

Zendesk Replace + Service Cloud Voice for Leading Online Printer

ABOUT VISTAPRINT

The go-to design and marketing partner for small business owners across the world.



CHALLENGE

Vistaprint wanted to replace their legacy system, Zendesk, due to:

- Customer Service was disconnected from Sales team and customers
- Agents were working in multiple systems which impacted productivity, increased errors, and resulted in missed SLAs
- Poor case deflection due to disconnected Knowledgebase
- Lack of comprehensive reporting and operational insights

SOLUTION

Vistaprint partnered with Thunder to:

- Replace ZenDesk with Service Cloud Digital Engagement: phone, email, web, and Chat
- Service Cloud Voice to support globally distributed team and international customer base
- Public Knowledgebase to drive case deflection
- Customized Chat integrated with KB for high end branded experience
- Analytics including a Personalized Agent Dashboard

RESULTS AT A GLANCE



Increased digital engagement over phone



Improved case deflection via public knowledgebase



Improve First Contact Resolution, SLAs, and Average Handle Time



Actionable analytics for Managers/ Agents improve productivity



Service Cloud



Service Cloud Voice



"Thunder provided best practice recommendations for how to get Service Cloud setup just right for our global Customer Service organization. They helped us optimize analytics to provide the operational insights we need to drive SLA's, Agent performance, and CSAT improvements." - Brett Hovanec, Sales Operations Manager

Public Knowledgebase & Chat

The screenshot shows the Vistaprint Corporate Solutions FAQ page. At the top, the Vistaprint logo and 'corporate solutions' text are visible. Below the logo is a search bar with the text 'Search'. The main heading reads 'Welcome to the Vistaprint Corporate Solutions FAQ'. There are two icons: a question mark in a circle labeled 'General FAQ' and a lightbulb with a gear inside labeled 'Knowledge Base'. A 'Recent Activity' section is partially visible at the bottom with the text 'What are the available shipping speeds offered?'. On the right side, there is a 'How Can We Help?' sidebar with three buttons: 'Live Chat', 'Leave a Message', and 'Visit FAQ'. Below these buttons, contact information is provided: 'Call Us: 1.844.462.9288', 'Mon.-Fri. 9AM - 7 PM EST', and 'Sat.-Sun. 9AM - 5:30 PM EST'. Four callout boxes are present: one on the left pointing to the search bar, one on the right pointing to the search bar, one on the left pointing to the 'General FAQ' icon, and one on the right pointing to the 'Live Chat' button.

Custom branded to match corporate experience

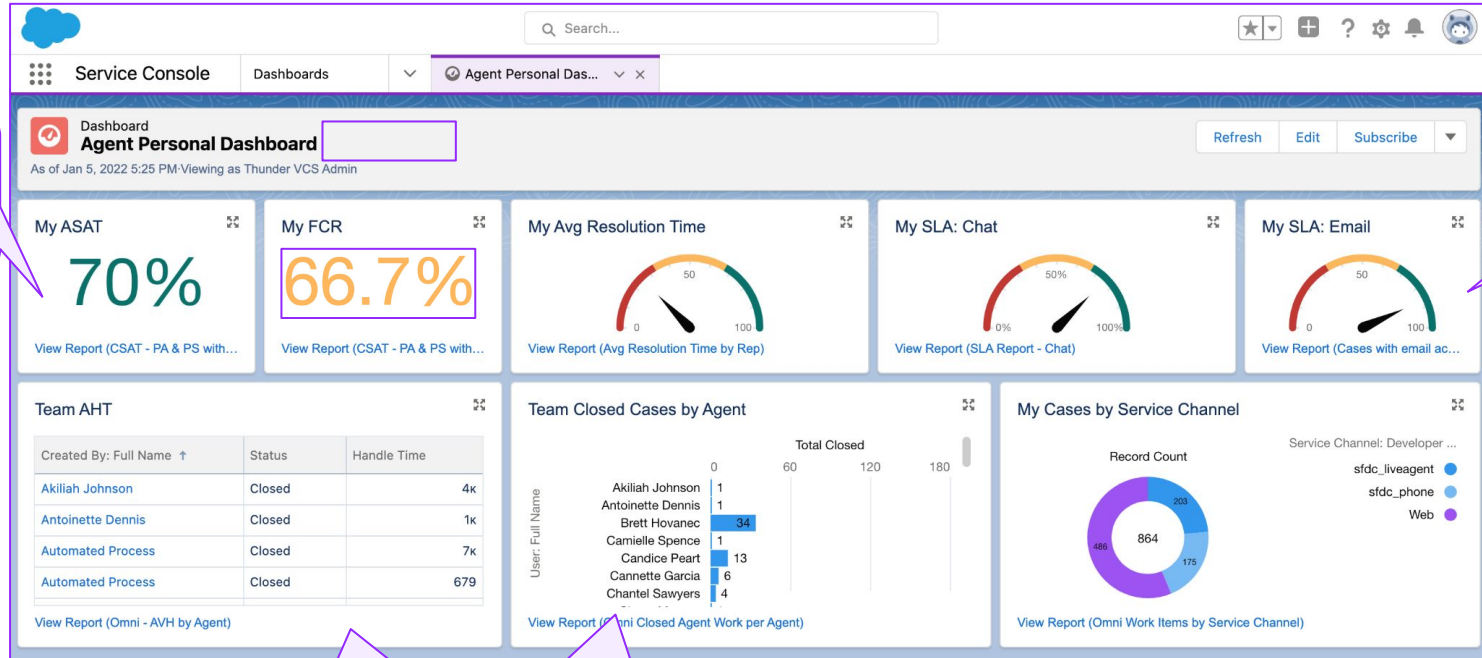
Search or Browse Knowledge base

Promote most popular articles

Customized Chat Experience with Knowledge drives case deflection

Personal Agent Dashboard

Enable Agents and Teams to self monitor and improve performance



Personal CSAT & First Contact Resolution

SLA Adherence Performance

Team wide KPIs encourage competitiveness and performance