



# How financial services companies transform with Zendesk





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# Financial services—an industry that's making the customer experience easy

Once seen as an industry steeped in tradition and with little hands-on customer support, financial services is in the midst of a service revolution. Driven by new online firms determined to disrupt the market, the industry now understands that customer-first philosophies and a strong digital presence are essential keys to modernizing the customer experience, making it easy for customers to get personalized advice, help, and support across every channel with a unified experience. Additionally, these companies must continue to adhere to the most advanced security measures with customer data, while also providing deep personalization that keeps clients coming back.

Those conclusions stem from what customers are saying: 64% expect to receive real-time assistance regardless of the channel they use, and 40% of banking clients would be more inclined to stay with their bank if it offered more personalized service.

This is where Zendesk comes in. We

enable financial institutions to meet customers where they are with a unified messaging solution that's convenient, conversational, and personal. The conversation stays connected, so clients can ask a quick question in chat and follow-up over email or phone without losing context. Financial services firms are beginning to realize that making an investment in basic customer experience can increase customer satisfaction immediately, and the technology can be executed in days, rather than weeks. Taking it a step farther will ensure clients become long-term, multi-product customers with a foundation of trust in their financial institution.

In an industry where service providers are connected to some of the most intimate and important parts of their clients' life, building a sense of partnership in goal accomplishment is critical to establishing long-term customer relationships. And helping partners manage their customer relationships is Zendesk's bread-and-butter.



STARLING BANK

**Agents**

18

**Tickets per week**

3,200

**Support hours**

24/7/365

## Challenge

Starling Bank is transforming British banking and challenging the High Street giants as the first mobile-only bank to offer UK current accounts. Starling Bank has built a bank from scratch, enabling it to connect customers to the latest technology that adapts to and supports their fast-paced lives. Starling's customers can manage their money entirely through the Starling banking app, which means they can access their money wherever and whenever they want to. Providing exceptional around-the-clock customer service is fundamental to Starling's success. The support team engages with more and more customers each month, and knew they would need a SaaS customer service solution that could grow with the business.

## Starling Bank needed a support solution that:

- Could be flexible and keep up with their company growth
- Empowers their teams to provide exceptional support across any channel
- Allows customers to reach support any time day or night, wherever they are

## Solution

Zendesk helps Starling Bank personalize customer conversations at any time of day from one unified workspace, no matter which channel they decide to use, whether it be email, live chat on desktop, or in-app live chat for mobile and phone. The business and customer service team scaled quickly to handle up to 500 customer contacts each day, training each agent to provide across-the-board service and help connect any specific inquiries to the relevant team—for example, media inquiries or volunteers for case studies.

## Solution Benefits:

- All agents have the tools and skills to respond to any customer contact method
- Ability to handle high volumes efficiently by connecting teams across the business on inquiries
- Custom views that keeps the entire organization in sync, with visibility into customer needs

## Impact

Starling Bank's capacity for tracing and analyzing customer journeys is a key part of tracking their progress, which is also enabled by Zendesk's

capabilities. Starling Bank now has the ability for each engagement with a customer to be linked to a support ticket, and every point of communication is visible for all users. Starling Bank is testing integrations with Google Play Reviews, and future possibilities include support via SMS.

## Starling Bank now has:

- A clear map of the customer service journey
- Real-time data insights to improve customer service on every channel
- The ability to extend support to even more channels

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**“We are delighted with our customer satisfaction levels, especially since Starling Bank is in its infancy. The features of Zendesk’s solution can help us improve further—the sky is the limit.”**

**Patrick Vardhan**  
Head of Customer Service  
Starling Bank

**Agents**

150

**Tickets per month**

6,000

**First reply time**

1.4 hours

**Full resolution time**

1.2 hours

## Challenge

Lincoln Investment is one of the fastest-growing independent full-service broker/dealers in the industry. As such, its financial advisors spend a lot of time crunching numbers. But its real business is building relationships with and between clients, advisors, and team members. As Lincoln Investment's business grew, the company knew that to keep providing excellent customer service to its clients, it had to move away from its email-based support system to a new solution.

## Lincoln Investment needed a support solution that:

- Would be an enterprise-level offering with built-in efficiency gains
- Modernized existing processes and on-premise systems and solutions
- Could provide rich, actionable metrics

## Solution

Lincoln Investment chose Zendesk, which after an initial trial period, was adopted not just for support operations but for IT, human resources, and other teams. Now, the company no longer wastes time trying to track thousands of emails, leaders have a

global view of operations, and Zendesk's API enables Lincoln Investment to pull in data from a host of sources into a single view.

### Solution Benefits:

- Greater collaboration and performance tracking
- Better agent efficiency and satisfaction
- Integration of multiple sources of data, with improved security measures

### Impact

Soon after adopting Zendesk Support, Lincoln Investment cut first reply and resolution times in half; meanwhile, the business set up SLAs to ensure that valuable clients were provided consistent, personalized service, helping with retention and satisfaction. With better tools in place, Lincoln Investment's team of advisors are empowered to better serve their clients.

### Lincoln Investment now has:

- First reply and resolution times that have been cut in half
- SLAs set up to ensure customer retention
- A single portal to view all open issues and keep teams in sync

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"If we're not able to effectively service the advisor, we stand in the way of business entering our door. Having a seamless help desk solution that works across the enterprise, and can quickly surface roadblocks and allow us to remove them, is a huge benefit."

**Guru Rao**  
Vice President of Applications Development

**Tickets per month**

35,000

**Number of channels**

12

**Tickets deflected/month with Guide**

12,000

## Challenge

Alfa-Bank Belarus, a subsidiary of Alfa-Bank, is the eighth largest bank in Belarus, serving 350,000 customers—despite operating in the country for just three years. So how did Alfa-Bank Belarus grow its customer base to 350,000 in such a short time, and how would it ensure that it could successfully handle this high volume while keeping customers happy? By pursuing a strategy that prioritized its mobile application and innovative digital products, which was inextricably intertwined with the simultaneous development of the company's help desk.

## Alfa-Bank Belarus needed a support solution that:

- Offered a mobile SDK with a rich feature set
- Provided an API for data centralization and customization
- Met the latest privacy and security requirements to protect customers

## Solution

By implementing Zendesk, Alfa-Bank Belarus was able to offer a true omnichannel environment that makes it easy for its customers. And with the



implementation of live chat with agents, the bank provided a flexible, convenient way for customers to get issues resolved while on the go (customers can also reach Alfa-Bank through multiple messaging apps as well as through social networks). Meanwhile, the development of crucial self-service content via a Zendesk-powered help center played an important role in deflecting tickets.

### Solution Benefits:

- A unified omnichannel experience spanning 10+ communication channels that makes it easy for customer
- Robust self-service options that receive 70,000-80,000 unique visitors a month
- Flexible chat capabilities that enrich the customer experience, accounting for 70% of all contacts

### Impact

Now Alfa-Bank Belarus sees upwards of 80,000 views per month of its self-service content, which consists of more than 500 articles updated on a frequent basis—and that means 12,000 fewer tickets per month. First-reply times clock in under less than a minute, and customers regularly award

the bank with high approval ratings. And importantly, these efficiencies have allowed Alfa-Bank Belarus to keep its support staff at manageable levels, while its volume increased.

### Alfa-Bank Belarus now has:

- A 93% CSAT rating
- 12,000 fewer tickets per month due to self-service content
- First-reply times under a minute

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“We were looking for a help desk system that would provide us with wide opportunities to work with API and SDK, at the same time complying with all the latest security standards. We quickly realized that only Zendesk met all our requirements.”

**Vyacheslav Skorbez**  
Ddirector of Communications



**Agents:**

600

**Light agents**

250

**Tickets per month**

50,000

**Answer Bot resolution rate**

12%

### Challenge

LendingClub connects U.S. borrowers and investors through an online marketplace that offers ethical and easy ways to access credit. In 2015, the lender realized that to achieve its mission of providing excellent customer service, it needed to adopt a new customer support strategy—and for its solution, the company chose Zendesk.

### LendingClub needed a support solution that:

- Provided more customer context to make it easier for agents to provide better, more personalized support
- Provided the means to handle a large ticket volume
- Offered actionable metrics about agent performance and customer satisfaction

### Solution

With Zendesk in place, LendingClub has the flexibility to adjust workflows, forms, and macros to empower its support team with the ability to provide exceptional, personalized customer service. It has also, with the help of Zendesk-powered machine learning and help centers, given its clients a host of tools to resolve issues on their

own, a key driver in maintaining a high level of customer satisfaction at volume.

### Solution Benefits:

- Integration with its third-party telephony service
- Workflows, macros, and triggers that boost agent efficiency
- Answer Bot, a hit with LendingClub's customers

### Impact

By implementing Zendesk—over a mere nine days—LendingClub gave its agents an easy, personalized solution that empowers their teams for high volume success . In addition, Zendesk-powered help centers pushed the company to an 11:1 ratio of self-service to tickets, meaning for every 11 visitors to the help center, only 1 ends up creating a ticket.

### LendingClub now has:

- +275% improved agent efficiency (resolution of 220 emails per agent per day, up from 80)
- Tighter security of customer data
- Cost savings due to Answer Bot's 12% resolution rate

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“Zendesk is great because it's highly configurable and the data reporting is easy to build, even if you're not an extremely technical person. And whenever I had a request, I always felt Zendesk was willing to help me get to a speedy resolution.”

**Andrew Jensen**  
Director, Payment Solutions  
LendingClub



SLICE PAY

**Tickets per week**

2,800

**Number of customers**

150,000

## Challenge

Access to credit in India can still be difficult, especially for students. Financial-technology startup, SlicePay, is on a mission to change this by giving students credit to buy products such as laptops and mobile phones, enabling them to pay in monthly installments. Slicepay currently provides credit lines of up to Rs 60,000 to students from over 300 colleges in Bangalore and Chennai, and has plans to expand to more cities. However, as their enquiries grew, they found that most students prefer to use live chat and expected immediate responses, which increased the pressure on the customer support team. Their current solution didn't provide adequate visibility into response time or how they could improve their support.

## SlicePay needed a support solution that:

- Would help centralize their customer support
- Gave them greater visibility and accountability
- Helped build a help center to answer common questions in real-time

## Solution

By implementing Zendesk, SlicePay was immediately able to access analytics data that

informed them how long agents were taking to respond to queries and helped them manage workloads more effectively. They were also able to plan headcount expansion more expeditiously. Utilizing Zendesk's Marketplace, SlicePay easily integrates new apps into their agent workspaces without needing help from their busy tech team.

### Solution Benefits:

- An optimized student experience
- Analytics providing immediate visibility for response time and agent workload
- Using Round Robin integrated application for ticket assignment

### Impact

As SlicePay continued to grow the number of students they provided credit to, they needed to improve their response time, which Zendesk has delivered on. SlicePay is continuously building their help center to answer common questions, and are already putting plans in place to add live chat.

### SlicePay now has:

- The ability to serve their 150,000 students with an average response time of 7 hours

- Greater visibility into response time and the ability to better plan agent workload
- Analytics information that is helping them improve the service they provide to students

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“With Zendesk Support, we’re able to answer so many more customer queries and my team loves using it.”

**Suhas Reddy**  
Director of Operations  
SlicePay

# Personal, easy customer experiences drive revenue



#### Departments using Zendesk

15

#### CSAT

100%

#### Increase in agent efficiency

+23%

#### ROI

158%

#### Time to value

4 months

## Challenge

As countless homeowners have discovered over the years, securing a home loan can be a stressful experience. That's why mortgage lender Homebridge focuses on making clients feel supported, informed, and confident—personalized customer service is key to the company's efforts to be a trusted lender and to ensure that clients get the right loans. But as the company grew, Homebridge discovered that its reliance on shared Microsoft Outlook email inboxes was woefully inadequate for managing their increasing volume of mortgage lending inquiries.

## Homebridge needed a support solution that:

- Provided a unified view of customer interactions
- Keeps teams—including HR, Marketing, and Compliance—in sync
- Drives revenue by making it easy for customers to navigate their mortgage process

## Solution

Homebridge embraced Zendesk's messaging solutions to empower agents to proactively reach

out to site visitors, which decreased the bounce rate; meanwhile, reporting capabilities enabled the business to track gaps in service and monitor employee performance. As Homebridge has grown, Zendesk has helped the company handle new challenges, such as ticket sharing between teams in each brand for better customer context and faster resolution.

### Solution Benefits:

- Increased sales pipeline
- Visibility into support issues that could harm retention rates
- Greater agent efficiency to handle increasing volume

### Impact

Homebridge now has 15 departments using Zendesk, which has led to a 23% increase in efficiency while marking a 158% ROI. And talk about volume, Homebridge has also tripled in size while maintaining high levels of customer satisfaction. Proactive chats initiated by agents help to decrease the bounce rate of site visitors; meanwhile, the customer service team reaches out to visitors and asks them to fill out a simple form.

In this way, agents are garnering valuable sales leads and helping accelerate the loans process.

### Homebridge now has:

- Reduced mortgage approval times
- Increased customer retention and improved relationships
- Improved data security, driven collaboration, and boosted customer satisfaction

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“Having all the customer data in a single place helps us to achieve a high and consistent level of customer satisfaction. . . We can collaborate better, and we have the visibility to see and report on everything. . . Zendesk also improves security by allowing us to control access to sensitive content.”

**Ben Chapman**  
Director of Client-facing Experience  
and Analytics

# Conclusion



Simply put, Zendesk provides the complete customer service solution that is easy to use and scales with your business. With Zendesk, banks, fintechs, and insurance companies have everything they need to make it easy for their customers, set their teams up for success, and keep their business in sync.