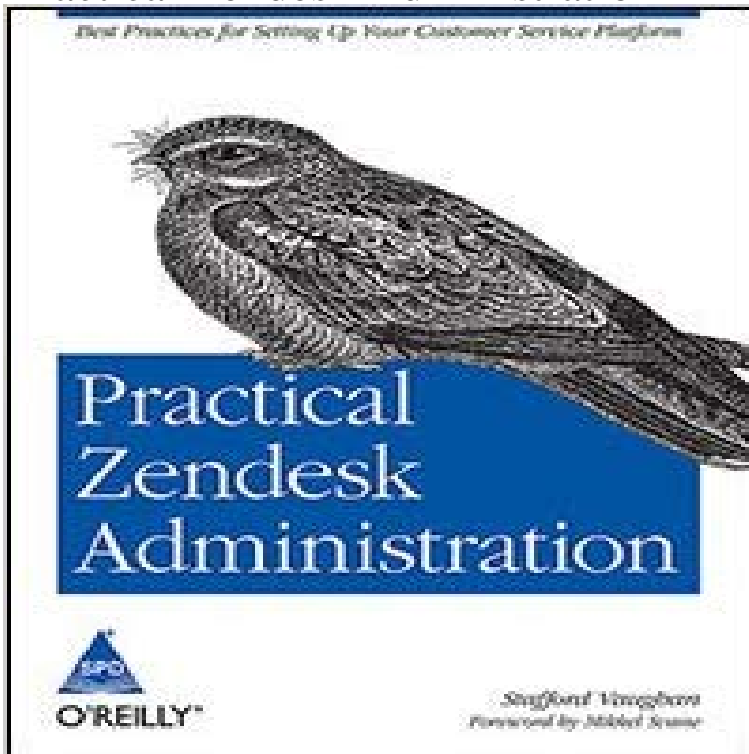


Practical Zendesk Administration



Reading the chapters are like reading the notes we never wrote when we designed the product. Staffords ability to enlighten readers on how to use the product better and the reasons for the design decisions in Zendesk never ceases to impress us.-Mikkel Svane, Founder and CEO at ZendeskImplementing Zendesk as part of your companys 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.Youll learn the purpose, benefits, and pitfalls of each Zendesk feature, with examples of how you can configure it to match your companys needs and processes. Through several real-world examples, youll also discover how other companies use the product, so you can determine how best to put Zendesks potential into practice for your business.Customize your Zendesk customer service tool with your brandCreate tickets using email, voice, chat, feedback tabs, and social mediaImplement security measures, including ways to safely login from social media sitesGenerate profiles and permissions for your Zendesk customers, agents, and administratorsUnderstand the data capture lifecycle, and control the fields your customers are required to fill outApply techniques for making your agent process more efficientModify Zendesk to reflect your existing customer service processUse forums to provide self-service support for your customers

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