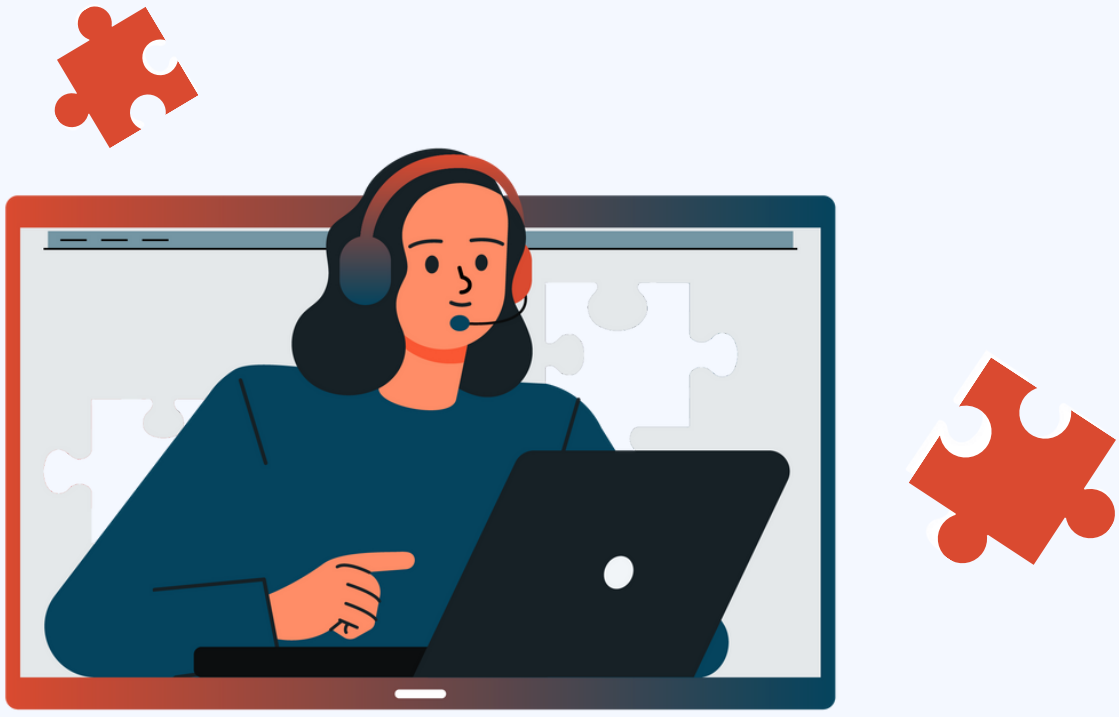
babelforce

What's your picture of Customer Experience Missing?

4 strategies to boost customer visibility and get a **lot more value** from

Zendesk



Adopting a helpdesk platform - like Zendesk - is undoubtedly one of the biggest productivity boosters a customer experience team can make.

But anybody who imagines that investing in a helpdesk is *"mission accomplished"* is fooling themselves.

Not even a global heavyweight like Zendesk can solve every problem. In reality there's always functionality missing - especially when it comes to telephony.

Phone calls can become a locked box: with no data in or out, customer visibility shrinks to almost nothing.

Thankfully, Zendesk has a robust network of integrated partner platforms that bring in the missing pieces of your customer service environment.

We're talking about **telephony**.
We're talking about **automation**.
We're talking about everyone's favorite topic...
Artificial Intelligence.

"Customer visibility" is an organization's ability to view and use information about its customer base, usually to improve service or drive more sales. Zendesk is a great tool for boosting visibility but its lack of telephony is one missing piece that babelforce provides.

Businesses which implement **VoiceBot AI** use the tech in **80%** of inbound calls

With the right solution and strategy, contact centers can **automate 90%** of routine tasks

Just **24%** of customer service leaders are able to collaborate fully in **process design**

It all starts with integrated telephony. However many digital channels you add, and however successfully you deflect to self-service, customer service lives and dies by the quality of your phone conversations.

But that's exactly where the problems creep in.

The vast majority of customer service teams struggle to meaningfully integrate telephony. Ticketing is manual. Dialing is manual. Customer recognition is manual.

The result is slow service that's **repetitive, frustrating, and prone to error.**

Phone is King, but... not a popular King?

With 82% of total channel engagement, phone is still easily the most popular way for customers to reach brands. So why are there so many things they don't like about making phone calls?

The wild inconsistency – Consumers report that under 30% of customer experiences are delivered with any consistency at all across channels.

The anonymity – People hate feeling like they are just a reference number. 59% would prioritize better service personalization over the speed of resolution.

The disconnect – There's a high degree of friction in 78% of cross-channel customer journeys, especially moving to a phone call from another channel.

The lack of context – 76% of people are disappointed that businesses never remember their previous interactions or purchases, and treat them like strangers.

The terrible IVRs – A staggering 98% of people try to trick their way past bad IVR systems. Bad experiences have taught them to mistrust most systems immediately.

https://cdn2.hubspot.net/hubfs/2771217/Content/2018%20Customer%20Service%20Expectations%20Gladly.pdf

Part 1.

Telephony, without the headache

Thousands of businesses agree – Zendesk is their perfect tool for ticketing. But Zendesk focuses on online-first contact methods like email and webchat. So how do you keep track of calls?

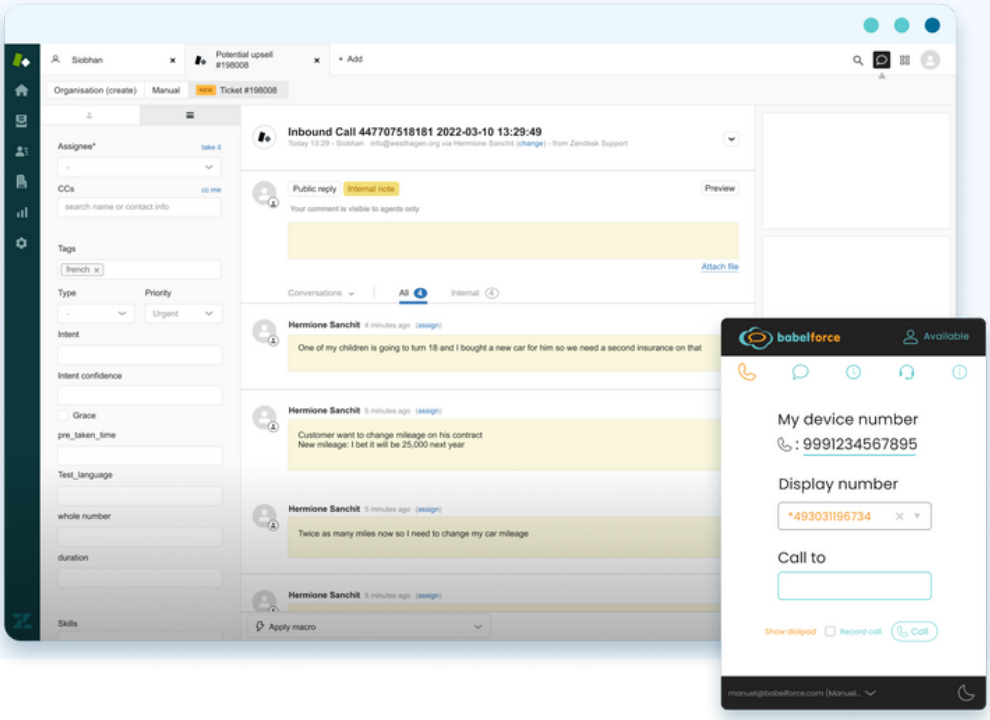
Without native automated ticketing or telephony, managing phone conversations is a giant headache.

Luckily, the babelConnect app is here to be your painkiller.

- **Add extra call power –** Manage calls, both inbound & outbound, without ever needing to leave Zendesk.
- **Recognize customers –** Automate customer recognition and deliver full caller context to agents
- **Automate ticketing –** Enable ticket creation from any trigger, like missed calls, churn risks, SMS, and email.
- **Click-to-call dialing –** Simplify calls and reach customers with the press of a button, from within Zendesk.

Customers' expectations are primed by what they encounter in their daily lives. Most of the calls a person makes will be painless; why not calls to contact centers?

babelforce solves all of the most pressing issues with Zendesk telephony. Customers are automatically identified, so they don't feel anonymous. Ticketing is automated, meaning both that agents can focus more fully on the conversation *and* that customers can move easily between channels.



Part 2.

Get hyped – AI is ready for customer service

Human agents are here to stay. Empathy, ingenuity, and problem solving aren't things that you can automate.

But what you can automate is data gathering, customer recognition, profile updates, and answering common queries.

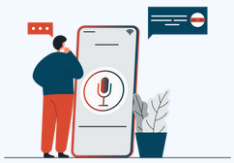
On average, a well-integrated VoiceBot saves 45 seconds from each call.

For a business fielding 150K calls per month, **that's a saving of nearly 2000 working hours.**

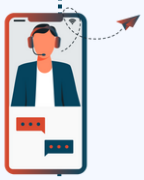
It's fantastic news for customer experience too. The babelforce VoiceBot automatically transcribes its interactions with customers and adds that crucial context to your Zendesk tickets - so it's never lost.

Naturally, that call context is supplied directly to agents along with the caller's profile in Zendesk, presenting your customers with a brand that genuinely knows who they are.

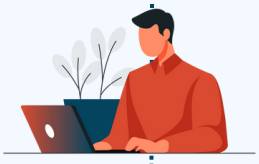
That's a stark contrast to traditional IVR systems which can create an additional barrier, (which callers often try to avoid entirely!!)



Fully automated interactions
5% of callers
€112,500 saving p/a



Partial automation within interactions
20% of callers
€150,000 saving p/a



Automated intent gathering for agents
55% of callers
€239,250 saving p/a

€500,000+

Case Study — EnBW

Our client, a major energy energy company in the European market, handles 150,000+ calls per month.

babelforce made their call handling simpler and far more scalable by introducing VoiceBot automation into 80% of calls. All of which created **half a million Euros in direct annual savings**.

Part 3.

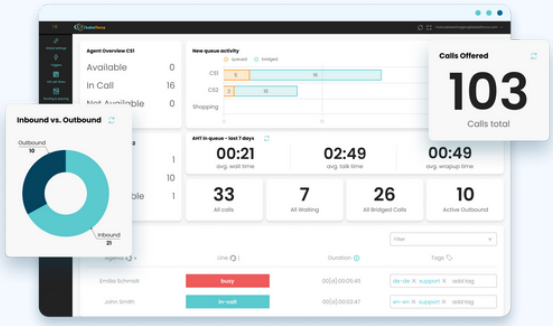
Automation for your... everything

Hey - can you think of an area in CX tech that's more significant than automation?

I'll wait...

There isn't one. Automation isn't *only* crucial for containing the cost of providing service. It's absolutely fundamental to how customers receive effective and personalized service at any scale.

Automation is also great news for agents. 80% of agents report that they are hampered by manual work and the need to navigate several screens in order to provide service.



The babelforce platform uses a deep data integration with Zendesk to offer services based on everything you know about your customers, all in one place.

Are there red flags for customer churn? Have they made multiple contact attempts? What kind of feedback have they provided recently, and are they primed for an upsell?

Every routing and queuing behavior in your customer service can be modified automatically based on those factors – as well as automated messaging, ticketing, and contact scheduling.

babelforce brings simplicity to customer experience

"One of our main goal is happy agents, as well as happy customers. The more we can streamline agents' work, the more joy they will have in actually talking to the customer, which is the most important part!"

DESIREE KERKVLIET
Innovation Manager of Customer Care
Emesa Talpa

50%
reduction in call abandonment

€5 million
net benefit per 50 agents

20%
increase in agent productivity

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Part 4.

Design, create, test, improve – easily

This is our *pièce de résistance* – the No-Code workflow builder. babelforce users can build any customer service process themselves, without coding skills, and in a matter of days or even hours.

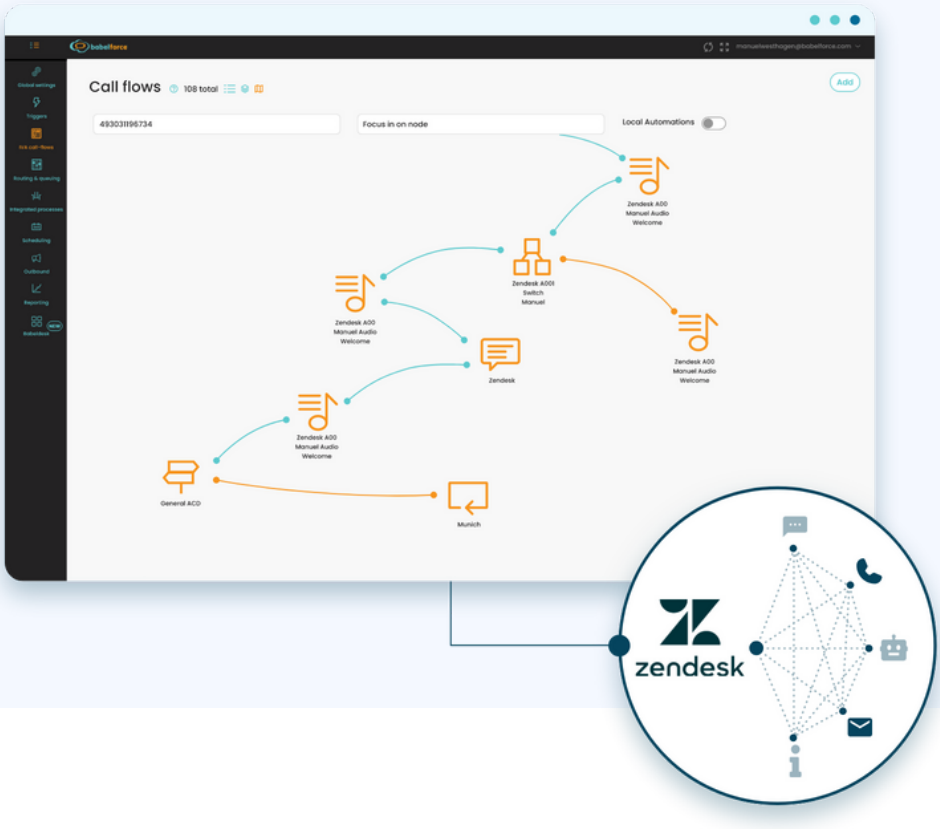
What does this add to Zendesk? Nothing less than the power to bring ideal customer experiences to life in a way that's fast, affordable, and effective.

- **Idea = reality –** Our promise is simple. If you can draw it on a whiteboard, you can build it with babelforce.
- **Go codeless –** How many teams can update CX processes quickly? Answer: all the ones using babelforce.
- **Evolve fast –** You know where the friction is. Now you can design it away with intuitive visual tools.
- **Build across Zendesk and beyond –** babelforce isn't a locked box. Create workflows for Zendesk or any systems.

Only babelforce gives you the power.

By manipulating visual components in the babelforce interface, you can build a sophisticated call flow, after-call process, automated messaging, or even an outbound dialing campaign. All that with visual tools that anyone can use.

Customer frustrations vanish when your team can "search and destroy" CX friction points on a daily basis.



Why do Zendesk users love babelforce?

It's simple - babelforce brings the missing parts to Zendesk, completing your picture of customer service.

Not only does the babelforce platform provide tremendous value to Customer Experience teams, it massively increases the value that they get from their existing Zendesk deployment.

With incredible use cases in automation, VoiceBot, No-Code design and - of course - integrated telephony, babelforce completes your picture of customer experience.

70+

Deploy VoiceBots in over 70 languages

90%

Automate 90% of routine tasks

€5 million

Reach a net benefit of €5 million per 50 agents

Book your demo

Click-to-call dialing – Agents can place outbound calls with zero dialing. Click-to-call dialing, from within tickets, accelerates high value outbound contact with just the push of a button.

Customer recognition – babelforce's deep data integration recognizes customers based on their contact number or other criteria, providing agents with the full customer context and contact history.

Automated ticketing – Enable automated ticket creation from any trigger. Valuable customer churning? Ticket. Miss a high priority call? Ticket. Receive an SMS, email, or WhatsApp message? Ticket.

Outbound messaging – View and respond to customer messages without ever needing to navigate outside Zendesk. Guarantee a fast response while getting the full context of every interaction.

Configurable IVR and VoiceBot AI – Build with intuitive visual tools to create and adapt your IVR however you want. Add VoiceBot AI for fast and meaningful self-service experiences.

No-Code workflow design – Build any customer service experience in record time with an intuitive visual interface. babelforce puts power in the hands of people who live and breathe CX.