

Omni-channel presence for a top-notch customer experience.



Customers prefer omnichannel support

It's easy to confuse multichannel and omnichannel approaches to support. The main difference lies in the level of integration and continuity each approach facilitates between channels. A multichannel experience gives customers access to multiple communication channels, like chat, phone, or SMS. However, these channels operate independently, and cross-channel conversations are difficult.

Meanwhile, an omnichannel experience ensures that the conversation history and context seamlessly transition across channels, empowering agents to deliver enhanced and personalized support. When you use Zoho Desk, your customers can reach out to you through various channels, and the platform gives your support team context for a connected and consistent experience.

A centralized hub for requests from all channels

Context plays a key role in your agents' ability to resolve a customer's issue and answer their questions.

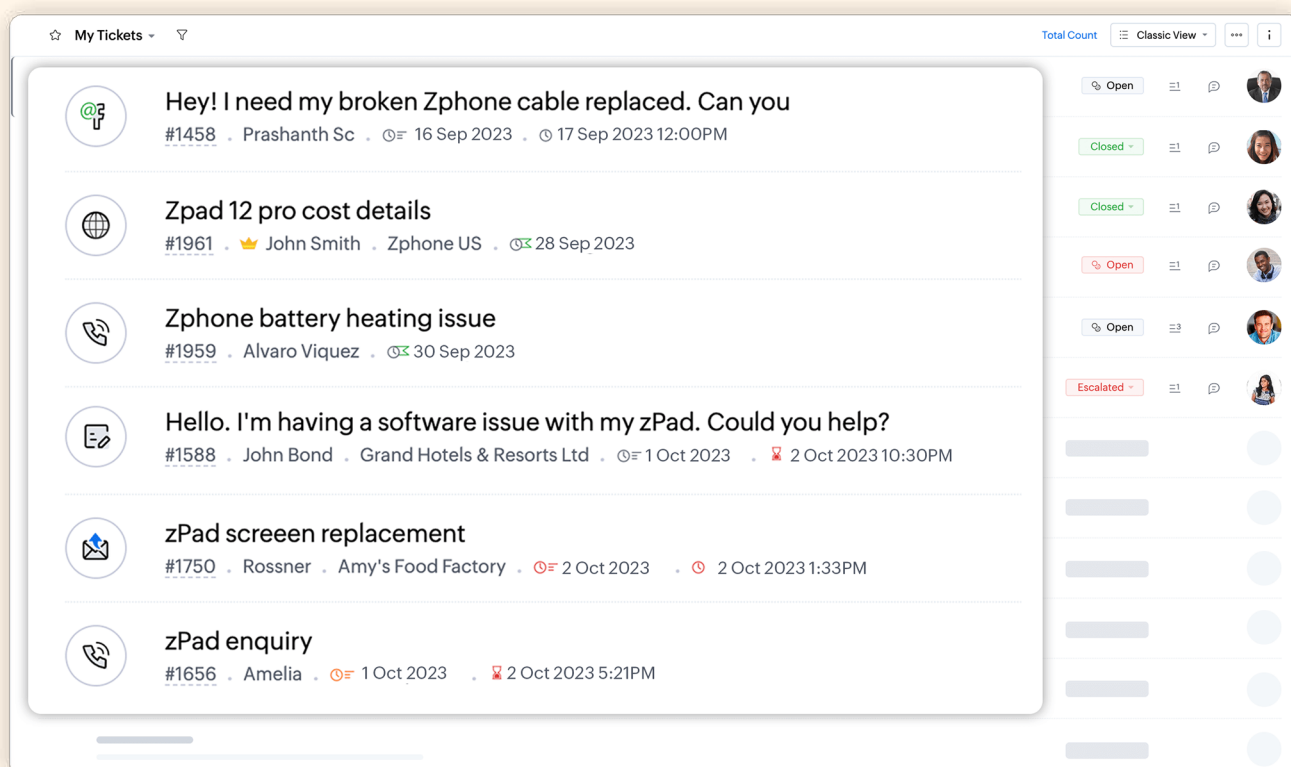
Take, for example, an electronic goods company called "HomeMaker," which sells all kinds of electronic products and home appliances. They have a skilled support team available across channels. While they are exceptional at what they do, as the company expands, the support team needs a system in place to streamline and manage requests posted on various channels.

It is important for the support agent handling the request to be aware of the customer's cross-channel communication attempts.



Alex, the support manager and Zoho Desk administrator, sets up omnichannel communication within Desk.

Now, customer interaction on various channels, such as chat, phone, Twitter, Facebook, Instagram, and the Help Center community forum, are converted to tickets and presented alongside email tickets in a single view. This consolidation helps agents stay on top of the requests received from customers on various channels. Let's take a closer look at how Desk supports communication on these channels commonly used for support.



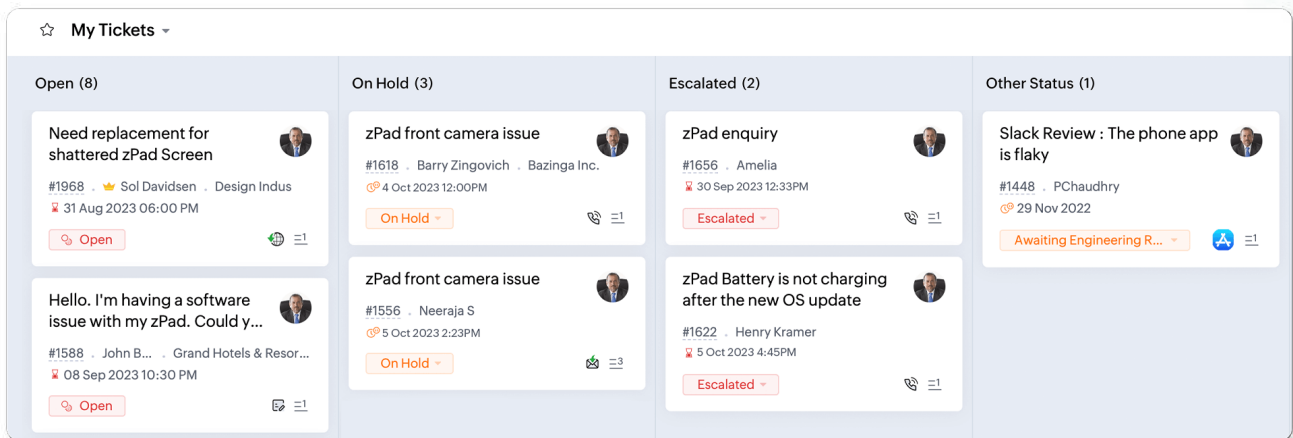
Email remains powerful

There is no doubt that email remains an incredibly popular channel for customer support. Let's find out how the options in Zoho Desk can help you offer premium customer support with an email ticketing system.

Work modes

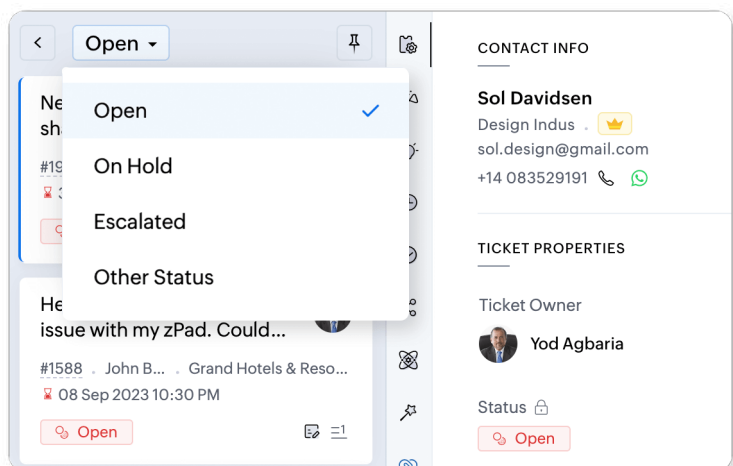
Quick, simple metrics:

Identify and anticipate peak hours to help agents work efficiently.



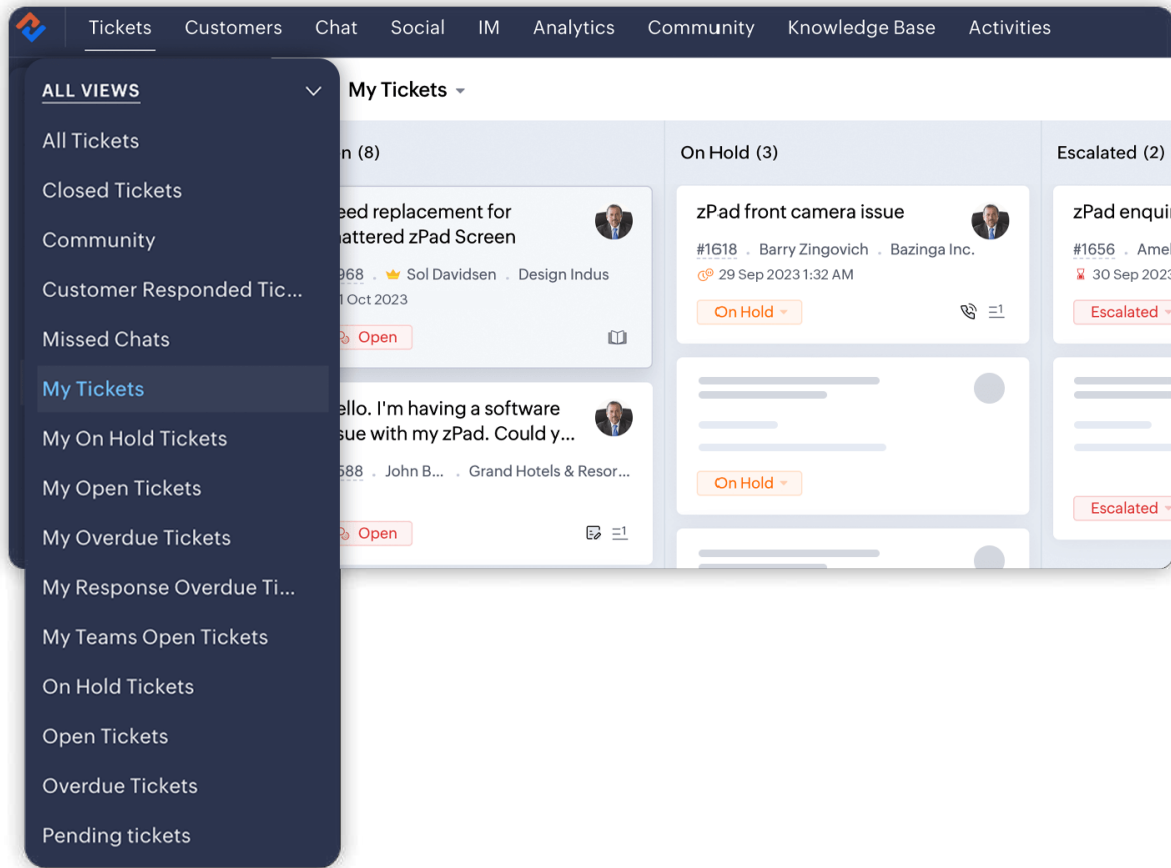
Easy navigation:

Switch between the Work Mode columns within the ticket's Detail View.



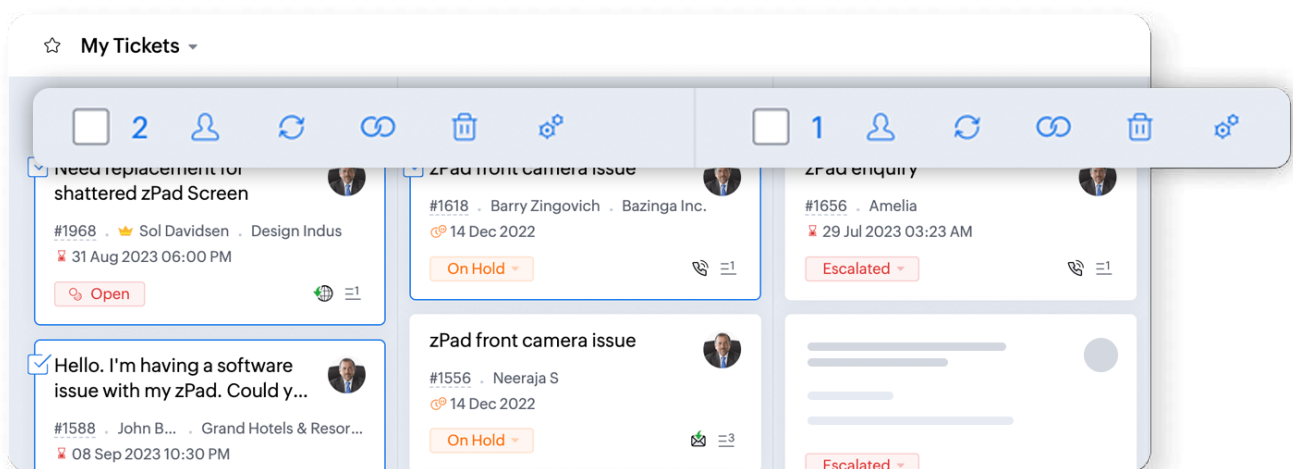
Personalized tickets display:

Focus on specific ticket categories by choosing Predefined and Custom views.



Bulk updates:

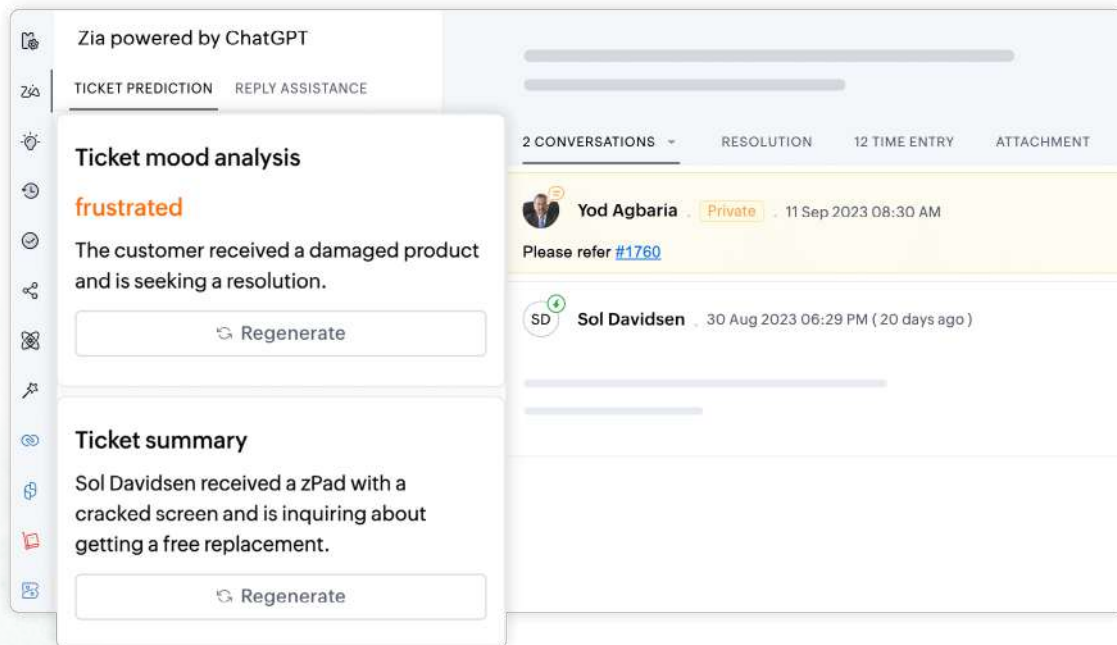
Assign, update, merge, or delete multiple tickets at once.



AI assistance

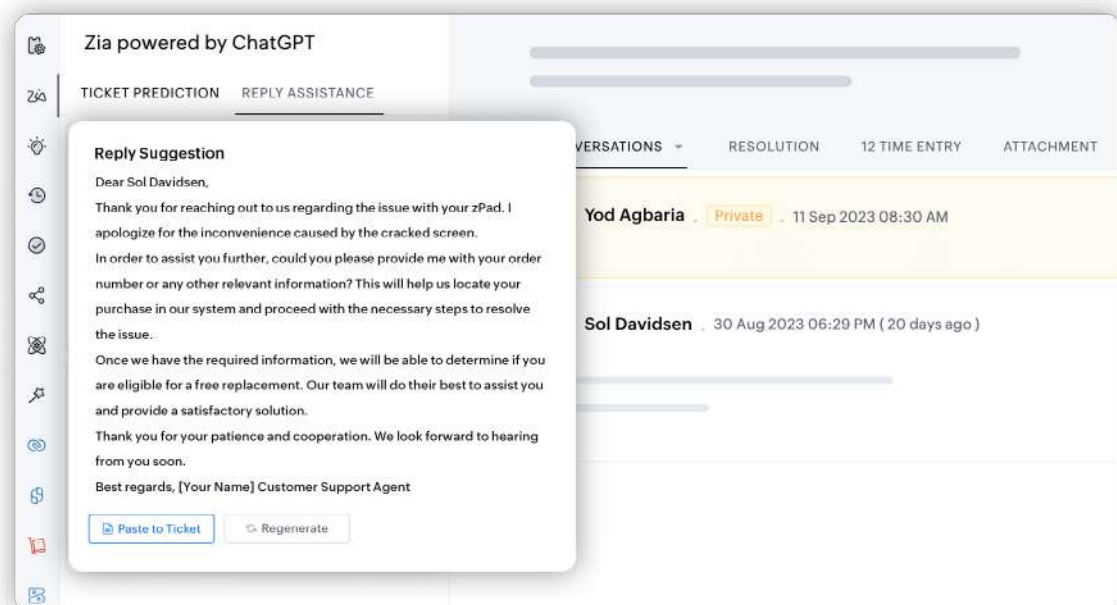
Ticket sentiment:

Get help categorizing tickets by a positive, negative, or neutral tone and prioritize responses.



Reply assistance:

Get relevant help article suggestions from Zia and paste the contents into your ticket response.



Timeline view

Conversational history:

View tickets received from contacts in chronological order.

Targeted engagement:

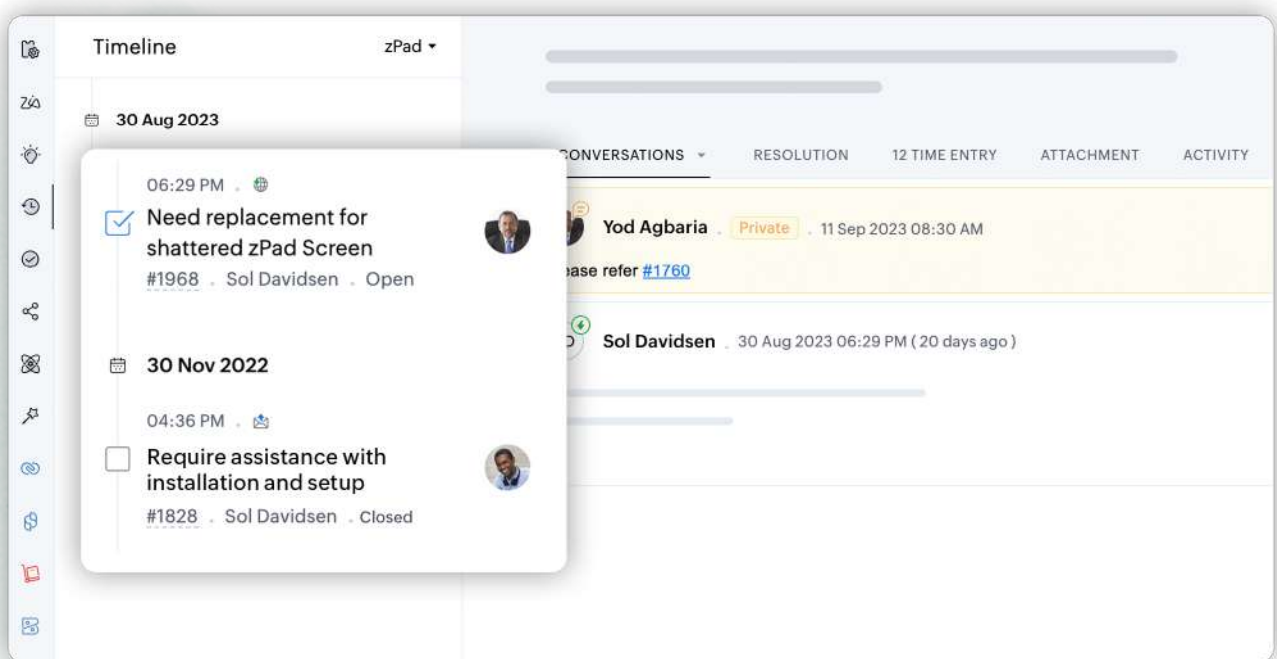
Determine whether the customer is new or existing and assign their ticket to agents accordingly.

Enhanced ticket resolution:

Review past correspondence and leverage ticket context to provide targeted solutions.

Ticket consolidation:

Merge multiple tickets about the same issue to maintain an organized system.



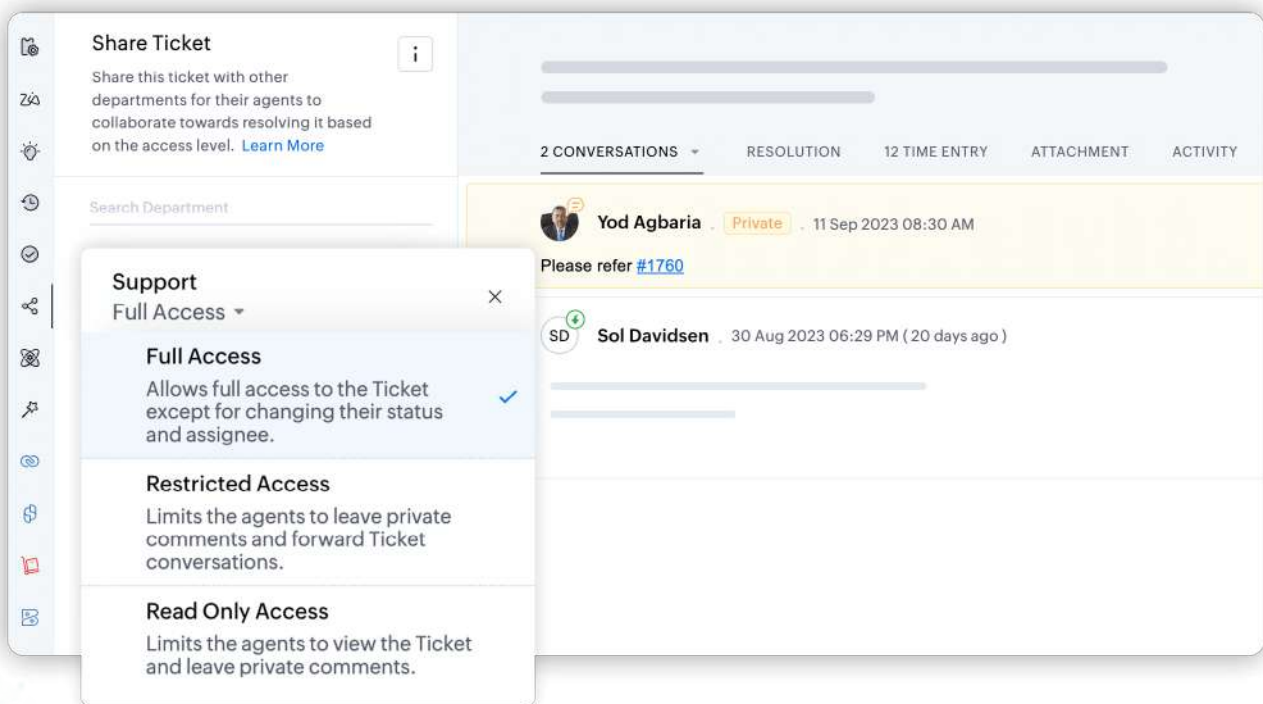
Ticket sharing and collaboration

Sharing permissions:

Provide full, restricted, or read-only access to tickets that you share with other departments.

Secure customer correspondence:

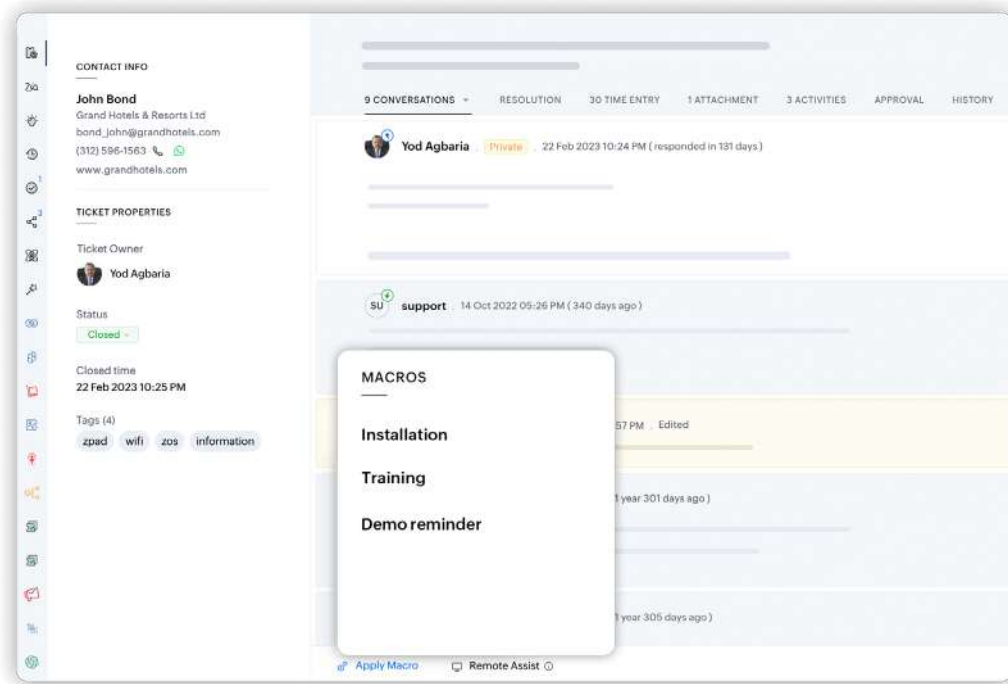
Prevent editing or further sharing of tickets by other departments.



Macros

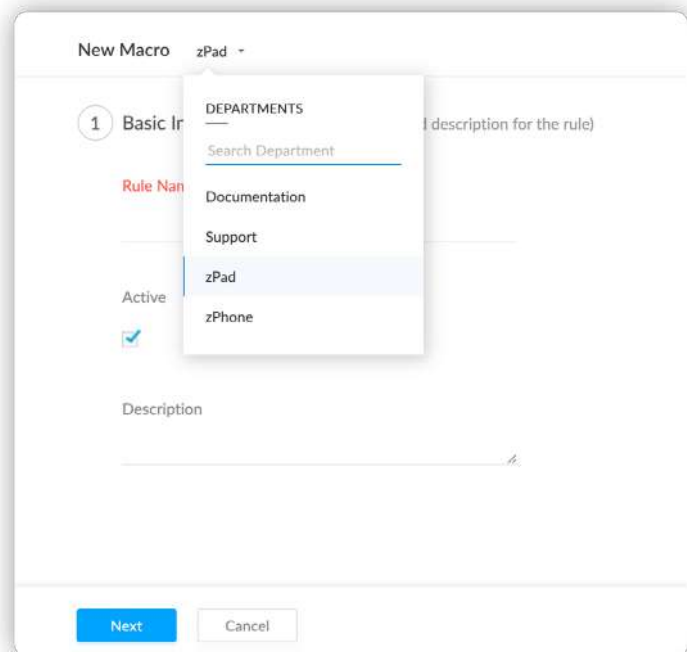
Automated actions:

Read through a ticket and send email alerts, update fields, or assign tasks in just a click.



Departmental customization:

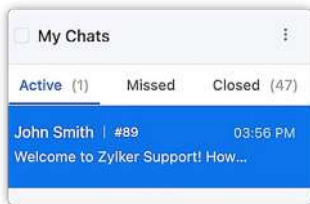
Set up macros for each department and customize them based on each department's needs.



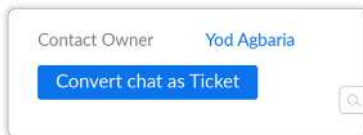
Instant connections and real-time conversations with Live Chat

Customers expect quick responses to their questions and requests. Embracing live chat is a highly effective approach to staying ahead of your competition. With Desk's Live Chat feature, every brand or sub-department can have their own personalized chat widgets that align with their brand ideology.

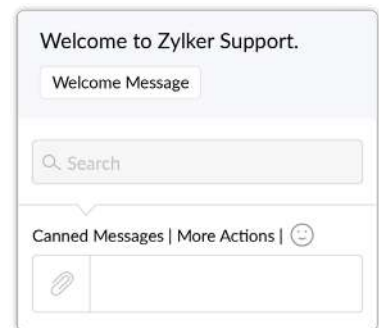
View active, missed and closed chats



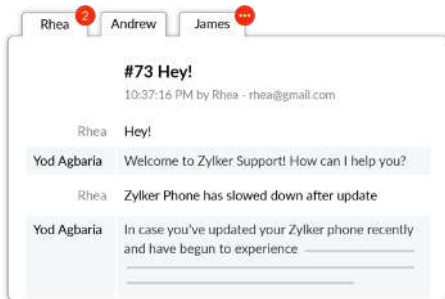
Convert chats to tickets



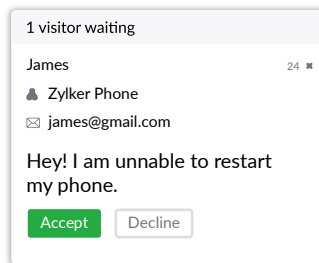
Use canned responses



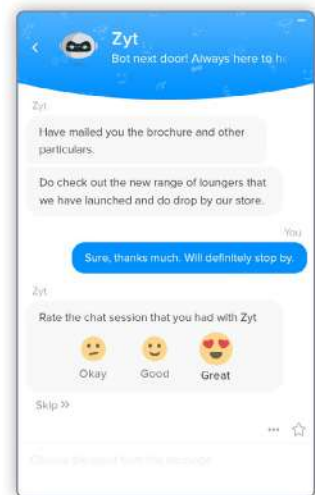
Engage in parallel conversations



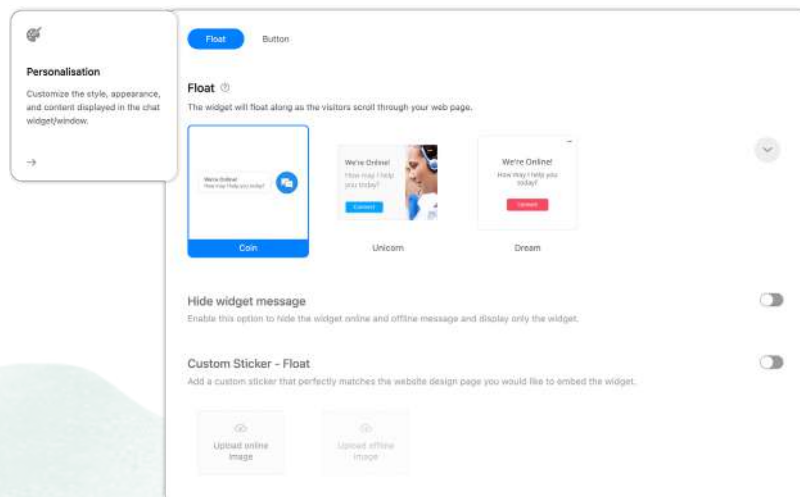
Get visitor notifications



Embed customer happiness ratings



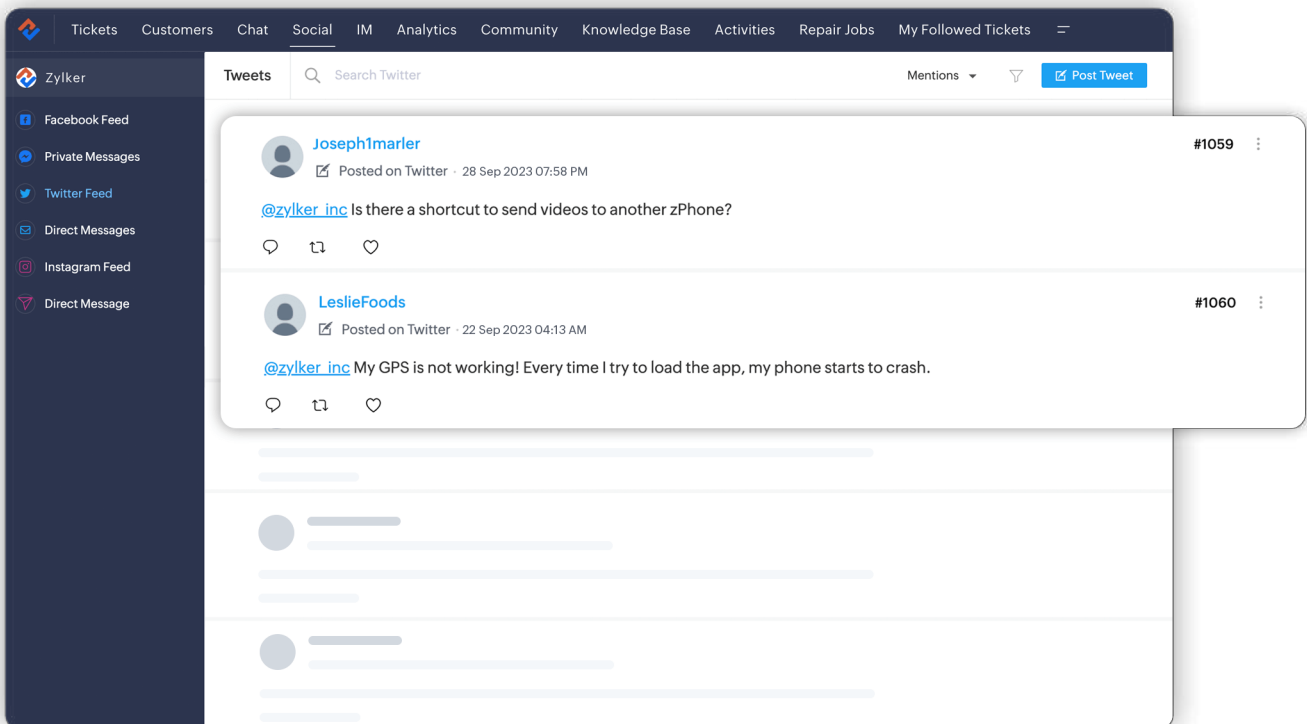
Customize chat widgets



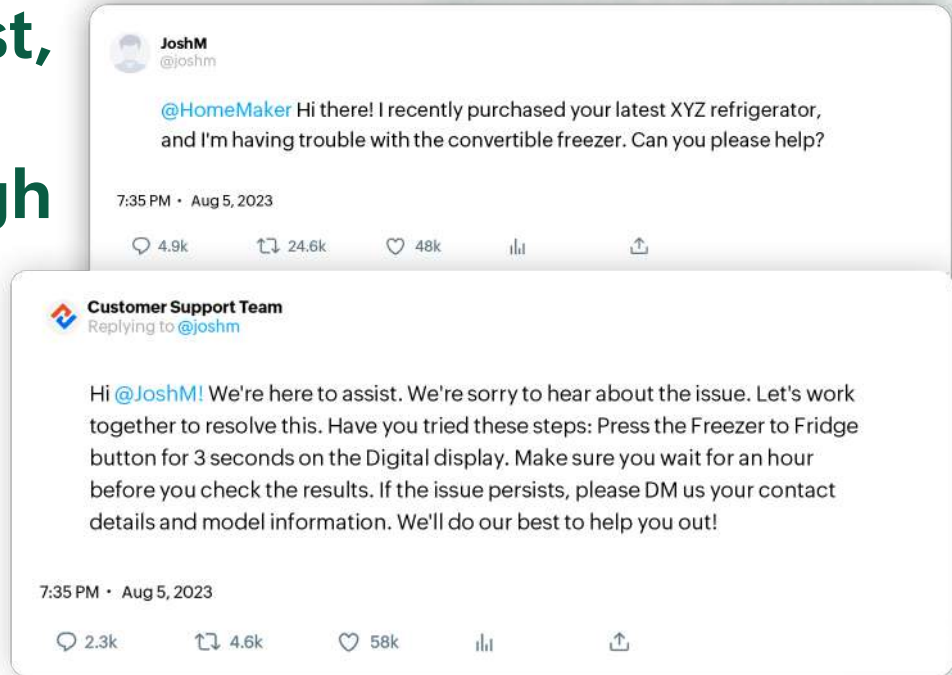
Customer support through social media

Social media is a valuable touchpoint for customer support and relationship building. With the ability to capture messages, comments, and inquiries from platforms such as Facebook, Twitter, and Instagram, businesses can centralize social customer service efforts within the Zoho Desk ecosystem. Remember Alex, the Support manager from the HomeMaker electronics company?

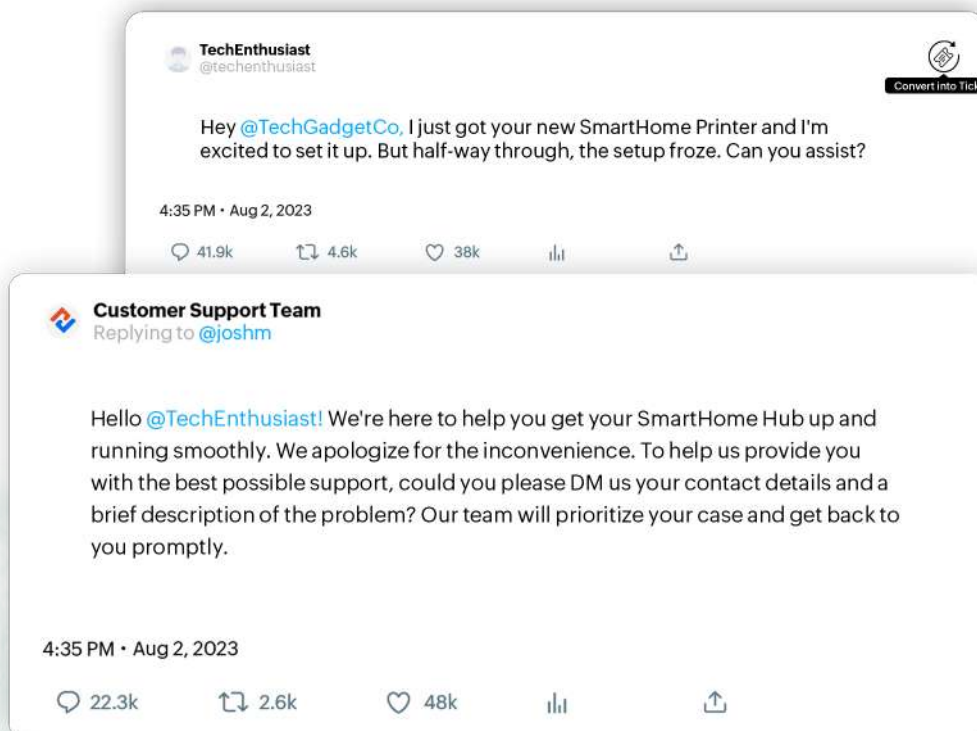
He recognized the significance of this communication channel and integrated social media. As a result, his team became adept at promptly addressing comments, tags, messages, and mentions, and engaging with customers across their preferred social media platforms. Let's take a peek at what his team has been doing.



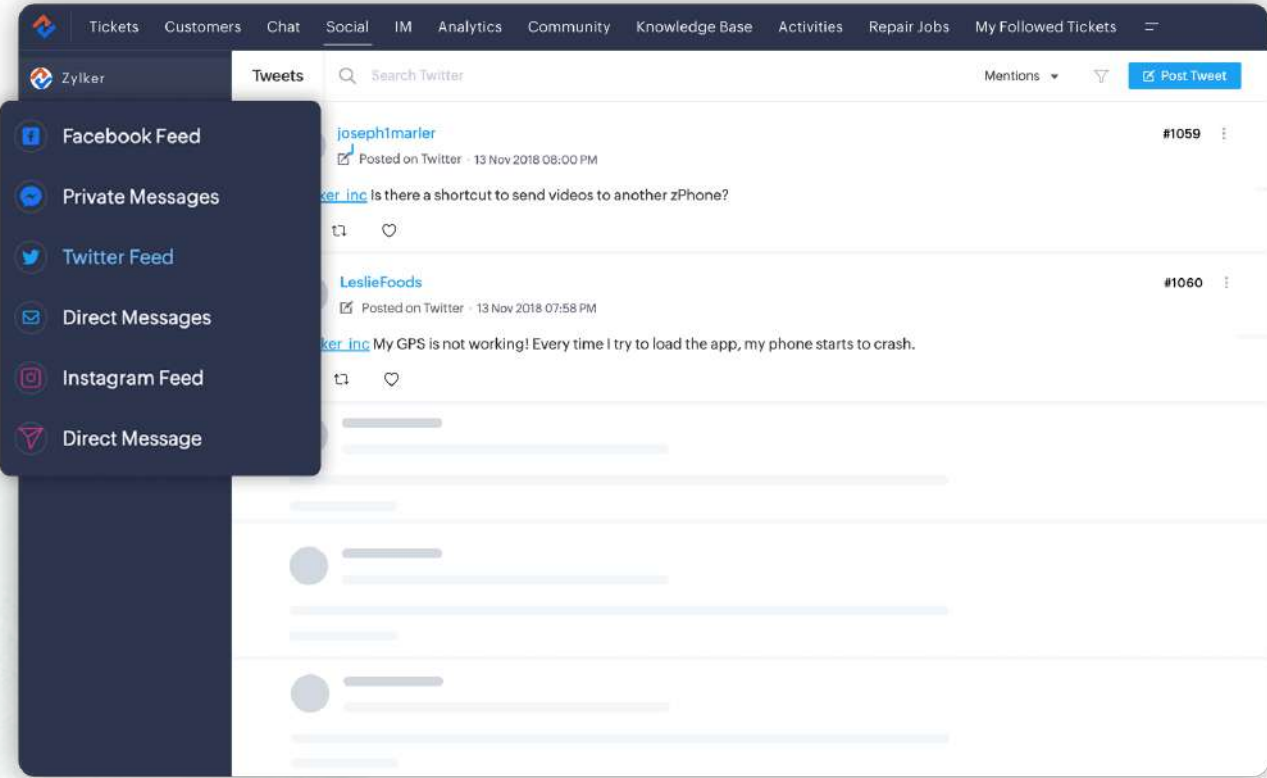
Reply, assist, and extend help through DMs



Convert social interactions into tickets and perform ticketing actions without leaving the module

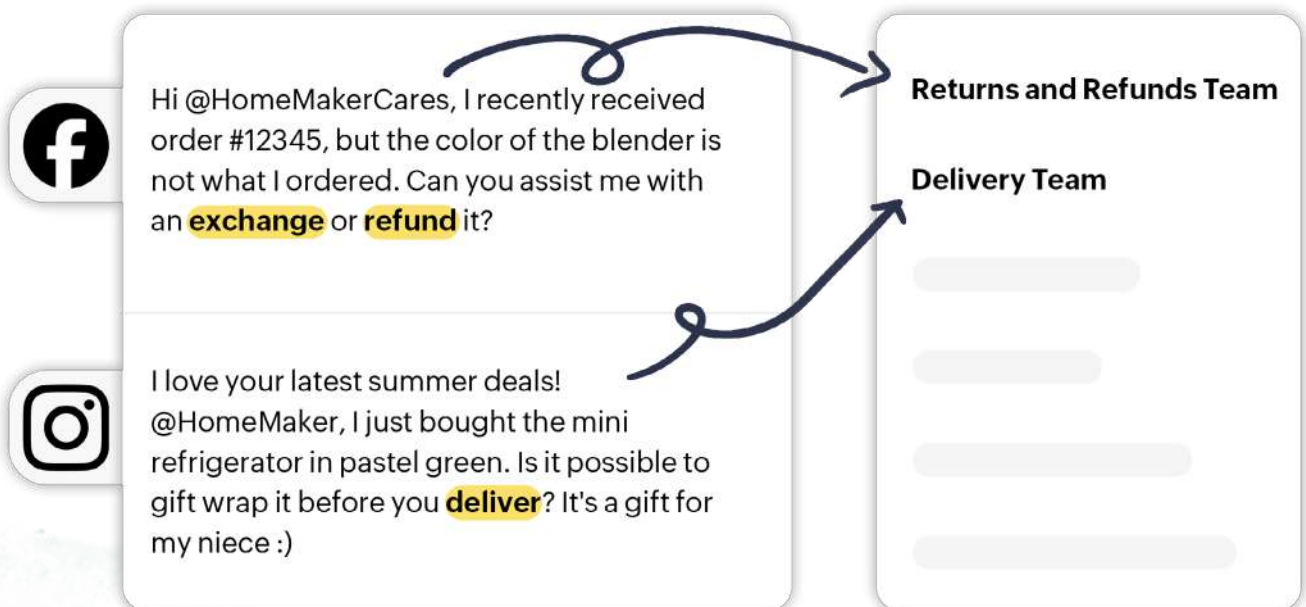


Manage multiple brands and social channels in a single place:



Convert tickets based on specific keywords

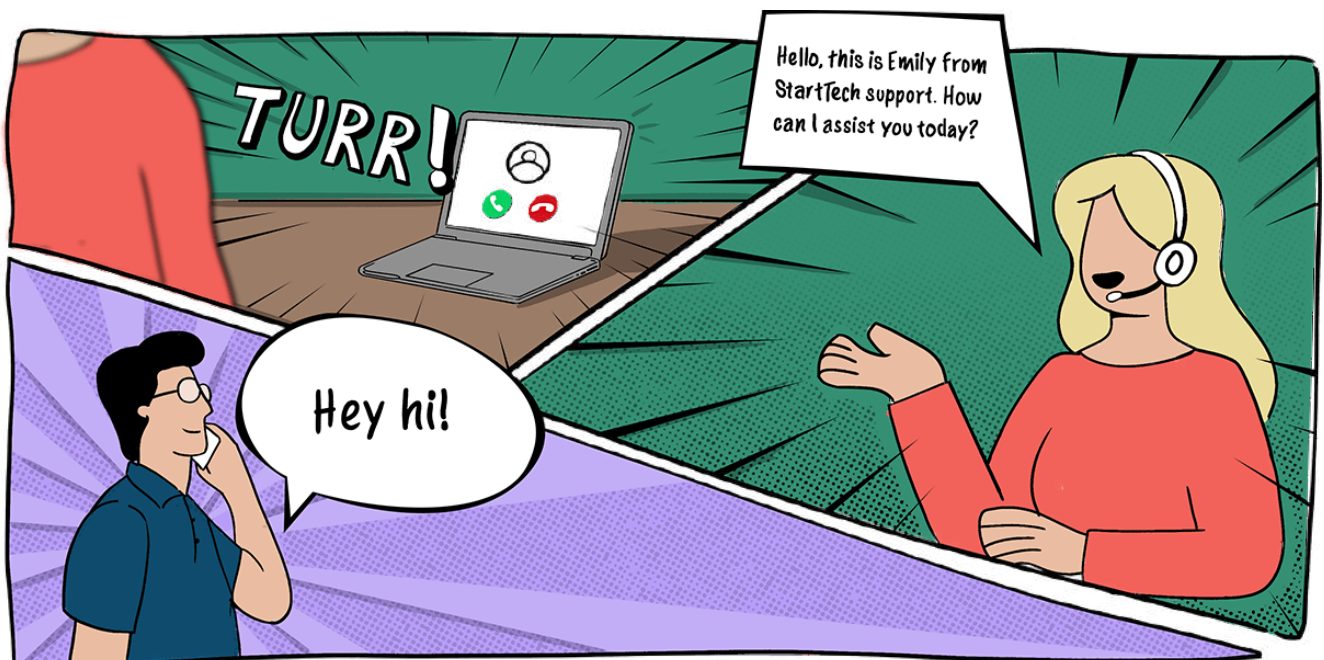
The screenshot shows the 'Social' settings page in Zoho Desk. Under 'BRAND INFORMATION', the 'FACEBOOK' tab is selected. The 'Keyword Settings' section explains that posts and private messages containing specific keywords will be converted into tickets. A text input field contains the keywords 'reimburse' and 'refund', with a 'Type Keywords' label. Below this, a 'Select Department' dropdown menu is set to 'HomeMaker Return and Refunds'. A 'Done' button is at the bottom.



Phone calls for a personal touch

Phone support brings a human touch to customer support, enabling immediate assistance and providing a great opportunity to build customer relationships. Often, complex issues are addressed better over a call, which allows support agents to convey empathy, listen to customers, provide step-by-step guidance, and get instant feedback at the end. Zoho Desk offers integrations with a range of telephony providers, with options like IVR and call routing, so you can manage your call center operations within the Desk ecosystem. A variety of options, like IVR and call routing, are available with specific telephony providers.

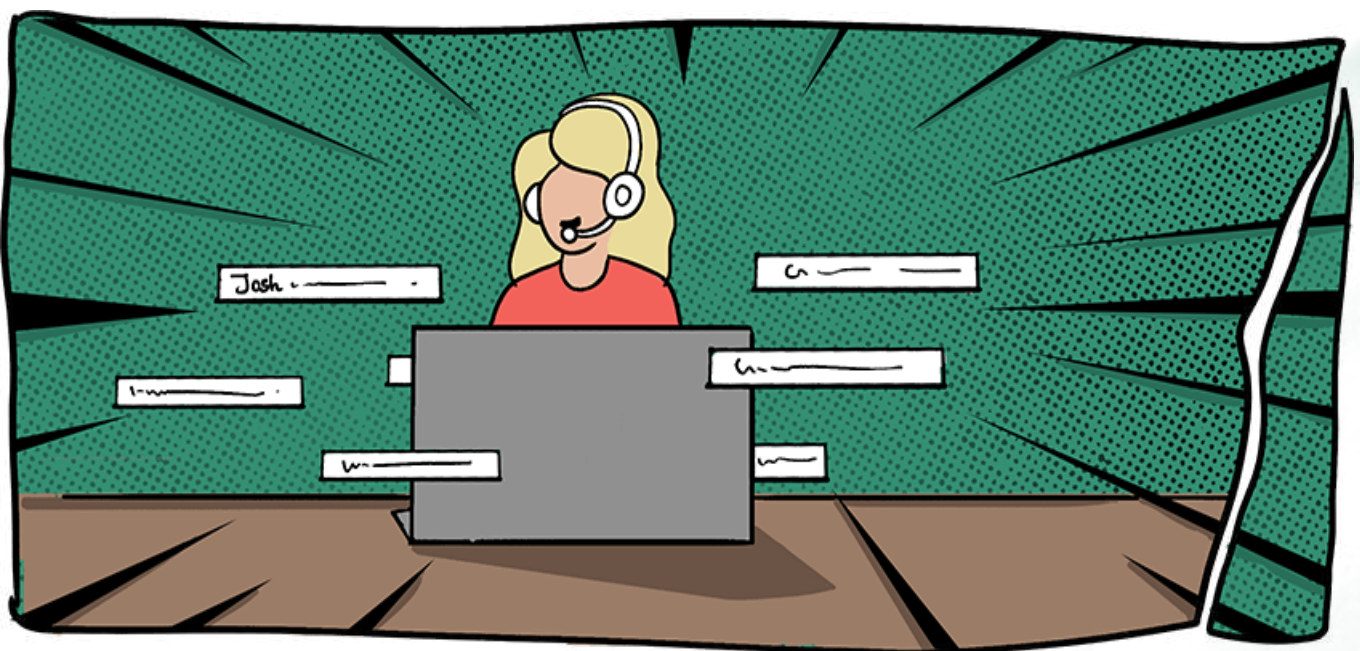
Meet Emily, a seasoned support agent at StarTech, whose dedication and passion for helping customers are unmatched. One morning, as the support center buzzed with activity, Emily's screen lit up with an incoming call. She answered and on the other end was a familiar voice—Josh, a frequent buyer who had encountered a hiccup while using StarTech's project management tool.



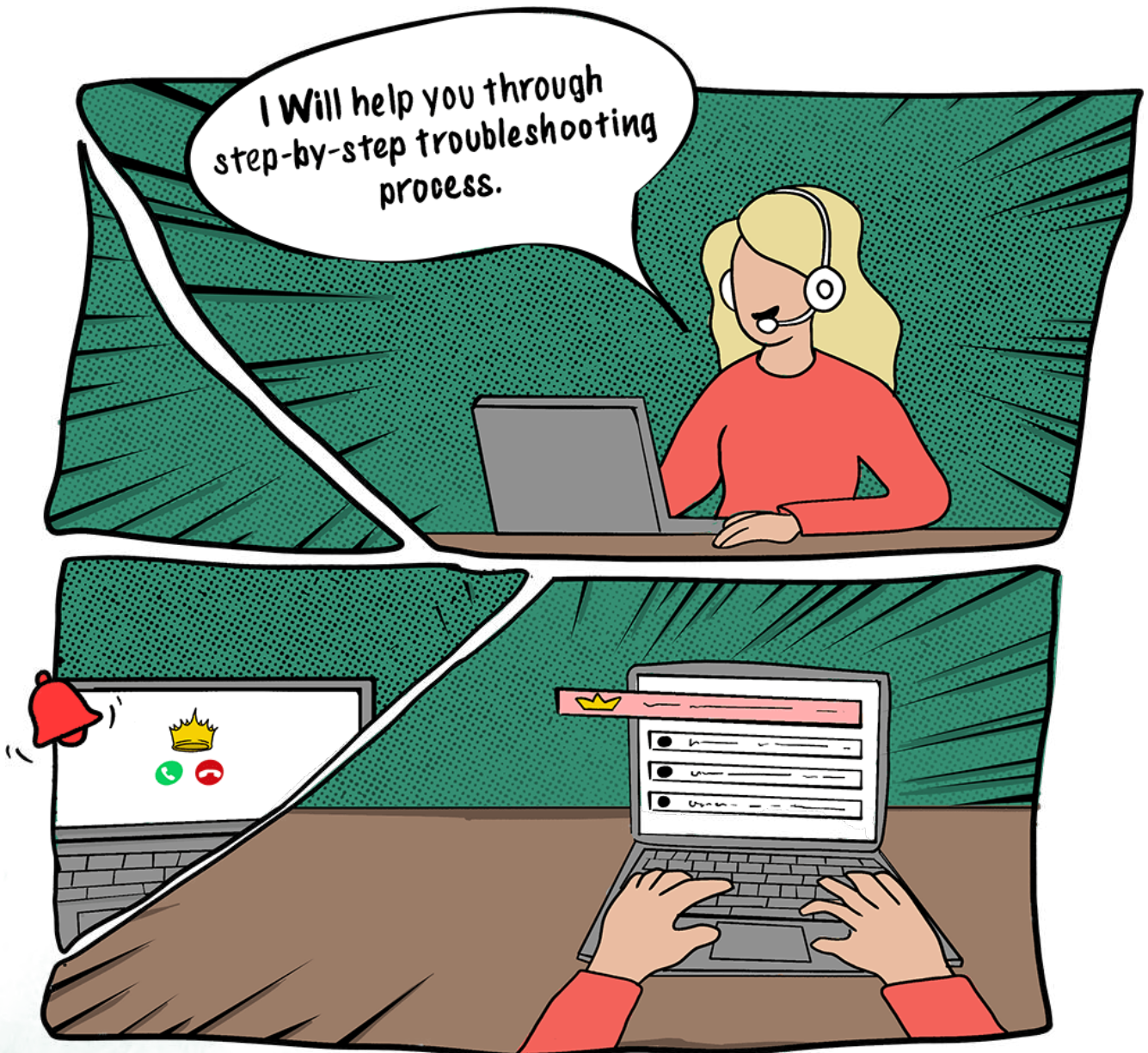
Emily listened attentively as Josh explained the issue, detailing the confusion around task assignments.



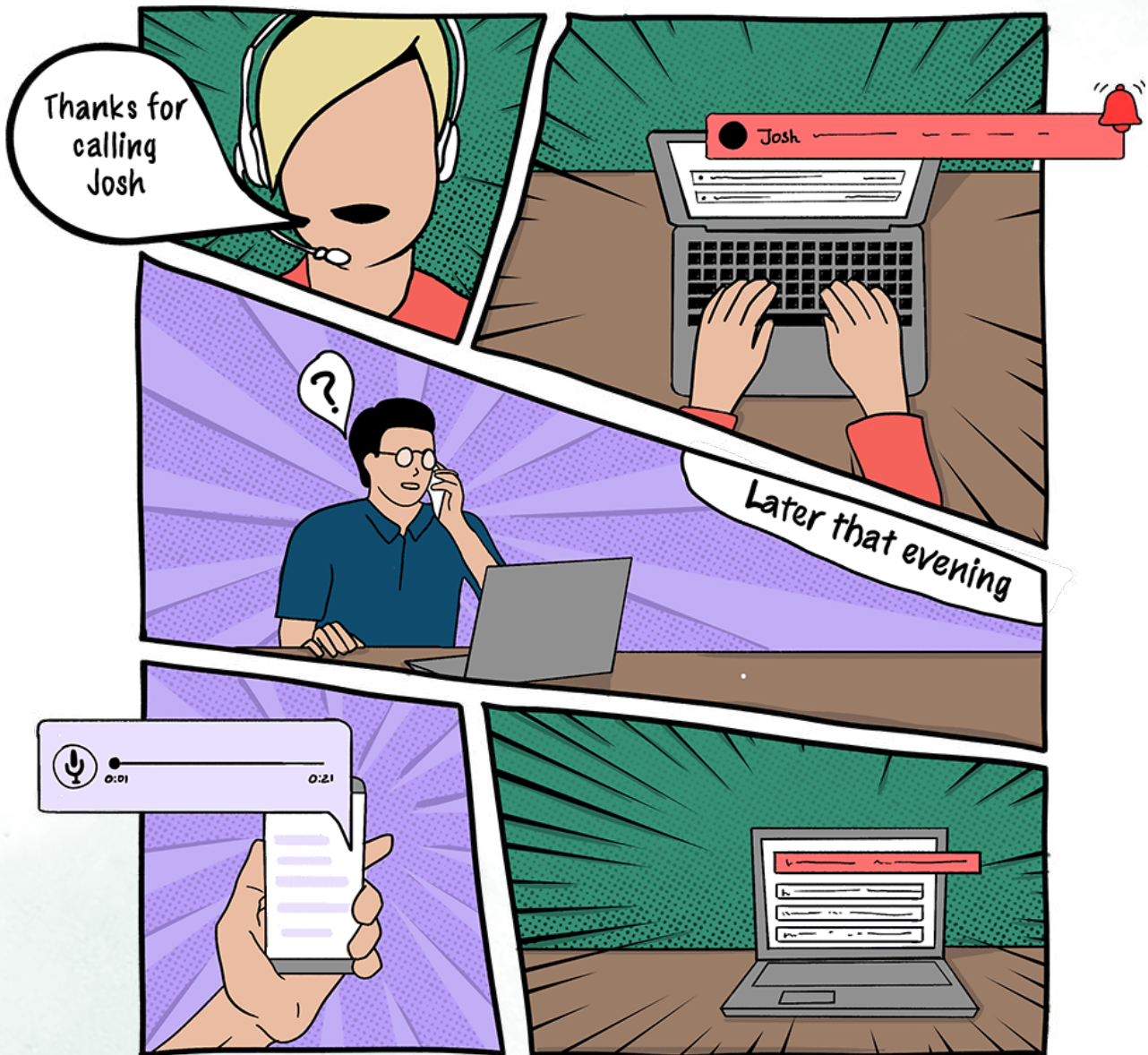
Drawing on her experience, Emily requested Josh's email address, which allowed her to pull up his past interactions quickly, revealing a previous ticket from just a week ago. This was great, because she could connect the dots and provide a better solution.



She guided Josh through a step-by-step troubleshooting process. Meanwhile, on Emily's Zoho Desk screen, a reminder blinked— a scheduled call with a high-priority customer was approaching.



She gracefully concluded her call with Josh, promising a follow-up call later that week. Then, **she set up a reminder for the call, logged the completed call** so it would get attached to Josh's ticket, and seamlessly navigated to her next call.

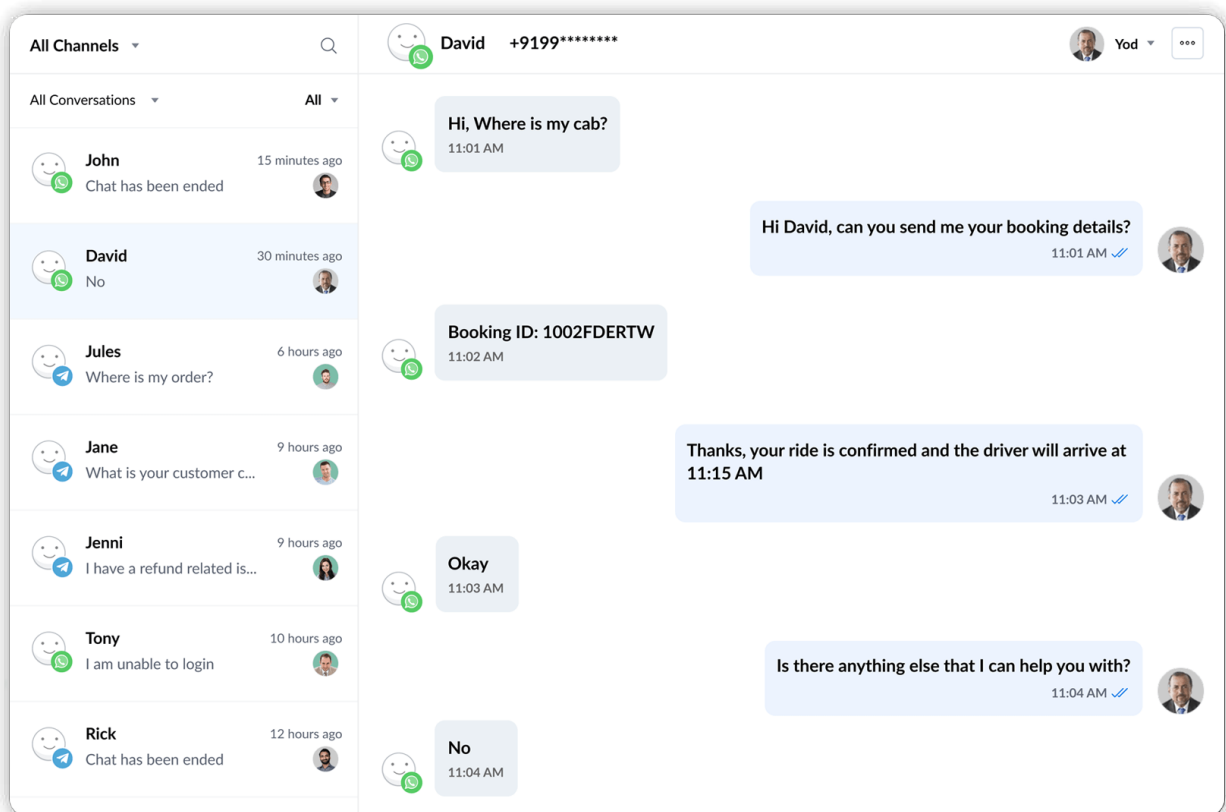


Later that evening, Josh had another small issue that he wanted to discuss with Emily, but her shift had ended and he got an automated voice message. His **call was missed, but Zoho Desk captured it as a ticket** so that Emily could address it first thing the next morning.

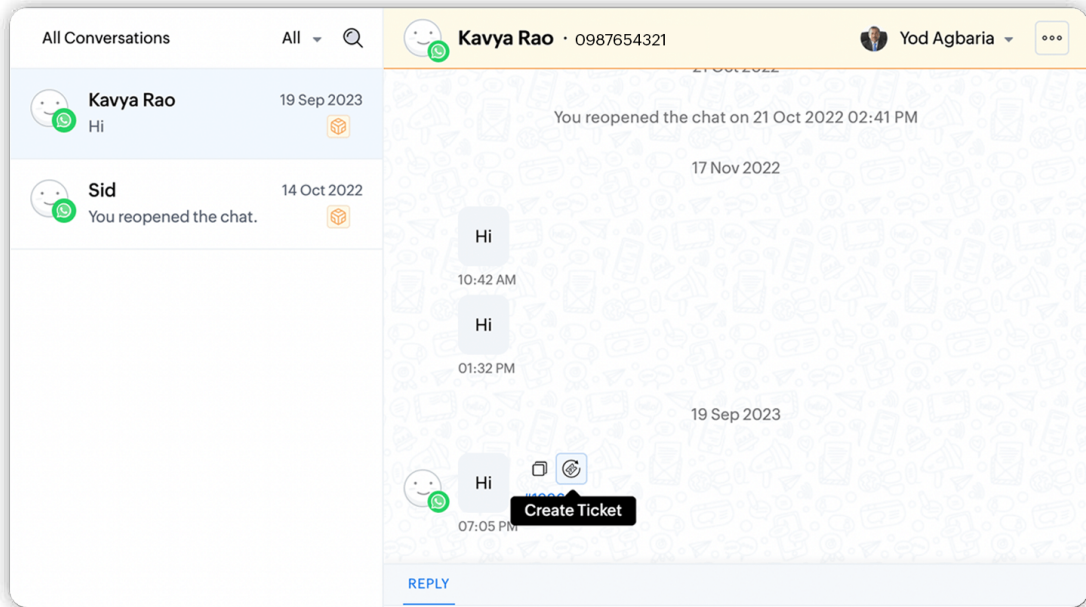
Instant conversations with Instant Messaging channels

Instant Messaging channels, such as WhatsApp, LINE, WeChat, and Telegram, offer another option for real-time communication with customers. As the popularity of these channels has increased for businesses, Zoho Desk offers a unified interface where you can integrate and configure them to answer all customer questions. Canned responses, converting messages to tickets, and auto responses are some useful options to get you started.

- Use the unified IM interface to keep track of all customer conversations.



- Choose messages to convert to tickets for easy follow-up on customer questions.



- Assign skilled and experienced agents to dedicated channels for more focused customer support.


Agent Details
View details of the agents in this department and associate IM channels with them.

Name
Don Evans

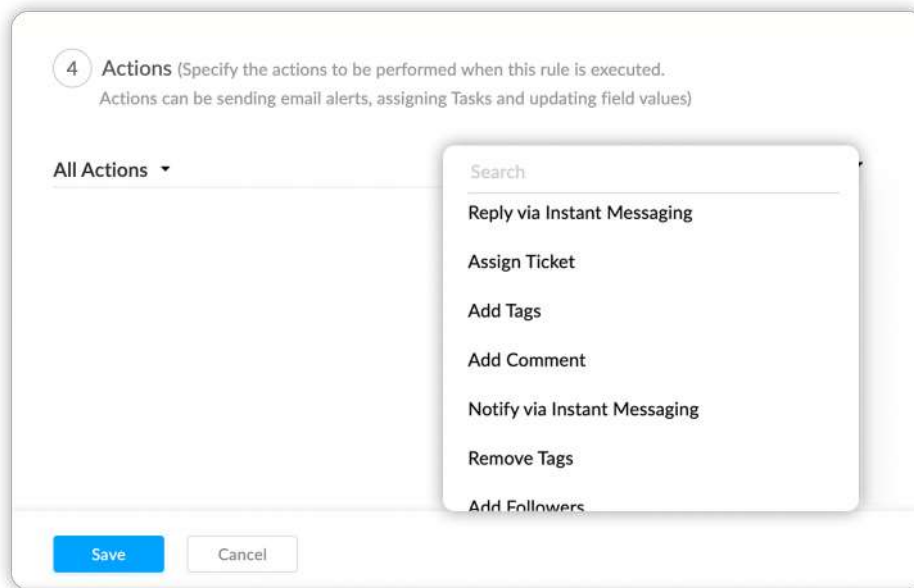
Department
ZylCares

Associate
Select the channels you want to associate with the agent.

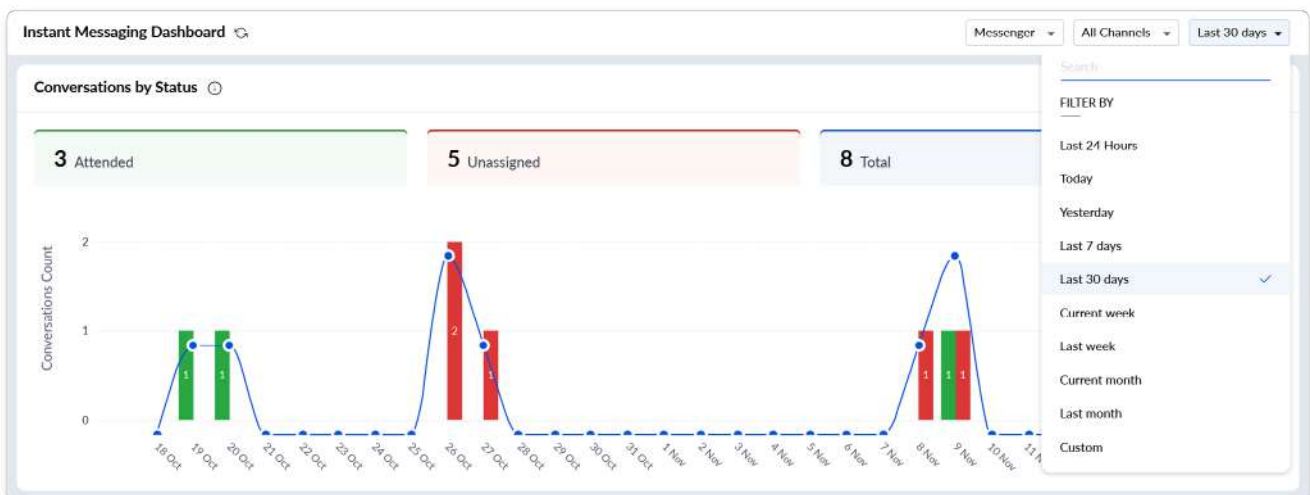
WhatsApp ▾

 sandbox

- Automate replies and notifications for subscription renewals, booking confirmations, and more.



- Assess your team’s efficiency and get valuable insights into incoming and outgoing messages.



- Set a timer to automatically convert unanswered chats to tickets after a set period of time.

The screenshot shows the Zoho Desk interface with the 'Preferences' section open. A modal dialog box titled 'Set Timer for Converting Chats into New Tickets' is displayed in the foreground. The dialog explains that this timer setting automatically creates a new Ticket if the customer responds to an existing conversation after a specific duration. It instructs the user to select the desired waiting period from a dropdown list. A warning message states: 'If the timer selection remains as None, this will stop the conversion of conversations to tickets.' Below the text is a table with two columns: 'Channel' and 'Timer'. The table lists two channels: 'Zylker Shop' with a timer of 'None', and 'sandbox' with a timer of '30 Minutes'.

Channel	Timer
Zylker Shop	None
sandbox	30 Minutes

Gather support tickets and feedback through user-friendly webforms

The beauty of web form lies in the simplicity of designing and publishing them on your website. Web forms are another efficient channel to hear what customers have to say. Using a single widget, your customers have the convenience of submitting their inquiries, requests, or feedback. Additionally, within a unified interface are the options to engage in a live chat, initiate community interactions and browse through relevant articles from the knowledge base.

ZylCares

Name* Email*

Subject

How can we help you?

dwwfk Word Verification

Attachment : Screen Shot : Live Chat :

Knowledge Base | Community

How can I book a flight?

What travel insurance options are available?

How can I check the status of my flight?

What is the cancellation policy for hotel reservations?

What are the baggage allowances for different airlines?

More

Feedback widget: A web form with predefined fields

- Initiate chat sessions when LiveChat is configured
- Include screenshots and attachments
- Customize the form
- Preview form

Advanced web forms: More customization options

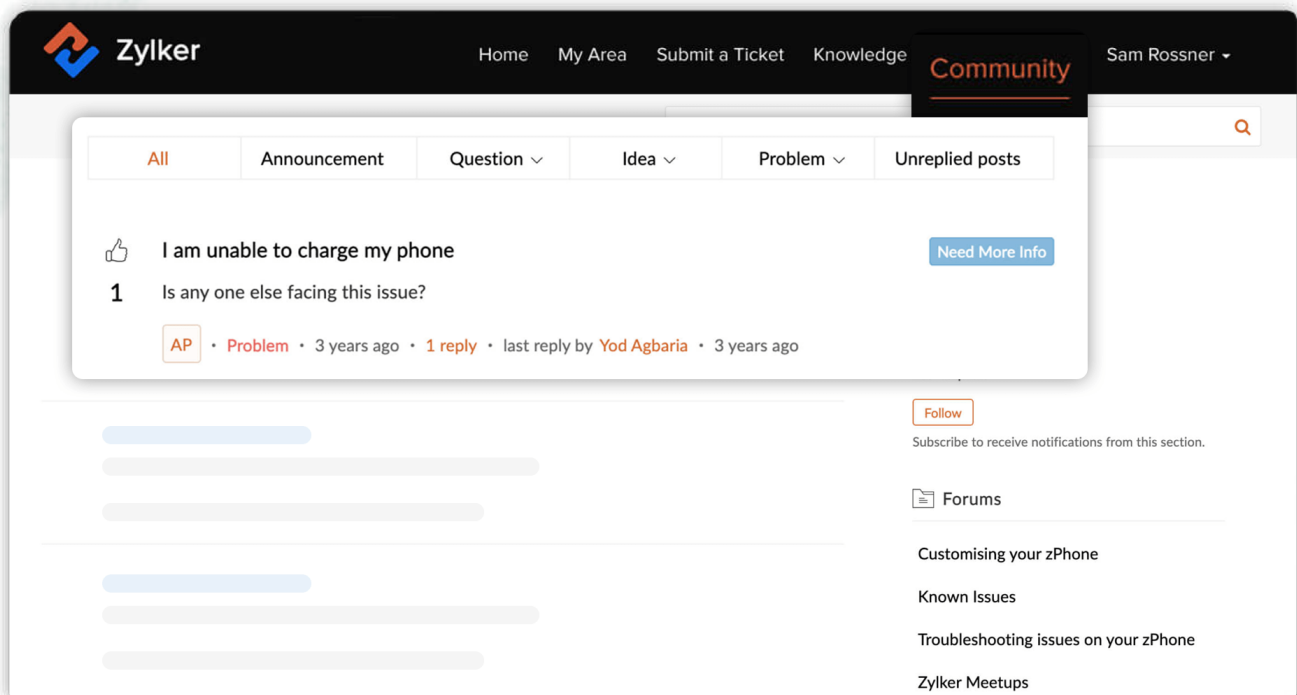
- Build customized forms from scratch, with multiple forms for each department.
- Insert captcha, mark fields as mandatory, and provide options to attach files.
- Automatically assign ticket to agents and avoid missing them.
- Send acknowledgment replies to form submissions.

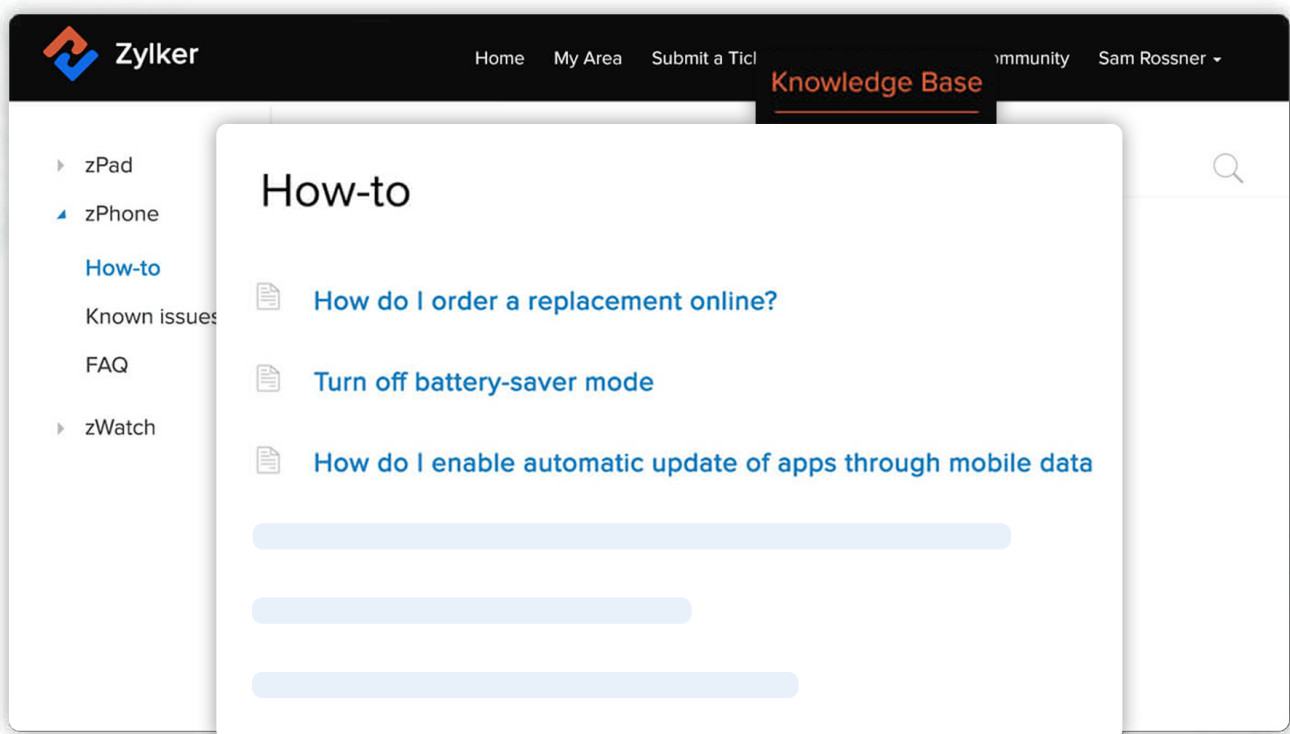
The screenshot displays the Zoho Desk form builder interface. At the top, it shows the department 'Zylker Travels' and a 'Choose Layout' dropdown set to 'Zylker'. A 'Preview' button is located in the top right corner. On the left, there is a 'Fields List' sidebar with a search bar and a list of fields: Phone, Status, Due Date, Priority, and Classification. The main workspace shows a form layout with the following fields: First Name, Last Name, Subject, Description (with a rich text editor icon), Email, Attachment (with an 'Attach files' link), and Captcha (with a 'Reload' link). At the bottom of the form, there are 'Submit' and 'Reset' buttons. The overall interface is clean and modern, with a light gray background and blue accents.

Enable self-service through a Knowledge Base and Community

Your Help Center serves as a central hub for both the Knowledge Base, which houses a collection of help articles, and the Community, the go-to destination for engaging with users. You can easily customize your Help Center to reflect your brand identity and enable self-service for your customers.

The Community is a space to build a strong base of customers, experts, and partners who are enthusiastic about helping each other solve problems. The Knowledge Base, meanwhile, connects customers directly to answers. This is a platform where customers can find answers on their own. Both these models can help reduce the workload on your agents.





Omnichannel support facilitates effortless customer interactions and provides support teams with a complete picture of customer engagement and preferences. Adopting omnichannel support is crucial for delivering a seamless, holistic customer experience, ultimately resulting in increased customer satisfaction and loyalty.

