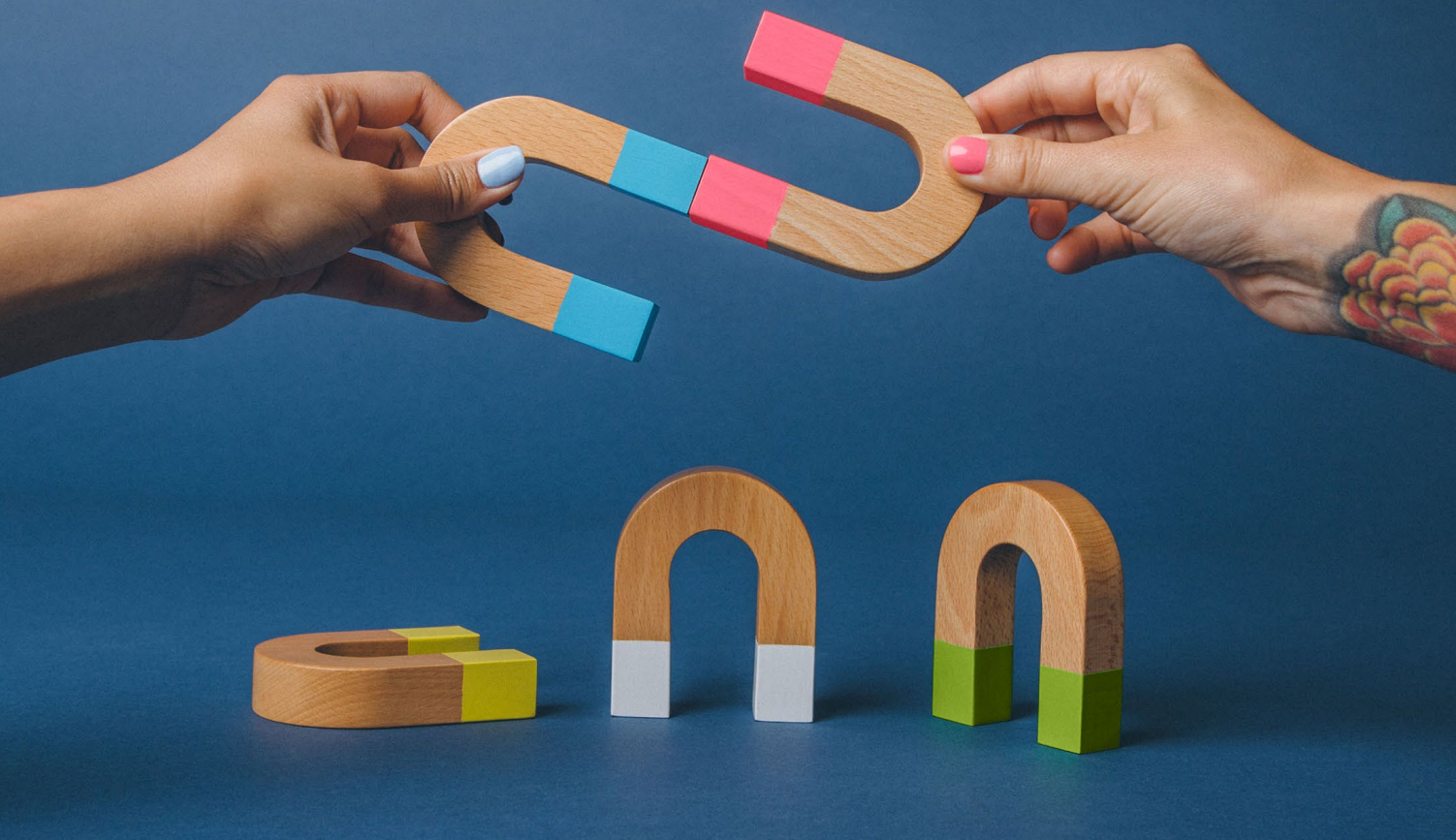


Switch to Zendesk, the most complete solution for the modern B2C business



For the modern B2C business, delivering great customer support is more important than ever. It takes one poor support experience and an angry tweet released into the social media stratosphere to permanently damage a brand. Although moments like these are seemingly insignificant, in reality, they're monumental.



Why? Because they present opportunities for you to meet your customers in the moment: to listen to their needs, to gather feedback on your products and services, and to differentiate your brand by delivering an unforgettable experience. To do that, and deliver great customer support, you need a complete solution, which isn't easy to find.

Many vendors provide technology for customer support, but they don't all offer complete solutions, no matter what they might say. Vendors like Kustomer, Gorgias, and Gladly tout slick features, such as a “timeline view”, and use “conversations” instead of “tickets” in their marketing, claiming that's all you need to deliver a good support experience. But under the hood, a complete solution that empowers great customer support is complex and sophisticated. Complete solutions aren't built overnight. They're battle-tested by time and thousands of customers. That's why Zendesk is undoubtedly the most complete solution for the modern B2C company. And that's why nascent solutions like Kustomer, Gorgias, and Gladly don't hold up to comparison. In reality, businesses that use these vendors incur hidden costs.

In this guide, we'll walk you through why a complete solution is critical to meeting your customers in the moments that can make or break your business. But before we do, it's important to understand what a complete solution entails.

D1 Great customer support requires a complete CX solution

Delivering great customer support requires a holistic approach that encompasses the customer experience, the support team's experience, and the ability for support to stay in sync with the broader business as it changes.

Having worked with tens of thousands of leading B2C and D2C brands over the years, Zendesk believes that there are three key pillars to delivering great customer support:

1. Make it easy for your customers

Consumer expectations continue to change rapidly. They want access to products, services and support faster than ever before. At Zendesk, we believe that the customer experience has to be an easy one in order to deliver on those evolving expectations.

2. Set your support team up for success

Consumers not only expect to be met quickly in the moment they reach out to a brand, but they also expect a personalized and contextualized experience. Zendesk empowers support teams with the tools they need to deliver the personalized and contextualized support that consumers want.

3. Keep your business in sync

Businesses never stop changing, and customer support teams are the front line of every business. They're the ones that have to appease customers impacted by changes. Companies need a solution that provides their support teams the agility they need to stay in lock step with the business and an ever-changing world.

Any weak link in this support delivery chain and the customer experience falls apart. You have to deliver on all three of these pillars in order to meet your customers in the moment and deliver great customer support.

While they've emerged on the scene boasting specific features as innovations, vendors such as Kustomer, Gorgias and Gladly fall short of delivering a complete solution that encompasses each of the pillars required to deliver great customer support.

Despite what other vendors claim, Zendesk has always been the most complete solution for the modern B2C business

Several vendors, such as Kustomer, have claimed that “Zendesk isn’t a good fit for B2C businesses”. That’s just not true.

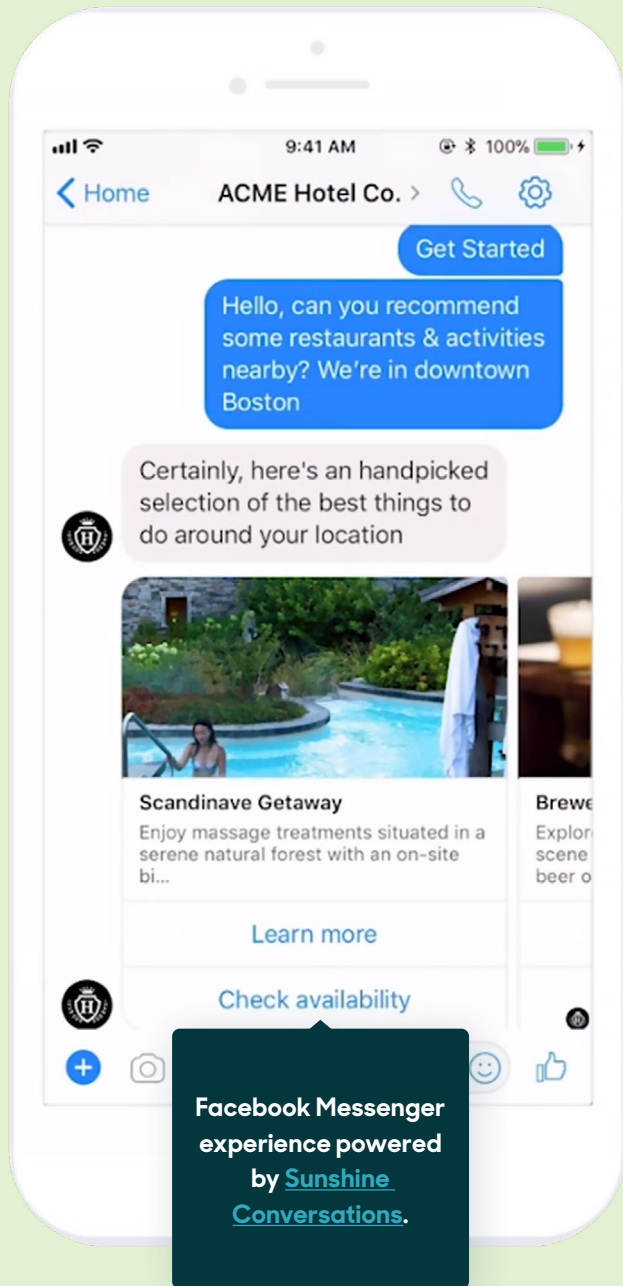
Leading B2C brands like Stitch Fix, Etsy, Peloton, [Instacart](#), [Grubhub](#), L’Oréal, [Stanley Black and Decker](#) and more trust and rely on Zendesk to deliver great customer support. Zendesk has always been the most complete solution and best partner to help modern B2C businesses deliver great customer support.

You might have looked at Zendesk in the past, or even used our solution but didn't know about our full capability set. A lot has changed over the past few years. We’ve worked hard to innovate so that our customers can stay ahead of the curve. If you take another look at Zendesk, you’ll find that:

1. Zendesk is at the forefront of CX innovation with conversational messaging

Gartner claims that by 2025, [80% of customer service organizations will have abandoned native mobile apps in favor of messaging for a better customer experience](#). Companies should be thinking about how to incorporate messaging into their customer experience because it’s rapidly becoming the preferred means of communication for B2C interactions, especially since we’ve been confined to our homes during the global pandemic.

Four Seasons, a globally renowned hotel and resort chain, recognized this shift early on. Using Zendesk’s [Sunshine Conversations](#), the company delivers a complete omnichannel experience, including a rich, persistent conversational messaging experience, available across 12 different messaging channels, including WhatsApp, Facebook Messenger, Apple Business Chat, Twitter Direct Message, Line, Telegram, and more. This experience goes beyond a basic chat offering by maintaining the conversation history in a single, ongoing thread that both the guest and the Four Seasons support team can reference. All of this helps Four Seasons offer their guests the convenience they expect and the luxury of communicating over any channel that they prefer.



Other vendors, like Kustomer, lack the rich conversational experience and the breadth of social messaging integrations that Zendesk offers. In addition, [Facebook announced its acquisition of Kustomer](#). This raises questions around which channels Kustomer will promote and support in the days ahead (beyond Facebook Messenger, WhatsApp, and Instagram), and whether or not that will limit your ability to offer a modern messaging experience across the channels that your customers prefer.

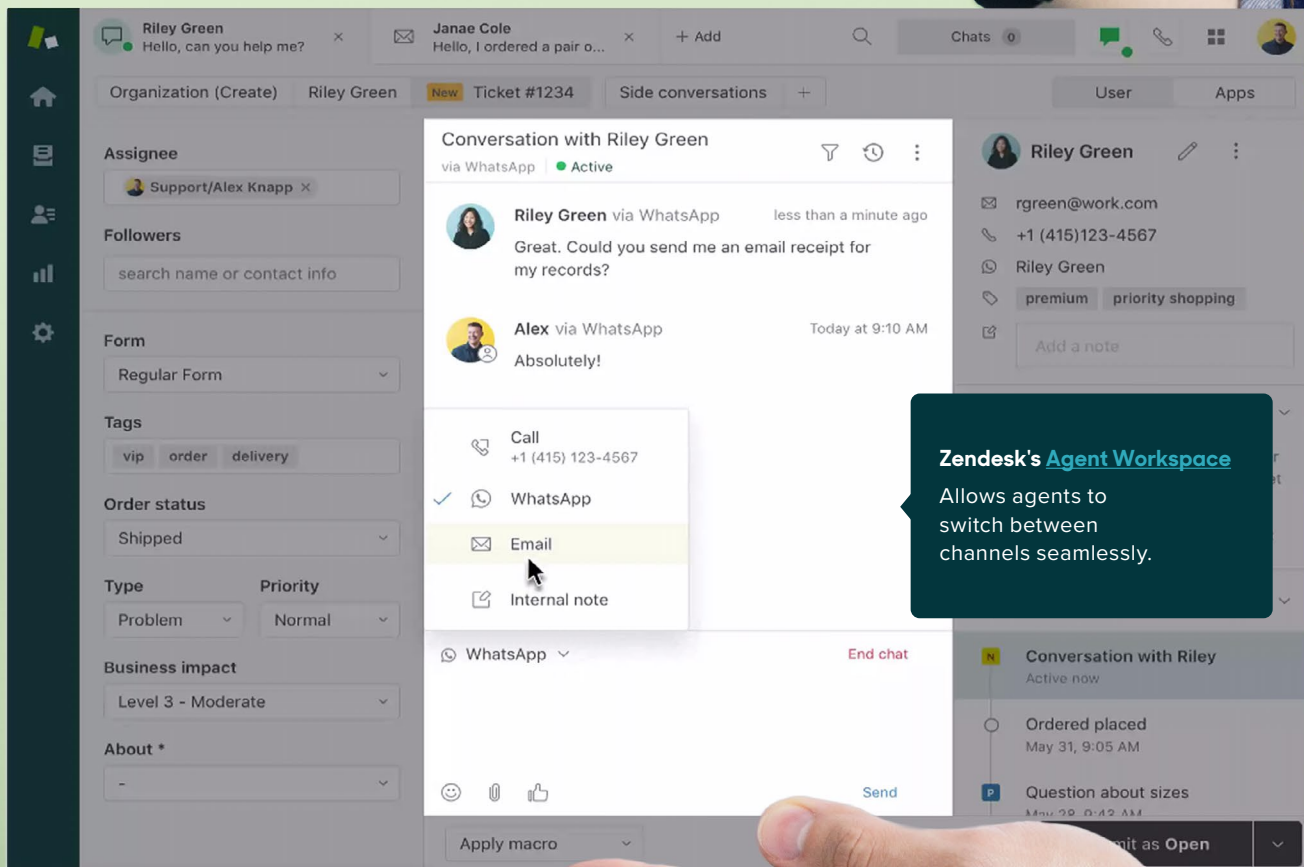
"We wanted to ensure that our guests had the ability to message us on their preferred channel and in their preferred language. Zendesk was the only provider that met our global requirements, and allowed us to provide a truly personalized service that is safe and secure."

Marco Trecroce
Senior VP & CIO
of Four Seasons



Hidden cost of Kustomer:

Lower customer satisfaction and decreased customer lifetime value because you can't meet your customers on the channels they prefer, now and in the future.



Zendesk's [Agent Workspace](#)

Allows agents to switch between channels seamlessly.

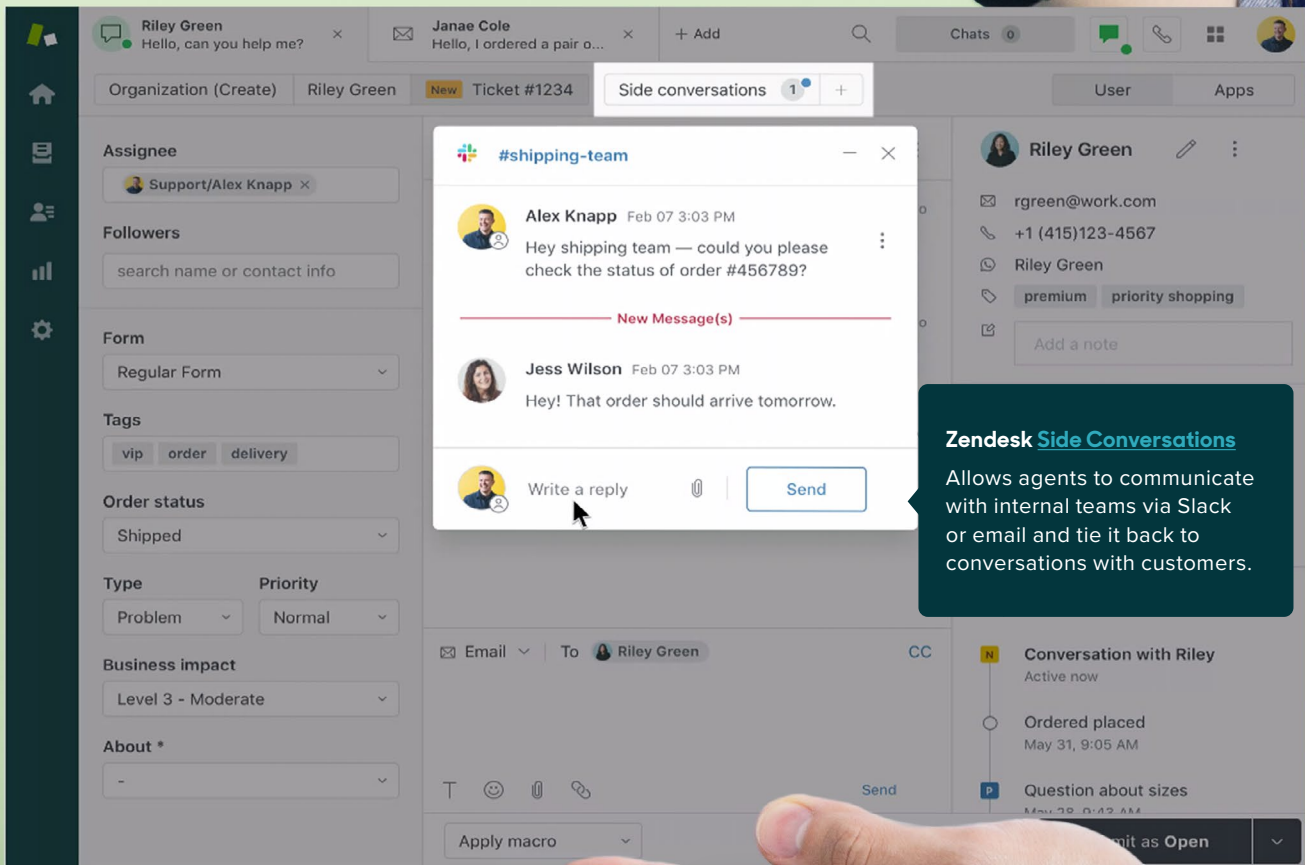
2. Zendesk sets agents up for success with a customer centric workspace and robust conversation management capabilities

Forrester states that the [key to delivering a better support experience is a modern agent desktop](#) that empowers agents with full customer context and facilitates collaboration and knowledge. Equipping your support agents with the right tools simplifies their jobs and increases productivity, and more importantly, improves the quality of resolutions, resulting in happier, more loyal customers.

That's why Instacart uses Zendesk. Our [Agent Workspace](#) empowers Instacart's support team with a modern cross-channel conversational experience that lets them focus on helping customers instead of scrambling to find information.

Instacart's agents know exactly who their customers are because Agent Workspace displays a rich customer profile with consumer-centric data and a timeline of events, such as website visits, orders and transactions, cart abandonment, previous conversations and more.

Furthermore, Agent Workspace encompasses all of the tools agents need to resolve issues quickly and effectively, including a powerful internal collaboration tool, called [Side Conversations](#). Companies like [Life Fitness](#), a consumer fitness product provider, uses Side Conversations to collaborate with external teams outside of support to get the help they need to resolve issues, all while tying the conversation back to the issue at hand.



All of these tools set support teams up for success so that they can deliver a support experience that their customers want and expect to have.

Despite the misleading promise of a better agent experience with a “uniquely innovative” timeline view, [Kustomer failed to set their former customer, Mody, up for success](#). Shortly after a long and costly implementation of Kustomer support, Mody’s support team saw a sharp decline in productivity, resulting in longer resolution times and lower customer satisfaction.

“We were working on a platform called Kustomer and our email, phone, and chat were all different so it was super disjointed... It was painful for me to watch our team go through so many disparate systems. It reduced productivity and efficiency. The question became: ‘How do we get everything in one place so that it’s easier to manage?’”



Kustomer didn't provide the tools that the Modsy support team needed to do their best work. That's why Modsy returned to Zendesk.


"From the agent experience, moving from Kustomer's timeline to Zendesk has really helped us manage conversations. Previously, agents didn't have a clear view of recent or ongoing conversations."



After switching from Kustomer to Zendesk, Modsy saw massive improvements in their customer support KPIs, including but not limited to:

 **50%** decrease in average resolution time

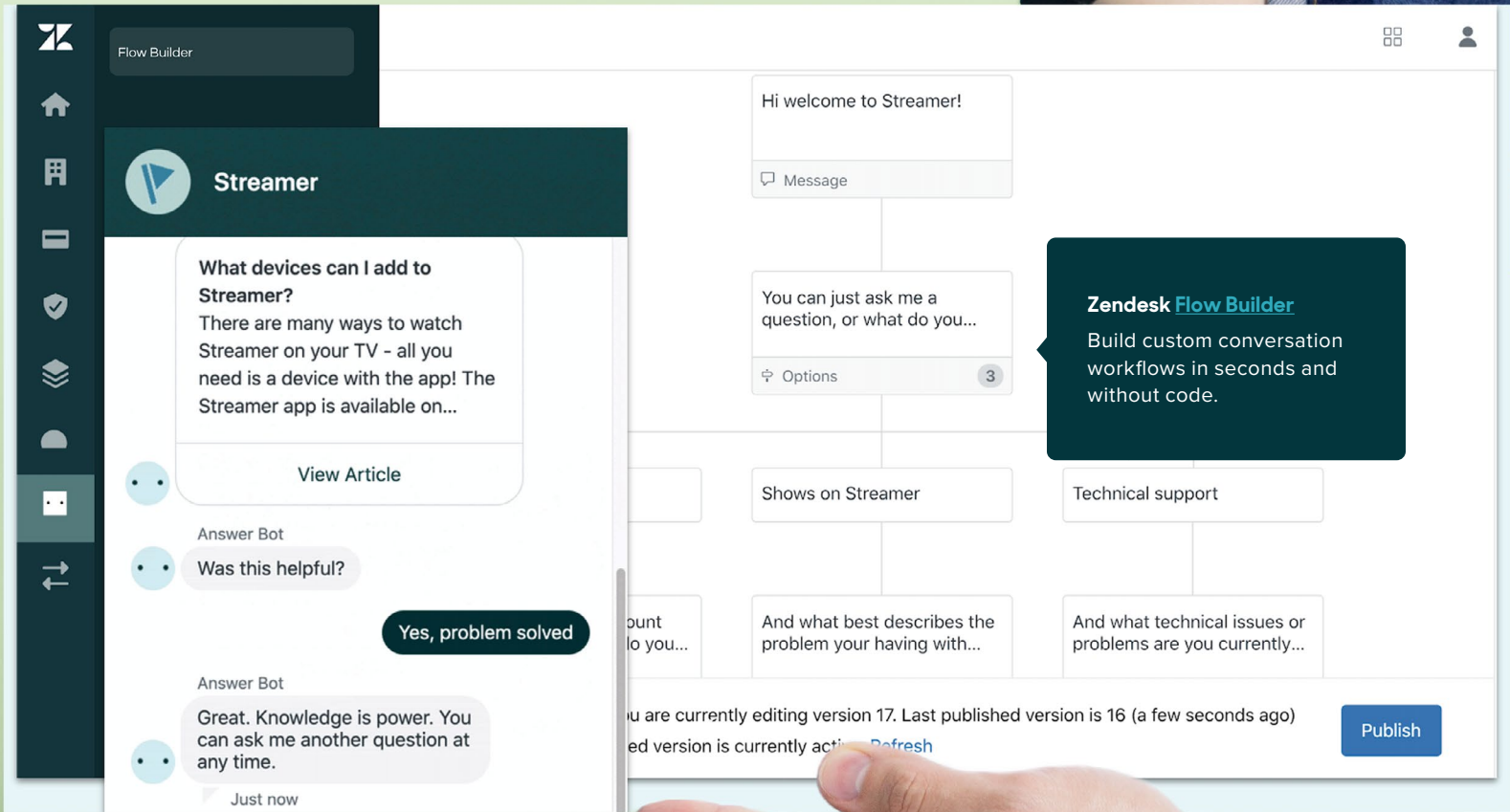
 **20%** increase in calls answered

 **40** hours of work saved per week

 **11%** increase in customer satisfaction (CSAT)

Hidden cost of Kustomer:

Decreased productivity, higher resolution times, and a higher cost per interaction because of an inefficient workspace that makes it hard for your support agents to find previous customer conversations and collaborate to resolve issues.



3. Zendesk gives businesses the agility they need to stay in sync

Gartner called out that [through 2023, the biggest challenge that architects of CRM systems will face will be how to deliver faster](#). No one expected to be facing a pandemic in 2020, nor that it would accelerate digital transformation at such a rapid pace. Unpredictable events have underscored the need for businesses to be agile, and to have technology in place that enables the flexibility to make changes quickly.

A key part of being agile is using software that's easily configurable and adaptable. Using point-and-click-configurable software that doesn't require time and labor-intensive code-based development or expensive and lengthy professional services engagements means you can react to change in real time.

[MakeSpace needed a solution that was easier to use and more agile than Kustomer](#), so they made the switch to Zendesk.

MakeSpace's support team recognized the value of being able to own and configure software without having to rely on IT to make complex code-based configurations, or engage professional services to make basic changes. Kustomer was painful for MakeSpace because of its inherent reliance on code-based configurations and professional services to make basic operational changes. This slowed MakeSpace down significantly, limiting their ability to stay in sync with the broader business as it grew and as processes changed.

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"We were trying to create a workflow for our billing team so that they can live in Kustomer, and some of the custom work that had to be done, it's not something we were able to do on our end because we didn't have the self-help resources to know how to create something from scratch. Then trying to work with Kustomer to do it, they basically just wanted us to outsource it to them and pay them, whereas we kind of wanted to do it internally since we thought we could."




After switching from Kustomer to Zendesk, MakeSpace experienced massive improvements in their customer support KPIs, including but not limited to:

 **63%** increase in YoY agent efficiency

 **28%** decrease in average first reply time

 **11%** increase in customer satisfaction (CSAT)

 **70%** of customer inquiries answered in <8 hours

We know there are a wide array of options to choose from. But if you're looking for a comprehensive solution that's flexible enough to work with your growing business, it's time to take another look at Zendesk.

Hidden cost of Kustomer:

Reliance on IT and developer resources, expensive recurring professional services projects, and a lot of wasted time to make basic changes to a system that's critical to run your business.

03 Choosing the right solution is also about selecting a partner who will help you use it effectively

To meet your customers in the moment, you need a partner that understands your business, has the expertise to help you evolve your CX, and is committed to your success.

Zendesk has been committed to the customer support industry for the past 14 years, and we have over 170,000 customers that rely on us as a trusted partner to help them evolve their customer experience.

GRUBHUB

“ Zendesk has been a great partner for Grubhub. Its willingness to work with us on different needs and use cases, especially as we have expanded, has been phenomenal. With Zendesk we’re able to invest more into new workflows. We’re able to expand and scale—not just in a couple of markets, but as many of our markets as we need. ”

instacart

“ Having a dedicated CSE has been one of the best experiences yet in our relationship with Zendesk. Jeff has been our on-call expert and has dramatically opened our eyes to the capabilities of the product. He also helped spearhead some major initiatives to scale and improve our support structures. If we’re looking at ROI, his impact is definitely a large percentage of that! ”

StanleyBlack&Decker

“ I would use the word ‘efficiency’ to describe Zendesk. The Zendesk Professional Services team guided us by the hand so that we knew what key things we had to be doing. We haven’t needed to go back and make any major changes to any market’s set up. Zendesk’s Professional Services team was the real driver for our successful, on-time rollout of Zendesk. ”

We love competition here at Zendesk. We believe it encourages a healthy, innovative market environment. And while we respect Kustomer's ambitions, [in light of Facebook's acquisition of Kustomer](#), we think there are some significant questions that businesses should consider about their viability as a long-term partner:

What level of investment will Facebook put into Kustomer?

What customer service expertise does the Facebook team bring to the table?

What's the foreseeable longevity of Kustomer within Facebook?

How will this impact Kustomer's focus on building support solutions for modern B2C businesses like yours?

Uncertainty is risk and risk is a cost to your business in some shape or form. Sometimes we equate "new" with modern, and trying the newest vendor on the scene can be exciting or invite perceived cost-savings. But ultimately, if you want to deliver the best customer experience, you need a trusted and proven partner who will go the distance with you.

We've helped customers like you

We've helped companies like yours switch from Kustomer to Zendesk, including [Modsy](#), [MakeSpace](#), [BoxyCharm](#), and more. You, too, can quickly realize the value of a complete solution, and we can help you get there. MakeSpace was fully up and running in less than 3 months after signing a contract with Zendesk.

It should come as no surprise that this is more than just talk. We have special offers for companies interested in switching from Kustomer to Zendesk.

[Contact us](#) to learn more.

