

Contactlab & Zendesk

Providing a better Customer Service



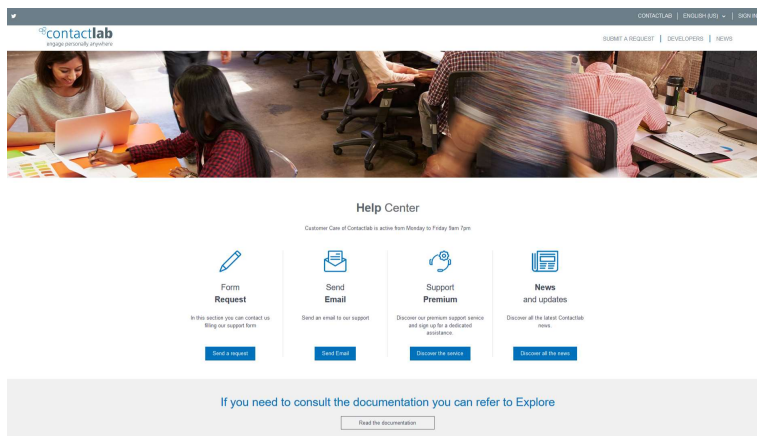
KNOW ALL YOUR CONTACTS IN DEPTH AND TRANSFORM CUSTOMER SERVICE INTO IN REAL-TIME RELATIONSHIPS

Connect **Zendesk** and the **Contactlab Marketing Cloud** platforms, and immediately start integrating support request information related to each customer, with the individual and unique profiles that the Hub module makes readily available.

Provide your Customer Care team with real-time access to all the relevant customer data, collected and updated in one place. Give operatives quick and easy access to the history of every contact, their habits, preferences and behavior, and even future purchase forecasts.

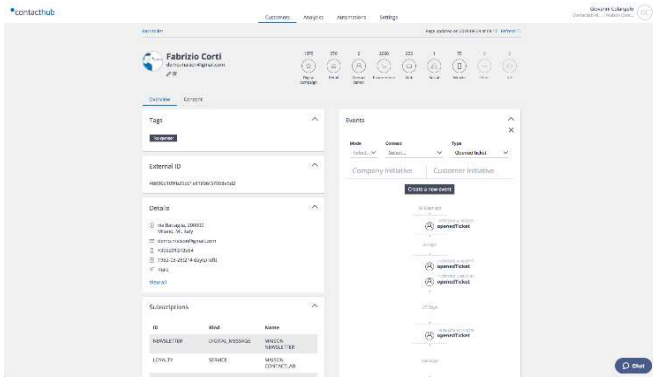
Use a new tool that delivers everything you need to respond even more effectively to requests for assistance, through email, forms or chat. Give your customers special treatment and offer them unique experiences on all contact channels.

“Turn customer service into unique Customer Experience. Answer requests while knowing who you are dealing with in depth.”



BENEFITS

- INTEGRATE TICKET AND CHAT-BASED DATA IN INDIVIDUAL CUSTOMER PROFILES
- MAXIMIZE CONTACT INFORMATION SHARING
- OPTIMIZE THE TIME TO CUSTOMER
- PROVIDE A BETTER CUSTOMER EXPERIENCE



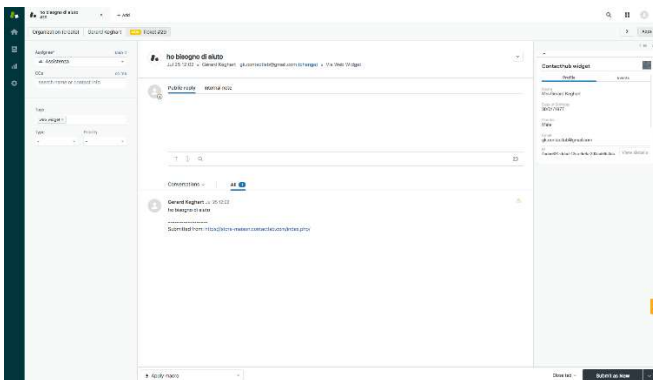
IMPORT AND RECONCILE CONTACTS

Use the contact emails that open a ticket or start a chat in Zendesk, to check, with an API call, whether a profile already exists in Hub. Once recognized, all future events will be included in that profile. If no profile is available, Hub automatically creates a new one.



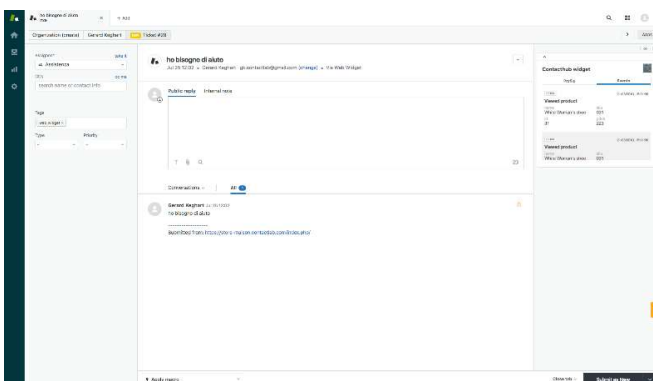
AUTOMATICALLY IMPORT TICKETS INTO PROFILES

All events related to tickets or chats that are managed in Zendesk, for example, open, reply, change of status, close and so on, are registered in the appropriate Hub profile. By clicking on a single event, you can see the details, such as the customer's question, or the operative's response.



AVAILABILITY OF CONTACT DATA IN ZENDESK

Contact details are exported to a panel within the appropriate ticket in Zendesk. As a result, all customer data is immediately visible to the operative, without them having to use CRM or other external tools.



EXPORT CUSTOMER BEHAVIORS AND PREFERENCES TO ZENDESK

All relevant contact-related events in Hub are made available in the Zendesk panel. This enables operatives to respond to requests in a more complete and targeted way, by viewing the history of actions the customer has carried out.

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