




# EARTH ANIMAL LOVES HARDER WITH FAYE



Some eat steak.  
We eat software.

WE EAT  
SOFTWARE

[fayedigital.com](http://fayedigital.com)



# EARTH ANIMAL IS DEDICATED TO CARING FOR ANIMALS, PEOPLE, AND THE EARTH.

As the company grew more wholesome dog food, healthy dog snacks, and rawhide-free No-Hide dog chews, it needed a better solution for customer management and feedback, but didn't know where to begin.

Earth Animal needed a true partner to guide them through not only finding the software that would work best for them, but also how to create the workflows to give them the best results.







# CHALLENGES

Earth Animal is committed to being the most earnest, mindful, and trusted company in the pet industry by exploring another way—a more humane, natural and effective way to change things for the better—one Earth animal at a time. While the company was focusing on the products, there wasn't an organized system for customer support.

While phone support may have been efficient at first, as the business grew, it needed a more sophisticated solution. The company not only needed to hear customer feedback, but needed to be able to handle any issues quickly and efficiently.

Without a proper organizational system, more questions started to pop-up than answers.

While Earth Animal knew there had to be a better way, the company did not have a background in ticketing systems. They did not know where to even begin putting together a solution for customer support.

They needed guidance on how to set up a solution, what features would work best for them, what to report on to make long-lasting improvements to their customer support, but they didn't know how to make that happen.

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**THEY DID NOT KNOW WHERE TO EVEN  
BEGIN PUTTING TOGETHER A SOLUTION FOR  
CUSTOMER SUPPORT.**

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# SOLUTIONS

When looking for a partner, Earth Animal needed a company that could handle both the technical aspects of the implementation, while also guiding them through figuring out exactly what they needed. They need a true partner. Earth Animal chose Zendesk as it's platform and Faye as it's implementation partner.

When Earth Animal and Faye began working together, they walked through both the current state and the future state of Earth Animal's customer service.

The Faye team learned how clients were contacting Earth Animal, and more importantly, how Earth Animal wanted customers to be contacting them.

Earth Animal created a list of what they wanted to do with Zendesk and then Faye asked the pertinent questions Earth Animal needed to answer to build the best workflows for its use case. These questions included determining what the main levels of issues are, what types of metrics the company wanted reports on, what information needed to be in a ticket record to achieve those metrics, and so on.

With these answers in place, Faye advised Earth Animal the most efficient ways to organize tickets with its streamlined support. For instance, with so many different product lines, it was easiest to create a dropdown with all the products on the ticket.

The Faye team also helped train the Earth Animal team on how to update these fields so they have the best chance of long-term success.

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**EARTH ANIMAL NEEDED A COMPANY THAT COULD HANDLE BOTH THE TECHNICAL ASPECTS OF THE IMPLEMENTATION, WHILE ALSO GUIDING THEM THROUGH FIGURING OUT EXACTLY WHAT THEY NEEDED. THEY NEED A TRUE PARTNER.**

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# SOLUTIONS

To meet their needs, Earth Animal decided to go with Zendesk:

## **SUPPORT SUITE PROFESSIONAL**

- ▲ Zendesk Talk: the cloud-based call center software that helps companies provide more personal, productive phone support. It's built right into the Zendesk multi-channel support ticketing solution.
- ▲ Zendesk Guide: Guide enables companies to provide end users with a complete self-service support option and empowers agents to better help customers.

## **EXPLORE PROFESSIONAL**

- ▲ Reporting and analytics is designed to help companies analyze, understand, and share business information. Explore provides powerful, built-in reports that help to view and analyze key information about customers, and support resources. When a company needs reports that are tailored to its unique needs, it can use the tools in Explore to build specific reports.

## **SHOPIFY INTEGRATION**

- ▲ The Shopify app for Zendesk Support and Chat unites all business and customer data by displaying critical Shopify information to agents while they serve customers. They can solve chats and tickets faster with access to relevant customer data from Shopify, such as billing, shipping, and order information—all without leaving Zendesk.

Since the initial integration, Earth Animal added a NetSuite Connector and Clone Ticket apps.



**FAYE**



**EARTH  
ANIMAL**

A green logo graphic featuring a stylized animal silhouette (possibly a dog or cat) with a leafy branch and a paw print.

**WE EAT  
SOFTWARE**





# LASTING RESULTS

With streamlined processes and a centralized, organizational system, Earth Animal can respond to clients and resolve any issues with ease. The company can better track customer interactions with Zendesk's Support Suite.

With Explore Professional, Earth Animal can better understand trends and product popularity, as well as any common issues.





At Faye, we love software. We eat it, breath it, and build it. Our mission is to make the best software in the world even better by helping clients lead the way with software strategy, deployments, integrations and technical support.

With us is better than without us. As an Inc 5000 award winner 7 years in a row, we help mid-market and enterprise clients globally achieve up to 10x productivity returns by leveraging the hidden potential within Zendesk, SugarCRM, Salesforce, HubSpot, and more.

There is no ceiling to what we can achieve with a lot of caffeine and an uncompromising commitment to make software better. We are intensely passionate about eating your software complexity and challenges, so that you don't have to.

Our flagship offering, AXIA by FayeTM bundles our IP, capabilities and pre-built software enhancements into one monthly or annual subscription. The result - A partnership that drives lasting value and optimization even as you grow.

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