own – they get frustrated if they have to waste time searching high and low. While the volume of employee requests can be high, the type of questions that people have is often fairly standard. When it comes to HR, they could include new employee orientation, benefits, payroll, paid leave and company holidays. This is where Zendesk Guide provides HR teams with powerful solutions: It's a knowledge base that allows the centralisation of company knowledge. Employees can use the self-service option, giving them the ability to search for and find the answers to common questions in one intuitive Help Centre. HR teams in turn benefit from scaling support with self-service, saving team resources for more complex employee issues.

Here's how Guide works: You can build – and customise – a Help Centre, online community and customer service portal quickly. HR teams can create pages and articles related to employee resources and common questions. These tools enable customers (in this case, your employees) to get better self-service, as well as enabling agents (members of your HR team) to see improved efficiency and faster resolution.

Guide allows you to build and customise a Help Centre, online community and customer service portal quickly. Employees get better self-service and your HR team sees improved efficiency.

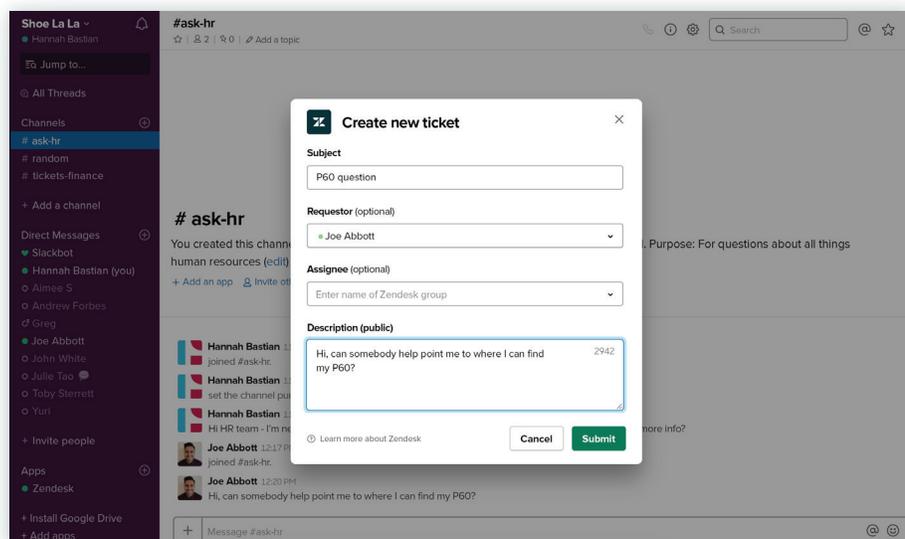
The image displays two overlapping screenshots of the Zendesk Guide interface. The background screenshot shows a search results page for 'AMER United Kingdom'. It features a search bar at the top, a list of search results under the heading 'AMER United Kingdom', and a sidebar with categories like 'Benefits', 'Policies and Paperwork', and 'Employee Discounts'. The foreground screenshot shows a detailed article titled '2019 Benefits Open Enrolment' by Christina Barcelon, updated 2 hours ago. The article includes a featured image of a woman holding a smartphone and a document, and text explaining that Open Enrolment is an annual opportunity to switch plans or add dependents. It also provides a 'How can I learn more?' section with links to an online guide, a benefits consultant, and a Slack channel.

02

Improve team productivity

On any given day, HR departments work with numerous applications and systems. While many of these systems are meant to improve productivity, this gets complicated, somewhat ironically, given that critical information lives across channels. Zendesk helps to improve efficiency by giving teams the ability to integrate applications, systems and employee interactions within Zendesk Support. The result is that teams can access the systems they use more easily for a faster, more contextually relevant and enjoyable employee experience. Zendesk has more than [750 app integrations](#), including apps for collaboration (Jira, Slack), signatures and documentation (Box, Dropbox, PDF), and project management (Trello).

One of the most popular workplace collaboration apps, Slack, is where a lot of employees communicate internally. The Slack integration for Zendesk gives help desk teams an easier way to streamline communication with employees. Specifically, it allows employees to get in touch via Slack and initiate questions for the HR team, which then notifies members of the HR team and will automatically turn these posts into tickets in Zendesk Support. In addition to the added efficiency, your internal team won't lose the thread of the conversation.



The Slack integration for Zendesk provides a more seamless way for internal teams to communicate with employees. For example, an employee can ask a question via an HR Slack channel, which notifies an HR team member, who can then add that question as a ticket in Zendesk.

03

Scale with AI and automation

The [Zendesk Customer experience trends report](#) uncovered actionable insights about AI in CX. Continuing to permeate organisations at all levels, AI is driving success among high-performing teams that are using it to deflect tickets, reduce the time that agents spend on answering requests and scale customer engagement efficiently.

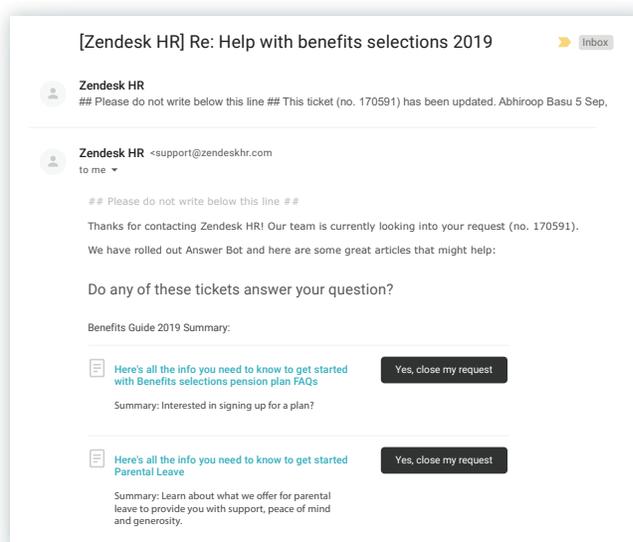
On Zendesk specifically, more than one million tickets have already been solved using AI tools, saving 225,000 agent hours and giving 2,800 years back to customers.

HR teams can leverage AI, powered by Answer Bot, to help teams deflect tickets and scale support across the organisation, while giving employees the fast responses they expect. The number of Zendesk customers using Answer Bot has almost doubled in the past two years. A boon for HR teams, Answer Bot works right alongside your team by using machine learning to help answer incoming questions. With content from your Zendesk Guide knowledge base, Answer Bot suggests articles that could help employees to resolve their issues. For example, if an employee submits a question about payroll, Answer Bot can be enabled to highlight relevant Help Centre articles on payroll to allow employees to find answers for themselves quickly.

Answer Bot uses machine learning to help address frequently asked questions, for example about company holidays, payroll or choice of benefits.

HR teams can also benefit from automation tools in Zendesk Support, such as macros and triggers, to streamline support for recurring questions. An example of this could be setting up automated email reminders when an employee still hasn't selected their benefits for the coming year, or setting up a trigger to let employees know that their issue is being escalated.

With company growth comes increasing employee support requirements. Internal teams like HR need to find a way to provide efficient support as they continue to scale in order to meet employees' expectations. Our CX trends report found that support teams using Zendesk's AI features see a clear overall boost to efficiency – the number of tickets solved via Answer Bot deflections has increased threefold in the past two years. Customers who use Answer Bot effectively also have the most well-developed knowledge bases in terms of articles, active agents and categories, as well as a higher self-service ratio. Eighty-four per cent of managers who say they use Answer Bot also say that their organisation has a self-service strategy in place.



[Zendesk HR] Re: Help with benefits selections 2019 Inbox

Zendesk HR
Please do not write below this line ## This ticket (no. 170591) has been updated. Abhiroop Basu 5 Sep,

Zendesk HR <support@zendeskh.com>
to me

Please do not write below this line

Thanks for contacting Zendesk HR! Our team is currently looking into your request (no. 170591). We have rolled out Answer Bot and here are some great articles that might help:

Do any of these tickets answer your question?

Benefits Guide 2019 Summary:

- [Here's all the info you need to know to get started with Benefits selections pension plan FAQs](#) Yes, close my request
Summary: Interested in signing up for a plan?
- [Here's all the info you need to know to get started Parental Leave](#) Yes, close my request
Summary: Learn about what we offer for parental leave to provide you with support, peace of mind and generosity.

04

Optimise performance

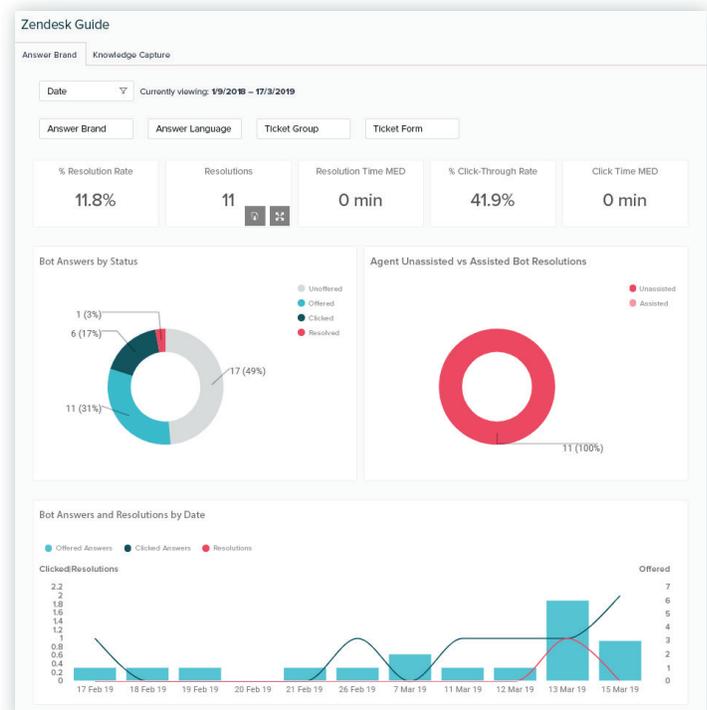
Nobody likes working in the dark or showing up to a meeting without clear answers. HR teams need visibility into how their team is performing against goals such as employee satisfaction and overall efficiency – that’s crucial for pinpointing opportunities to make improvements, whether it’s improving response times, decreasing backlog or improving employee CSAT scores. Constantly tracking key metrics related to support goals is not a ‘nice to have’ – it’s a ‘need to have’.

Zendesk Explore provides a way for HR teams to identify actionable insights to analyse trends, response times and satisfaction scores. This information empowers them to identify underlying problems, as well as opportunities to improve team performance. Explore gives HR teams the power to measure and continuously improve service-delivery performance with built-in reporting tools and best-practice dashboards.

Teams can also build their own custom reports to track incidents, events, problems, service requests, downtime and more, which enables them to uncover process inefficiencies and bottlenecks.

Explore also gives HR teams the ability to monitor employee engagement and gather feedback with easy-to-use tools, such as CSAT surveys. It also complements other Zendesk tools: Teams can see if Answer Bot is helping to resolve employees’ questions more efficiently, and drill into specific areas to understand what they can improve to increase effectiveness and scale support via AI.

With Zendesk Explore, HR teams can get a better idea of how they’re performing in relation to their performance goals.



CUSTOMER SPOTLIGHT

Homebridge

2,500

employees

120

external and internal Homebridge agents

100%

CSAT rating

For mortgage lender Homebridge, customer service is critical to success. Outstanding customer satisfaction (100% CSAT) has largely been driven by strong internal support to help streamline operations. When Homebridge started working with Zendesk in 2012, they had four agents using the platform. Since then, they have scaled external and internal support to 120 agents. Seventeen departments now use Zendesk, including Marketing, HR, Compliance, Operations and Customer Success. Zendesk Support, Guide and Chat help the company process requests via phone, email and chat, and to offer self-service – ultimately supporting more than 2,500 employees.

The Homebridge HR team has also recently started using Zendesk – they built their own Help Centre using Zendesk Guide. This has helped the team scale while delivering support via self-service to serve a growing employee base.

Homebridge's high customer-satisfaction score is a result of efficient and personal customer support that the Homebridge team is able to provide, powered by Zendesk, which allows teams to stay aligned – both internally and externally. 'We're able to see everything, we're able to report on everything,' says Ben Chapman, Director of Client-facing Experience and Analytics at Homebridge.

'We're able to stitch internal and external communications together so that we can collaborate better.'



HR teams around the world use Zendesk to improve employee experience



[Contact us](#) to learn more about how HR teams are using Zendesk to provide better employee experiences.

zendesk.co.uk/contact

