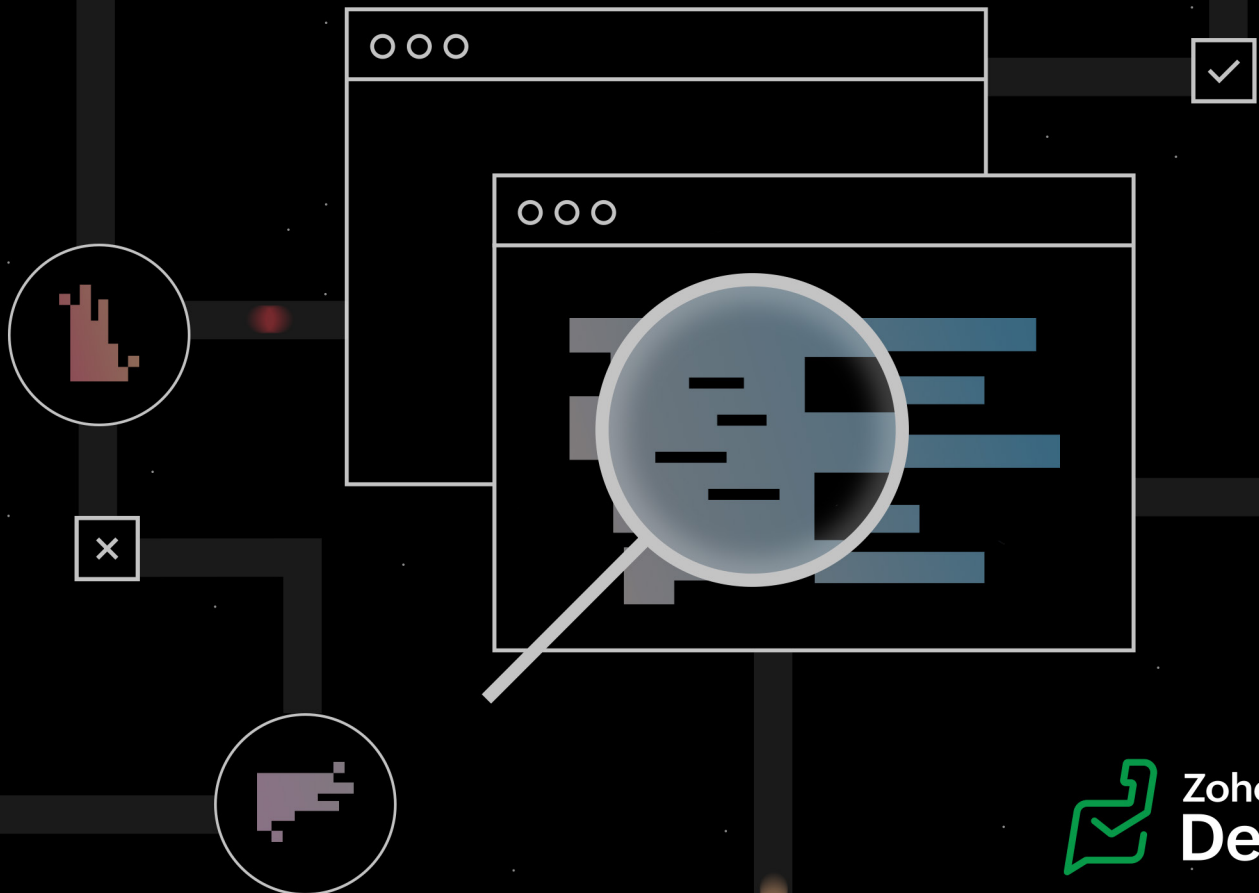


LambdaTest greatly benefits from integrating Zoho Desk with multiple applications





Overview

LambdaTest, the world's leading testing platform, chose Zoho Desk to overcome its technical support challenges and provide the best experience to its customers. Zoho Desk's integration capabilities have played a crucial role in increasing the team's capabilities.



The company

LambdaTest is a cloud-based platform that facilitates go-to testing and quicker execution. The infrastructure is trusted by millions of testers and developers from SMBs to enterprises, and even smaller teams of freelancers. Many Fortune 500 and G2000 companies use this safe and reliable cloud platform to accelerate their product releases.

Founded in 2017, LambdaTest now has more than two million users across 130 countries. Headquartered in San Francisco, they work with teams spread across the globe.



The challenge

Over the past couple of years, LambdaTest got in touch with various companies, who are their customers, and learned about Zoho CRM, Zoho Desk, and SalesIQ. From the beginning, their goal was to make customer support and sales processes smoother.

They were seeking a solution that would seamlessly integrate customer support, chat support, and sales. Initially, they tried Freshsales, Freshdesk, and Freshchat, but none of those worked out. They then moved to Zoho Desk, Zoho CRM, and SalesIQ. They started with Zoho CRM, found it effective, then adopted SalesIQ, and finally Zoho Desk.

Before Zoho Desk, they used Intercom for chat support but lacked ticket support. Their challenges also included creating and tracking tickets in Jira for issues requiring technical support, which was cumbersome. They needed a system where customer issues could be tracked and updated easily without keeping chat sessions open for extended periods.

Zoho Desk provided this solution. They could now open tickets for ongoing issues, update customers on progress, and close tickets once resolved. Suraj Kumar, Senior Sales Operations and Strategy Manager with LambdaTest, spoke about the company's experience with Zoho Desk. "The UI, the types of reports we can pull out, and the help center have all been fantastic, and those capabilities helped us make our mind to proceed with Zoho Desk," he noted.



The solution

Getting started with Zoho Desk



The best part is that Zoho Desk has better documentation. It was helpful for me as I could find a lot of help. In terms of Zoho Desk's implementation, it was smoother, and I didn't face any challenges. That's amazing to learn.



Suraj Kumar

Senior Sales Operations & Strategy Manager, LambdaTest

Quick resolution of customer inquiries

At LambdaTest, support can be accessed through the website where customers can raise a chat ticket via email or directly through chat. When a ticket is created, it enters a pool of unassigned tickets. An available agent then promptly picks up the ticket, typically within two to three minutes.

Once an agent picks up a ticket, they respond to the customer, providing an update and outlining the initial troubleshooting steps. If the issue can be resolved by the agent, they close the ticket. However, if the issue requires further assistance, the ticket is escalated to the respective support expert for resolution.

Enhancing efficiency with custom functions

In Zoho Desk, there are approximately five to ten custom functions in place, supporting two departments: onboarding and customer support. These custom functions handle various tasks, such as pulling information from Zoho CRM and updating tickets as needed. The standout feature is the two-way sync between Zoho Desk and Jira. This integration allows the tech team to manage their Jira tickets efficiently while staying informed about customer interactions and responses.

Another custom function involves sending an alert to the account management team whenever one of their customers raises a ticket.

Empowering customers with the Help Center

The Help Center integration was implemented to improve customer support by allowing users to raise tickets directly within the portal. Using SSO with SAML, customers can seamlessly access the “Create Ticket” option or the Help Center from their product dashboard. Once in the Help Center, they can create new tickets and manage their existing ones, tracking the status of their requests and receiving updates efficiently.

Deepening agent insight with customized ticket layouts

LambdaTest has customized ticket layouts to suit their customer support needs. With multiple products within LambdaTest, each product has its own challenges and types of queries. For example, if the issue type is a feature request, the customized layout asks which product the feature is for and what the specific feature is. They use field validations and field dependencies extensively. Additionally, they added fields to track subscription levels and other aspects to ensure the agent working on the issue is updated about the level of the customer.

Integration for seamless flow of data



LambdaTest is using the integration between Zoho CRM and Zoho Desk to make their employees' work easier and save time from switching tabs for every detail. For example, the account management team can check how many tickets a customer has raised directly within the account without needing to switch to Zoho Desk. They can view tickets, add comments, and respond to customers directly from the ticket itself. This integration provides flexibility, allowing team members to work within Zoho CRM without needing to navigate multiple screens. Additionally, the customer support team can access CRM information directly from the tickets.



With the integration of Zoho Desk and SalesIQ, LambdaTest's customer support team doesn't need to constantly switch tabs to access SalesIQ whenever a customer reaches out through chat. If a team member is working on both support tickets and customer chats, they can access their tickets and chat with users directly from the Zoho Desk interface.



In 2018, we faced the challenge of solving our support issues because, for us, support was crucial. From day one, support has been the backbone of our company. We wanted to fully focus on our customer support, so we decided to try out Zoho Desk and SalesIQ. After integrating Zoho Desk, SalesIQ, and Zoho CRM, and using them for some time, we realized that this combination of three aspects made our lives much easier.

Suraj Kumar

Senior Sales Operations & Strategy Manager, LambdaTest



Benefits & ROI

When LambdaTest grew, they began receiving more tickets. Zoho Desk also played a crucial role in the increase of tickets, as the customers felt comfortable having an easy way to reach the support team.

Unlike most support systems where responses typically come within two or three hours due to their SLAs, LambdaTest has set their SLA to respond within 15 minutes. In practice, their average response time is actually two to three minutes as they now have a robust ticketing system in place. This efficiency contributes to achieving cost-effectiveness, better time management and overall enhanced productivity for LambdaTest.

Looking forward

LambdaTest recommends Zoho Desk to other players in the industry and eagerly anticipates exploring more of Zoho Desk's new features as they roll out.



www.zoho.com/desk

