



How Zendesk customers are adapting to a COVID-19 world





Adapting Communication in a COVID-19 World

With the coronavirus outbreak, customer experience teams across the globe are having to rapidly adapt to ticket spikes, customer cancellations, market volatility, and increased uncertainty. Each week, the world is changing, and business simply isn't business as usual. Most teams responding to customers are [transitioning to a work from home environment](#), putting additional strain on their ability to respond to customers effectively. For many of us, that means learning and adjusting as we go.

Our Benchmark Snapshot summarizes how [recent events](#) have affected 23,000 companies powering their support operations using Zendesk, and we'll continue to offer insights to help your business navigate these unprecedented times and support your customers.

**This eBook contains examples of how
11 companies across a variety of industries
responded to recent global events.**



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01

Education

Teachable



Hotmart's most recent acquisition, Teachable, is an online course creation platform. Since the company's founding in 2014, the entrepreneurs using the platform and tools have generated over \$300M in revenue from more than 18 million students around the world.

As COVID-19's impact became clear in early March, Teachable saw an opportunity to help:

it is currently offering health, government, and education agencies free access to its platform.

Teachable's support team moved quickly to add chat seats and turn on Answer Bot to help answer easy questions, rising to the challenge of handling an almost 80 increase in volume.

Teachable used Zendesk Answer Bot to answer an 80% increase in ticket volume

02

Entertainment

Discord



Discord is a free service that makes it easy for friends and groups to communicate over voice, video, and text. When countries like Italy and France started imposing COVID-19 restrictions, Discord saw its usage soar by up to 3x—but not just within the gaming community. Virtual classes, book clubs, study groups, restaurateurs, and digital conventions are all using Discord to gather online.

In response, Discord allowed the number of people who can join a Go Live session—which enables private content streaming and viewing—to increase fivefold.

Discord's spike in use caused a spike in support traffic, easily handled by its best work horse—a help center built with Zendesk Gather and Guide. Between February and March 2020, pageviews jumped 70 percent, unique visitors more than doubled, and its self-service ratio climbed ten points.

Discord's decision to make big investments in automation, deflection, and AI using Zendesk Support, Gather, Guide, and Answer Bot means that users can swiftly score the quick answers they need so agents are able to focus on the highest-priority conversations.

03

Grocery / Delivery

Maynooth Community Grocery Delivery



After Ireland released a shelter-in-place order for all residents over 70 and those with underlying health issues, Dublin-based Zendesk Success Consultant Naoise Ó Cearúil, realized that these vulnerable people would need help accessing medication and groceries.

He met with locals in the town of Maynooth (an hour outside of Dublin) to create a plan to connect people who need supplies with the stores and volunteers who can deliver them.

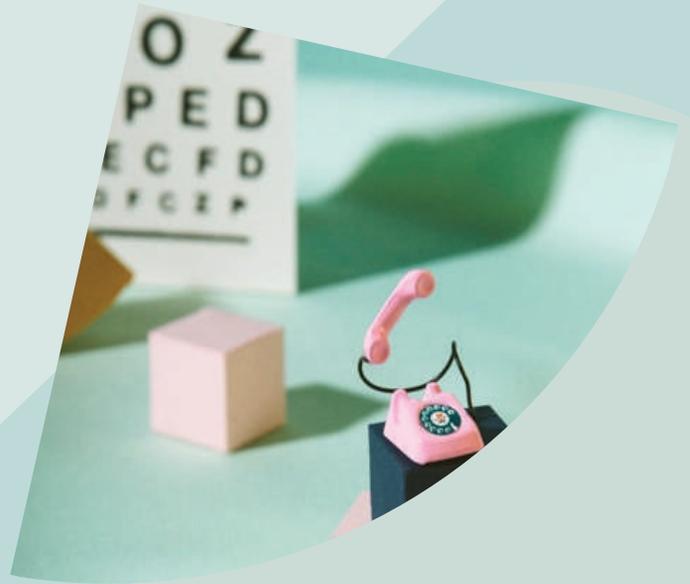
Before they had Zendesk Support, all volunteers got an email; the first person to respond was assigned the task. But as the program grew, Ó Cearúil saw it needed a more scalable solution, and he applied for a sponsored account through Zendesk's Tech for Good program.

The group started using Zendesk Guide as a centralized, secure, and fast portal for volunteers to find, accept, and complete delivery jobs. To date, Maynooth Home Support has 164 volunteers, with local authorities and police feeding into the program.

Volunteers field an average of 10-20 requests and deliveries per day, serving around 40 elderly individuals or families. The program has been recognized for its success, including coverage in the Irish Independent Newspaper. Explains Ó Cearúil, "In our County, the Local Authority sends any requests they receive to us, and [our program] is seen as the most efficient scheme."

04

Healthcare Calm



An Apple "App of the Year" with 80 million downloads, Calm guides people in mindfulness and meditation that's needed now more than ever. The company met COVID-19's impact on mental health by playing to its strengths: it quickly assembled and promptly shared a collection of free wellness resources, including mindfulness classes, meditations, and visualizations.

Its support team uses Zendesk Support and Guide to manage a 33% increase in inquiries and a 50% increase in help center views, mainly from people asking about how to access more of Calm. Despite rising volume, agents are fleet with their replies, earning the team a CSAT improvement. By making valuable content and nimble support readily available, Calm is helping people around the world live happier, healthier lives.

Calm manages a **33% increase in inquiries** with Zendesk

04

Healthcare

PWNHealth



PWNHealth is a national clinician network that works to improve early disease detection and prevention with large-scale population screening using advanced diagnostics and telehealth.

In the last month, PWN has conducted thousands of COVID-19 tests across the United States.

It relies on Zendesk to streamline conversations with internal and external collaborators so people can get quick and secure access to critical information.

05

Non-Profit

#hospitalityhelps



Cloudbeds—a software vendor that allows people to start, run, and grow their hospitality businesses—was among the first to see COVID-19’s decimating effect on the industry.

Even as occupancy rates slipped, it spotted an opportunity to serve housing providers while doing good: connecting those who can offer lodging to essential workers and high-risk cohorts that have been displaced.

They centralized that work under #hospitalityhelps, a non-profit network of fourteen partners that connects available beds with people who need them, from at-risk

nursing home residents to healthcare workers relocating to COVID-19 hotspots to help with coverage.

Inspired by Cloudbeds’ use of Zendesk as a CRM since 2015, #hospitalityhelps found their solution.

Zendesk Support enabled fast request routing, seamless communication coordination, and quick query resolution. In mere weeks, it has helped connect healthcare professionals and others affected by COVID-19 across a growing pool of 1.2 million pledged beds.

05



Non-Profit

KeepSmallStrong

KeepSmallStrong was spun up in response to Covid-19's damaging impact on the eponymous group it is now serving. The lionshare of its efforts goes toward helping brick and mortar businesses set up and improve e-commerce and delivery, so they can quickly begin selling inventory online.

Among the first to apply to Zendesk's Tech for Good program, which offers our software

for free to qualifying applicants, it uses a Web Widget on its website to collect form responses from businesses and volunteers.

These responses are sent into Zendesk Support where volunteers, companies, and inspired individuals collaborate to keep small businesses running. Though relatively young, the team's success earned it a recent spotlight in Forbes magazine.

06

Retail

Holland & Barrett



Health and wellness giant Holland & Barrett is the largest of its kind in Europe, operating over 1,300 shops in markets as diverse as Asia and the Middle East. They started using The Zendesk Suite in 2018 to consolidate a number of legacy solutions and enable more effortless conversations.

As social distancing orders rolled out globally at the beginning of 2020, the company saw online orders spike as more customers remained at home. Ever nimble despite its

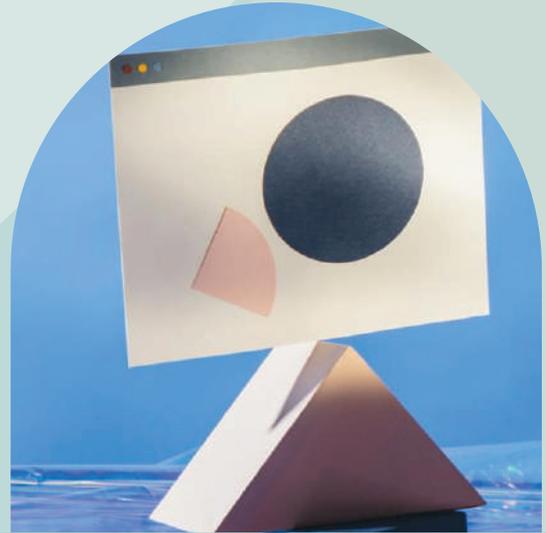
mammoth reach, the company decided to convert a number of its in-store employees to online customer support agents to bolster support in this area.

It's agility has ensured that the same friendly faces that Holland & Barrett's customers are used to seeing in stores are empowered to continue doing what they do best: help customers get what they need to stay healthy and well.

07

Technology

Landbot



Landbot is a no-code chatbot builder that enables seamless, conversational experiences at scale.

Within a week, Landbot built chatbots powered by Sunshine Conversations became available on Whatsapp and the websites of the Red Cross, Doctors Without Borders, and more.

Millions of people can use these bots to self-diagnose and access up-to-date information about the spread of COVID-19 and its symptoms.

Landbot's success is helping free up space in the health systems and while getting information to patients during the COVID-19 pandemic.

07

Technology

MasUno by Fluyt



When the hive-minds at Fluyt—a Colombian-based design, communication, and education consultancy—considered how best to help with the country’s Covid response, they decided to create a mobile app that offered high-quality, relevant, and timely content.

It spent a week looking into the logistics and fundraising required before settling on a much simpler alternative. The team reached out to Zendesk’s Tech for Good program and soon launched the masuno.app, a content hub built with Zendesk Guide.

Since its debut, 40+ volunteers have helped design, draft, and publish over 200 articles on everything from mental health to spotlights on nonprofits actively addressing the crisis.

The MasUno team is also using Zendesk to collect reports of price speculation and surface requests for help that it shares with local government officials.

Next, it plans to launch a virtual call-center so volunteers can share accurate information about the pandemic’s impact and connect callers with groups that are offering food, shelter, and medicine.

MásUno has published over 200+ articles with Zendesk Guide

We're All in This Together



We know things are a little weird right now, and that business isn't business as usual. That's why we put together a six-month complimentary Remote Support Bundle to help your team keep up with changing customer demand due to COVID-19.

The Remote Support Bundle is accessible with a subscription to the Pro or Enterprise versions of our Support or Support Suite plans and gives you tools to help you:

- Keep communication flowing seamlessly between teams over channels such as Slack, all without leaving Zendesk using the [Collaboration add-on](#)
- Act quickly on emerging trends in your customer data with [Explore Professional](#)
- Optimize your workforce with omnichannel tracking, real-time insights, and more with workforce management partner [Tymeshift](#)
- Boost your team's efficiency by sharpening your Zendesk skills with a free Training Credit

[Learn More](#)