But getting there isn’t simple. Software and cloud services teams face challenges that impact CX, including:

- Tiered support can be hard to deliver effectively, and it’s often too expensive to dedicate staff to each level.

- 90% of customers are willing to spend more for personalized experiences, but only 32% of tech agents say they’re very effective at finding the information needed to meet those expectations.

- Support for software and cloud services is complex – agents usually need to validate bugs before escalating to development teams.

- Software companies often need to collaborate with resellers for support, and handoffs between teams can lack continuity. That creates a frustrating experience for agents and customers alike.

Responsible for most customer interactions, service organizations in tech companies are challenged with improving and enhancing experiences to keep loyal customers. But many agents are burned out and feel undervalued, which creates staffing challenges across the industry.

Only 27% of tech agents feel empowered to do their jobs well.

Over the past decade, the software sector has grown at twice the rate of the aggregate of all industries. In fact, the software and cloud services segment itself is expected to grow 20% annually to $200B by 2024. But with that success comes unique challenges. Because there are low barriers to entry, competition is fierce across B2B and B2C. And what’s more, traditional software companies continue to shift to a SaaS model. That makes it hard to stand out. In order to survive and thrive, software and cloud services companies are hyper focused on one key metric: customer retention. Power is shifting to customers as the subscription model creates a low barrier to churn. While there are many factors at play, one thing is for sure. Software companies are intensely focused on boosting the quality of customer service.
The Zendesk for Software & Cloud Services approach

For any business, the software you use must be flexible, easy to use, and able to scale at any pace. We understand the complexities of software because we’re a software business. Regardless of the solution you offer, your customers and staff expect the best experiences. At Zendesk, we empower you to drive profitable CX transformation at scale.

With Zendesk, you can:

• **Personalize support with connected data.** The Zendesk platform connects all of your customer data so you see a complete picture. This helps agents provide easy and excellent customer service, and tailor CX.

• **Deliver rich conversational experiences** across web, mobile, and social media apps like WhatsApp and Messenger

• **Deploy AI and other self-service tools** to deflect basic and common inquiries so your staff can focus on stickier issues

• **Work smarter and faster** with triggers, macros, and automations to reduce repetitive tasks for common product or defect inquiries

• **Integrate Jira, Azure DevOps, GitHub, and more** to escalate support tickets to backend developer teams

• **Use Zendesk problem and incident tickets** to manage urgent service interruptions that generate multiple support inquiries

• **Drive proactive support** with easy-to-build custom dashboards that enable product managers to track individual products and services, including support ticket trends, defect history, customer feedback and reviews

• **Measure customer satisfaction** with surveys like CSAT through any channel, and NPS to measure customer loyalty

• **Use the Zendesk API** to build connections to backend product and service catalogs and enable your agents to upsell and cross-sell

Use cases

• Technical product support (e.g. break/fix, troubleshooting, etc)

• Activation/onboarding of new customers

• Account registration

• Account/password management issues

• Trial support
How does Zendesk for Software & Cloud Services work?

1. Customer uses self-service tools to search for a quick answer to a technical issue, then engages with the support team.

2. An AI-enabled bot is the first level of support. If the ticket can’t be resolved, it’s automatically routed to the right agent for help.

3. Agent has full context of the customer’s account and interaction history and can deliver the right support for the tier.

4. The agent is unable to replicate and resolve the bug and escalates the ticket to the backend development team.

5. Customer gives survey feedback, which alerts the software product manager to updates in the support dashboard.

Transform your CX and accelerate customer retention

- Personalize service: Connect all of your customer data for a complete view and a more tailored experience according to support tier.
- Build brand loyalty: Know your customer and make it easy for them to get the help they need, when they need it.
- Scale without slowing down: Speed service with AI, self-service tools, and skills-based routing to boost productivity.
- Energize your agents: Give your team the training and tools they need to do their best work for your customers.
- Gain insights: Dive into your data and discover actionable insights that help you stay ahead of the competition and deliver proactive support.
- Drive profit: Convert your customer service team from a cost center to a profit center through upsells and cross-sells.

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A move to Zendesk empowered Limeade’s customer support team as an agile, strategic partner to the wider business. With advanced reporting capabilities, integrations with Salesforce and Azure DevOps, and apps to support the technical team, Limeade has reduced its first response time and kept agent headcount static while supporting global expansion to over 100 countries, growing their overall user base and minimizing churn.

“Zendesk has enabled us to run our own internal enablement initiatives to help develop and train our internal teams so they feel empowered and confident supporting our customers. They have the tools and knowledge they need to do a great job.”

Ryan Putnam
Director of Customer Service at Limeade

35% decrease in time to resolve technical tickets
30% decrease in first response time
50% decrease in escalation rate
3 weeks time to implementation

Why Zendesk?
It’s not just about being fast – it’s about being smart, too. Help your team create better customer experiences at scale with Zendesk.

See how other software and cloud services companies have accelerated net retention through innovative CX | Request a free demo.