

Your  
Child's  
Day



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# Chose Zoho Desk to Track Metrics in Real-Time and for User-Friendly Interface



# Overview

Your Child's Day uses Zoho Desk to centralise issue logging, keep communication organized, and assign tasks efficiently.

## The company

Building Futures is a family-owned business that opened three childcare centers in 1994. They faced challenges finding the right software to run their operations seamlessly and realized that every institution in their industry was struggling with the same issue. This motivated them to build suitable software called Your Child's Day. Your Child's Day is a purpose-built software for Montessori Early Education Centres and Schools. Partnering with Montessori Australia, Your Child's Day became the chosen software for Montessori providers to streamline their documentation and help parents to track their children's activities in real-time.

# The challenge

When Your Child's Day decided to develop software, the company implemented a few ad-hoc systems to keep operations running smoothly. When those systems proved ineffective, they signed up for Zoho CRM and started looking for a ticketing system to address inquiries from clients and parents. The team chose Zoho Desk to stay within a single ecosystem that can facilitate smooth exchange of information and data.

Before Zoho Desk, the company was using email to manage customer service. As their customer base grew, they realized they couldn't manage everything without a proper system to handle tickets and ensure follow-through. They needed something more robust to handle the growing volume of customer interactions, so they implemented Zoho Desk.

# The solution

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*One of our key reasons for choosing Zoho Desk is the desire to keep our data confined to a single ecosystem. We want to avoid transferring data from one platform to another, thus maintaining the integrity of our ecosystem where everything interacts seamlessly. This has been a major motivating factor for us to choose Desk.*

*Zoho Desk offers most of the functionality we need, and for any additional requirements, we have been able to find solutions. It truly meets our needs perfectly.*



**Derek McKinnon,**  
Co-CEO, Your Child's Day

## Radar app for Zoho Desk

Radar application offered with Zoho Desk helps users to track metrics in real-time. Your Child's Day uses the Radar app extensively and has integrated it with their internal communication channel, Zoho Cliq. They receive all event notifications within their Cliq channels, are notified immediately when a ticket comes in, and receive daily status updates on open tickets and resolutions, greatly improving their workflow efficiency.

The team, assisted by a Zoho Desk expert, spent just half an hour to create this notification system by writing and configuring the Zoho bot, creating webhooks, event listeners, and a custom bot for their needs.

## Integration with Zoho CRM & Zoho Sprints

Your Child's Day has integrated Zoho Desk with Zoho Sprints. For instance, when a ticket is logged, the manager reviews it and identifies whether it requires a software change. If so, the ticket is moved to the Software Development Desk. From there, it can be pushed into Sprints, where the development team starts working on it.

This integration streamlines the process of addressing and resolving software development issues.

Their structural integrations ensure that everything flows through CRM. Leads come into the CRM, and when they become customers, that information flows into Desk and into campaigns. Desk items that require action are pushed to Sprints.

## Multiple departments

There are four different departments within Zoho Desk: one for educators, one for parents, one for software development, and one for the company. These departments help the support team work on tickets quickly and in an organized manner. For instance, if a parent is facing an issue, they usually walk into the center and inform the center admin. The admin then writes an email to our support email address, which is managed by the portal. This automatically creates a desk ticket within the respective department.

# Benefits & ROI

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*Zoho Desk has a user interface that is quite straightforward, making it easy to get started and understand.*



**Ash Kashyap,**  
Your Child's Day

## Tracking the source of issues

Your Child's Day says that the major benefit of using Zoho Desk is that they receive notifications through a unified channel where everyone can log an issue. They can track the entire journey of an issue to identify when it was logged and who raised it.

This makes it easier for them to identify customers' pain points and provide assistance, whether they are educators or parents using the app. They're no longer reliant on random communications and scattered emails. Zoho Desk allows the team to trace issues back to the source and work on resolving them immediately.

## **Day-to-day operations and easily available resources**

Zoho Desk's ability to easily select a status allows the team to quickly see what's on hold, what's open, and what's been escalated. This has been greatly beneficial for the team, helping them plan their daily work.

Additionally, the team finds it very easy to locate answers to questions related to Zoho Desk, as many answers to common questions are readily available within the platform and on the internet.



## Enhanced clarity

The management team at Your Child's Day now has greater clarity into support issues. Zoho Desk helps them understand and identify any ongoing issues. The ability to review closed tickets and search for specific keywords allows the team to see how frequently different issues arise. This insight enables them to improve training and documentation for those features as needed.

# Responsiveness and community support



*The communication from the Zoho team has been very effective. Whenever we've raised issues and sent emails to the support address, we've received quick responses. For instance, one request involved a picture change, and we were pleased with how promptly it was addressed. This responsiveness has been greatly appreciated, and we feel confident that our needs can be met easily. Additionally, the community support has been beneficial as well. A lot of other customers we meet at community events have expressed to me that it's just nice to chat with someone face-to-face. They appreciate having their concerns addressed right then and there, which alleviates their pain points. It's been a positive experience for us.*



**Ash Kashyap,**  
Your Child's Day

# Looking forward

Your Child's Day is exploring more in-depth options such as customization and features being added in new releases of Zoho Desk to optimise their processes.

