



Choose the right customer-service solution for your business

Tools and technology: Contact centres for the customer-service playbook

According to Forrester, 'Delivering a differentiated customer experience (CX) requires the right technology, processes and organisational structures'. At Zendesk, we believe that successful customer-support organisations provide the help that their customers need, set their teams up for success with the right tools and have controlled, agile support operations – and we build our products to enable just that. This report can be used as a guide to considerations and the process when evaluating new customer-service technology.

'The customer-service technology ecosystem has grown more complex over time because of new customer technology, deployment methods, vendor mergers and acquisitions, and customers' rising expectations. In just the past five years, companies have had to contend with social customer service, a slew of messaging applications, and the rise of chatbots, machine learning and technology for understanding natural language.'

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Our key takeaways from the report:

- Proof points of the importance of prioritising the quality of customer service within the CX strategy, as well as the challenges of increasing the complexity of the technology ecosystem and evolving customer demands.
- A step-by-step guide to a methodical process to follow when choosing a new customer-service solution. Some of these steps include:
- An overview of five types of technology that enable communication with customers across channels, deliver contextual content to employees for proactive and personalised service, and offer data-driven insights.
- Resources* to expedite the selection process for the right customer-service solution.

** Available for purchase or for Forrester subscribers.*

'To provide frictionless customer service, AD&D pros must tap into technology that enables communication with customers via voice, digital and social channels. Ideally, this technology should also deliver contextual content to employees so that they can answer customers' questions, deliver proactive and personalised service using analytics-derived insights, and listen and react to the voice of the customer.' **Forrester, Choose The Right Customer Service Solution For Your Business**

150,000+ customers, and growing

Zendesk is a service-first CRM company that builds support, sales and customer-engagement software designed to foster better customer relationships. From large enterprises to start-ups, we believe that powerful, innovative customer experiences should be within reach for every company, no matter the size, industry or ambition. Zendesk serves more than 150,000 customers across hundreds of industries in over 30 languages. Zendesk's headquarters are in San Francisco, and it operates offices worldwide. Learn more at www.zendesk.co.uk.

For a complimentary copy of the full report, click [here](#).

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