Zendesk

John A. Goodman

Mastering Zendesk Cedric F. Jacob,2017-01-13 Master the art of providing effective IT services to your customers by leveraging Zendesk About This Book Deep dive into the functionalities of Zendesk and improve your organization's customer services Learn how to expand the capabilities of Zendesk by integrating and extending it with third-party tools A master level guide that manages tickets, channels, and workflows along with advanced security features Who This Book Is For This book is for proficient Zendesk administrators who want to unlock the full potential of their Zendesk environment by gaining a deeper understanding of Zendesk's advanced customization options. What You Will Learn Customize ticket channels such as Email, Twitter, Facebook, and Web-Widget Add business rules to create a more effective and automated Zendesk environment Use Zendesk apps to add more functionality to the Zendesk setup Extend Zendesk with JIRA and Salesforce Create custom metrics within GoodData in order to set up customized and automated reports Learn how to secure and troubleshoot Zendesk In Detail Zendesk is a cloud-based customer service solution that is widely used because it is easy, efficienct, flexible, and low cost. It is highly scalable and is great for organizations of all sizes. If you're a Zendesk administrator and are looking to explore advanced-level concepts, then this book is for you. It covers the core functionalities such as managing users, groups, and the organization, and creating and adding custom fields. You will learn how to add customized ticket channels to your account. Then, you will focus on customizing business rules and extending Zendesk with JIRA and Salesforce. Towards the end, the book emphasizes security and troubleshooting aspects as well as providing tips and tricks to create a more efficient support environment. By the end of this book, you will be able to turn a basic Zendesk setup into a highly customized working environment. Style and approach This advanced guide provides easy to understand examples to ensure you gain expertise with Zendesk.

Practical Zendesk Administration Stafford Vaughan,Anton de Young,2014-05-15 Implementing the Zendesk customer service software as part of your company's operations can be time-consuming, but with the best practices and advice in this hands-on guide, you can shorten the procedure considerably. You'll learn the purpose, benefits, and pitfalls of each Zendesk feature, with examples of how to configure it to match your company's needs and processes. Written by written by two experienced Zendesk product trainers, this book is distilled from years of working in the trenches, launching customer implementations, and answering thousands of questions from participants throughout the world. With it, you'll be able to determine the best way to put Zendesk's vast potential to work for your company. Apply custom branding to your user-facing support portal Mitigate risk by implementing various Zendesk security features Manage profiles and permissions for users, agents, and administrators Create tickets from email, voice, chat, feedback tabs, and social media Capture and classify help requests through standard and custom fields Use techniques to build an efficient agent support process Automate your business rules in Zendesk to streamline your workflow Provide your customers with self-service support

Zendesk for Customer Service Agents Nils Rebehn,2021-06-11 Everything you need to know to solve tickets in Zendesk. Get started with Zendesk(c) with this easy-to-read book. This book is for beginners-no technical background required. Do you need to learn Zendesk for your job? You want to use Zendesk but don't know where to start? Are you getting lost in the documentation? This book is based on the best-selling course Zendesk for Customer Service Agents. Learn everything you need how to work on and solve tickets in Zendesk. It takes you from the basics to all the things agents need in their daily work. The chapters are in an order that makes sense and builds on what you learn at each step. You will learn about Zendesk basics and the user interface What tickets are and where they come from How to work with tickets and respond to customers How to solve email tickets Zendesk productivity tips and best practices The author worked at Zendesk for five years before starting Guidoo Services(TM)-an official Zendesk partner specialised in implementing Zendesk for companies. He trained over 1.000 students in person and thousands more virtually through his online courses.

Practical Zendesk Administration Stafford Vaughan,2012-10-12 Implementing Zendesk as

part of your company's operations can be a time-consuming process. In this hands-on guide, author Stafford Vaughan provides the most comprehensive set of best practices for setting up and using Zendesk, distilled from years of training companies how to launch this popular customer service software. You'll learn the purpose, benefits, and pitfalls of each Zendesk feature, with examples of how you can configure it to match your company's needs and processes. Through several real-world examples, you'll also discover how other companies use the product, so you can determine how best to put Zendesk's potential into practice for your business. Customize your Zendesk customer service tool with your brand Create tickets using email, voice, chat, feedback tabs, and social media Implement security measures, including ways to safely login from social media sites Generate profiles and permissions for your Zendesk customers, agents, and administrators Understand the data capture lifecycle, and control the fields your customers are required to fill out Apply techniques for making your agent process more efficient Modify Zendesk to reflect your existing customer service process Use forums to provide self-service support for your customers

Zendesk QuickStart Guide Crystal Taggart,2014-03-20 This book is short and sweet. It's about getting Zendesk implemented quickly and easily using ITIL best practices. Because Zendesk's training is pretty good, the goal was not to teach you how to use Zendesk. The goal was to write a book that would take the reader 1 hour what took me 3 days (and 17 years of experience!) to do. I knew the process I wanted to implement, but figuring out how to implement that process within Zendesk was a challenge. It provides a little bit of a background on ITIL, a little bit of process information, and a lot of configuration information. It doesn't walk through administration settings that are unrelated to setting up an ITIL-based process (such as how to configure your own email address.) This book is focused as a step-by-step guide on the best way to configure Zendesk to support four major ITIL (Information Technology Infrastructure Library) processes: Incident Management Release Management Problem Management Change Management

Practical Zendesk Administration Stafford Vaughan,Anton de Young,2014-05-15 Implementing the Zendesk customer service software as part of your company's operations can be time-consuming, but with the best practices and advice in this hands-on guide, you can shorten the procedure considerably. You'll learn the purpose, benefits, and pitfalls of each Zendesk feature, with examples of how to configure it to match your company's needs and processes. Written by written by two experienced Zendesk product trainers, this book is distilled from years of working in the trenches, launching customer implementations, and answering thousands of questions from participants throughout the world. With it, you'll be able to determine the best way to put Zendesk's vast potential to work for your company. Apply custom branding to your user-facing support portal Mitigate risk by implementing various Zendesk security features Manage profiles and permissions for users, agents, and administrators Create tickets from email, voice, chat, feedback tabs, and social media Capture and classify help requests through standard and custom fields Use techniques to build an efficient agent support process Automate your business rules in Zendesk to streamline your workflow Provide your customers with self-service support

Practical Zendesk Administration, 2nd Edition Stafford Vaughan. Anton de Young,2014

Practical Zendesk Administration Stafford Vaughan,2012

Zendesk Kellie A. McElhaney,Ana Claire Mancia,Ishita Rustagi,2019 Zendesk, a global software company with over $500 million in annual revenue, pursues its diversity and inclusion goals in many ways, including four mentorship programs. The most recent program, Women at Zendesk, launched in the company's U.S. offices in 2018 with the goal of pairing female leaders with women in more junior roles to help mentees feel supported and inspired as they progress in their careers at Zendesk. Professional development under the Women at Zendesk program includes building the next generation of female leaders through conversations with role models, sharing knowledge, and sponsoring one another's success in order to achieve equity across all levels of the corporate pipeline. Simultaneously, the HR department is working to identify and consider qualified female staff for management roles across the company. In 2019, Zendesk plans to re-design the program for rollout to its employees worldwide.

Startupland Mikkel Svane,2014-11-13 The real story of what it takes to risk it all and go forbroke. Conventional wisdom says most startups need to be in SiliconValley, started by young engineers around a sexy new idea, andbacked by VC funding. But as Mikkel Svane reveals inStartupland, the story of founding Zendesk was anything butconventional. Founded in a Copenhagen loft by three thirty-something friendslooking to break free from corporate doldrums, Zendesk Inc. is nowone of the hottest enterprise software companies, still rapidlygrowing with customers in 150 countries. But its success wasanything but predestined. With revealing stories both funny andfrank, Mikkel shares how he and his friends bravely left securejobs to start something on their own, how he almost went brokeseveral times, how they picked up themselves and their families totravel across the world to California and the unknown, and how thethree friends were miraculously still together for Zendesk's IPOand (still growing) success. Much like Zendesk's mission itself—to remove friction,barriers, and mystery in order to make customer service easier andmore approachable—Startupland removes some of themyths about startups and startup founders. Mikkel's advice,hard-won through experience, often bucks conventional wisdom andentrepreneurial tropes. He shares why failure (whether fast orslow) is awful, why a seemingly boring product or idea can be themost exciting, why giving back to the community is as important asthe bottom line. From how to hire right (look for people who arenot offended by swearing) to which personas generate the highestresponse rates, Mikkel answers the most pressing questions from theperspective of someone still in the trenches and willing to sharethe hard truth, warts and all. While there are books by consultants who tell you how to buildbusinesses, or by entrepreneurs now running billion-dollarbusinesses, there are few books from people still in the trencheswho acutely remember the difficult daily decisions, the thrill (andfears) of the early days, the problems that scale with growing abusiness, and the reason why they all went on the adventure in thefirst place. Startupland is indispensable reading for allentrepreneurs who want to make their ideas the next big thing. Thebook will inspire and empower you to follow your own dream andcreate your own story.

Startupland Mikkel Svane,2014-12-08 The real story of what it takes to risk it all and go for broke. Conventional wisdom says most startups need to be in Silicon Valley, started by young engineers around a sexy new idea, and backed by VC funding. But as Mikkel Svane reveals in Startupland, the story of founding Zendesk was anything but conventional. Founded in a Copenhagen loft by three thirty-something friends looking to break free from corporate doldrums, Zendesk Inc. is now one of the hottest enterprise software companies, still rapidly growing with customers in 150 countries. But its success was anything but predestined. With revealing stories both funny and frank, Mikkel shares how he and his friends bravely left secure jobs to start something on their own, how he almost went broke several times, how they picked up themselves and their families to travel across the world to California and the unknown, and how the three friends were miraculously still together for Zendesk's IPO and (still growing) success. Much like Zendesk's mission itself—to remove friction, barriers, and mystery in order to make customer service easier and more approachable—Startupland removes some of the myths about startups and startup founders. Mikkel's advice, hard-won through experience, often bucks conventional wisdom and entrepreneurial tropes. He shares why failure (whether fast or slow) is awful, why a seemingly boring product or idea can be the most exciting, why giving back to the community is as important as the bottom line. From how to hire right (look for people who are not offended by swearing) to which personas generate the highest response rates, Mikkel answers the most pressing questions from the perspective of someone still in the trenches and willing to share the hard truth, warts and all. While there are books by consultants who tell you how to build businesses, or by entrepreneurs now running billion-dollar businesses, there are few books from people still in the trenches who acutely remember the difficult daily decisions, the thrill (and fears) of the early days, the problems that scale with growing a business, and the reason why they all went on the adventure in the first place. Startupland is indispensable reading for all entrepreneurs who want to make their ideas the next big thing. The book will inspire and empower you to follow your own dream and create your own story.

The Introvert's Edge to Networking Matthew Pollard,2021-01-19 One of the biggest myths that plagues the business world today is that our ability to network depends on having the "gift-of-gab." You don't have to be outgoing to be successful at networking. You don't have to become a relentless self-promoter. In fact, you don't have to act like an extrovert at all. The truth is that when introverts are armed with a plan that lets them be their authentic selves, they make the best networkers. Matthew Pollard, an introvert himself, draws on over a decade of research and real-world examples to provide an actionable blueprint for introverted networking. A sequel to Pollard's international bestseller The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone, this book masterfully confronts the stigma around the so-called extroverted arena of networking. In The Introvert's Edge to Networking, you'll discover how to: Overcome your fear and discomfort when networking Turn networking into a repeatable system Leverage your innate introverted strengths Target and connect with top influencers Leverage the power of virtual and social networking The introvert's roadmap to success doesn't look like the extroverts, we're different and we should embrace that. Whether you're a small business owner struggling to make a living or a professional who's hit a career plateau, The Introvert's Edge to Networking is your path to a higher income and a rolodex of powerful connections.

Kill Reply All Victoria Turk,2020-01-07 Want to Marie Kondo your digital life and develop a more tactful approach to technology? By a leading tech and digital culture journalist, Kill Reply All is a guide to tidying it all up. How do you reply to your colleague's weird email? What would Emily Post say about your Tinder profi le? And just how do you know if you're mansplaining? In this irreverent journey through the murky world of digital etiquette, Wired's Victoria Turk provides an indispensable guide to minding our manners in a brave new online world, and making peace with the platforms, apps, and devices we love to hate. The digital revolution has put us all within a few clicks, taps, and swipes of one another. But familiarity can breed contempt, and while we're more likely than ever to fall in love online, we're also more likely to fall headfirst into a raging fight with a stranger or into an unhealthy obsession with the phones in our pockets. If you've ever encountered the surreal, aggravating battlefields of digital life and wondered why we all don't go analog, this is the book for you.

Strategic Customer Service John A. GOODMAN,2009-05-13 The success of any organization depends on high-quality customer service. But for companies that strategically align customer service with their overall corporate strategy, it can transcend typical good business to become a profitable word-of-mouth machine that will transform the bottom line. Drawing on over thirty years of research for companies such as 3M, American Express, Chik-Fil-A, USAA, Coca-Cola, FedEx, GE, Cisco Systems, Neiman Marcus, and Toyota, author Goodman uses formal research, case studies, and patented practices to show readers how they can: • calculate the financial impact of good and bad customer service • make the financial case for customer service improvements • systematically identify the causes of problems • align customer service with their brand • harness customer service strategy into their organization's culture and behavior Filled with proven strategies and eye-opening case studies, this book challenges many aspects of conventional wisdom—using hard data—and reveals how any organization can earn more loyalty, win more customers...and improve their financial bottom line.

Quality Code Stephen Vance,2013 Explains the importance of the test-driven environment in assuring quality while developing software, introducing patterns, principles, and techniques for testing any software system.

SPIN® -Selling Neil Rackham,2020-04-28 True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the

whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

Genomics in the Cloud Geraldine A. Van der Auwera,Brian D. O'Connor,2020-04-02 Data in the genomics field is booming. In just a few years, organizations such as the National Institutes of Health (NIH) will host 50+ petabytes—or over 50 million gigabytes—of genomic data, and they're turning to cloud infrastructure to make that data available to the research community. How do you adapt analysis tools and protocols to access and analyze that volume of data in the cloud? With this practical book, researchers will learn how to work with genomics algorithms using open source tools including the Genome Analysis Toolkit (GATK), Docker, WDL, and Terra. Geraldine Van der Auwera, longtime custodian of the GATK user community, and Brian O'Connor of the UC Santa Cruz Genomics Institute, guide you through the process. You'll learn by working with real data and genomics algorithms from the field. This book covers: Essential genomics and computing technology background Basic cloud computing operations Getting started with GATK, plus three major GATK Best Practices pipelines Automating analysis with scripted workflows using WDL and Cromwell Scaling up workflow execution in the cloud, including parallelization and cost optimization Interactive analysis in the cloud using Jupyter notebooks Secure collaboration and computational reproducibility using Terra

Global Class Aaron McDaniel,Klaus Wehage,2022-08-23 Wall Street Journal Bestseller The playbook for a new era of global business. The business world has changed, and to stay ahead, companies must think, operate, and scale differently. Companies need to adopt a new mindset and build distributed teams with a unique set of skills to succeed in global markets. A new strategic approach and revision of the agile methodology are necessary to better balance the need to localize with the complexity that localization creates. To date, business leaders have had to learn how to scale globally the hard way—through trial, error, and failure—since no guidebook existed to light the way . . . until now. Enter Global Class: the playbook that teaches you how to build teams, manage a diverse international footprint, and balance cultural differences to scale globally by focusing locally. Through case studies and insights from more than 250 of the world's fastest-growing companies, Aaron McDaniel and Klaus Wehage illuminate what this new class of businesses ("Global Class Companies") do to succeed, who are the catalysts of their growth, and how they do it. From market entry to international growth, Global Class introduces a comprehensive tool kit of practical frameworks that provide a blueprint for how to build and manage a global business. Whether your company is just starting its growth journey, already has an established international footprint, or you are a globally minded professional looking to build an international career, Global Class is the essential playbook for reaching global scale for businesses of all sizes and stages.

Telling Your Data Story Scott Taylor,2020-11-15 The Data Whisperer's practical guide to explaining and understanding the strategic value of data management. The need for data management is everywhere across your company. The value of every digitally transformative customer-facing initiative, every data science and analytics-based project, every as-a-service offering, every foray into e-commerce, and every enterprise software implementation is inextricably linked to the successful output of data management efforts. Although it is a simple function of garbage in garbage out, that slogan rarely drives any sustainable executive action. We need to tell a better data story. Data Storytelling is probably the hottest non-technical trend in the technology-related space. But it does not directly support data management because it is focused on analytics or telling stories with data. So, it is time to expand the realm of Data Storytelling to recognize the role of data management by telling stories about data. Learn how to secure stakeholder involvement and executive commitment to fund and support data management as a systematic, consistent, fundamental part of your business. This book is for: Data management leaders trying to explain your value to C-Level and business stakeholders. As a practitioner, you may already know how to fix your data, but your business leaders ignore your advice. When you explain data management to the business, they may nod yes on the outside, but they nod off on the inside. Business stakeholders

trying to comprehend why data management is important. Many business people may be frightened, threatened, intimidated, or at the very least confused and bewildered by the techno-babble often associated with data-related conversations. If you want to know more about why data management needs to be a strategic imperative in your organization, you'll learn it here in simple terms. Data scientists looking to understand better how you connect to The Business. A recurring struggle I hear from data scientists is the need to get closer to business. If you are a data scientist, then you need to understand your company's data story. The more you can align your work to the core value your company delivers, the more successful you will be. This book will help you discover the essence of why data brings value to your business. Anyone interested in understanding the business value of data management. I offer simple explanations about why data management is essential for your organization. Without going deep into technical concepts and processes, I focus on the business-related outputs. I share ways you can think about what foundational data does. Its importance is vital for the future of your enterprise. Since this is a book about telling data stories, I share it through stories divided into five sections: My data story. Why I know what I know and why you should listen to me. Everyone's data story. A collection of classic, foundational data situations relevant to all enterprises. Framing your data story. A set of simple frameworks about data value. Selling your data story. Tips on creating a compelling narrative. Building your data story. Why you must align with the strategic intentions of your enterprise.

Customer Experience 3.0 John A. Goodman,2014-08-12 Customer Experience 3.0 provides firsthand guidance on what works, what doesn't--and the revenue and word-of-mouth payoff of getting it right. Between smartphones, social media, mobile connectivity, and a plethora of other technological innovations changing the way we do almost everything these days, your customers are expecting you to be taking advantage of it all to enhance their customer service experience far beyond the meeting-the-minimum experiences of days past. Unfortunately, many companies are failing to take advantage of and properly manage these service-enhancing tools that now exist, and in return they deliver a series of frustrating, disjointed transactions that end up driving people away and into the pockets of businesses getting it right. Having managed more than 1,000 separate customer service studies, author John A. Goodman has created an innovative customer-experience framework and step-by-step roadmap that shows you how to: Design and deliver flawless services and products while setting honest customer expectations Create and implement an effective customer access strategy Capture and leverage the voice of the customer to set priorities and improve products, services and marketing Use CRM systems, cutting-edge metrics, and other tools to deliver customer satisfaction Companies who get customer service right can regularly provide seamless experiences, seeming to know what customers want even before they know it themselves...while others end up staying generic, take stabs in the dark to try and fix the problem, and end up dropping the ball. Customer Experience 3.0 reveals how to delight customers using all the technological tools at their disposal.

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