



# SOCIAL IMPRINTS MAKES ITS MARK WITH FAYE



Some eat steak.  
We eat software.

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SOFTWARE

SOCIAL  
IMPRINTS  
BRAND WITH PURPOSE

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# SOCIAL IMPRINTS IS A FULL-SERVICE CUSTOM BRANDING AND PRINTING COMPANY.

After being added to a client's Zendesk instance, the company saw how powerful the solution was and began moving all its clients over to Zendesk.

Yet, as Social Imprints began to grow, it needed a better organizational system to handle tickets between each brand.



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# CHALLENGES

From Facebook to Samsung to PayPal to AirBNB, Social Imprints has a vast and well-known customer base. Being a full-service custom branding and print company, as Social Imprints began to grow, it became increasingly challenging to keep tickets for all the brands straight. Now managing 50 online stores for its clients, the company needed an improvement fast.

“We had kind of done the work ourselves on updating in Zendesk, just learning as we could,” said Kevin McCracken, Director of Development/Co-Founder at Social Imprints.

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**“WE REALIZED WE WERE NOT UTILIZING ZENDESK TO ITS FULLEST.”**

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“The biggest thing for our team was the fact that they were having to go and ask questions that could have easily been answered with a proper ticket field.”

Most everything was coming in to one email address, so when clients would ask where their stuff was, Social Imprints would have to figure out which store the customer was even asking about. This request was even more complicated when a customer would reach out from a different email address than they placed the order with. There was no way to track that.



# CHALLENGES

Social Imprints not only handles 50 stores for its clients, but also their sales channels.

“The questions and answers and complications of customer service is about as complicated as I think you could get for one company,” Kevin said.

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**“WE ALSO HAVE DIFFERENT VOICES WE HAVE TO ANSWER IN BASED ON WHAT THE CLIENT ASKS YOU.”**

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Because of the complexity, Social Imprints was having issues managing their tickets for each brand and corresponding those tickets/brands with the warehouse workers.

“So, we upgraded to Enterprise so that we could have unlimited brands and started making our clients—some had multiple stores—their own brands. But then we realized we were kind of lost on how to set it up from there.”



# SOLUTIONS

Social Imprints needed help not only setting up the system, but implementing the best process for having multiple brands. It needed help determining how to create efficiency and streamline workflows. Kevin said once he realized that he needed specific help within the Zendesk platform, he reached out to his Zendesk sales rep who recommended Faye as the partner for this project.

“He recommended Faye for the kind of work we needed done, the workflow automation, and building out the custom tickets and widgets for our brand,” Kevin said.

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**“MY ZENDESK SALES REP THOUGHT FAYE WOULD BE OUR BEST BEST TO PARTNER WITH, SO WE DID.”**

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“I knew what I wanted. I had spreadsheets ready to go with our independent fields. We are obviously building on to it and doing more, but the structure and framework, the complicated build was all handled by the implementation specialists at Faye.”

Instead of the confusion and complexity previously set up, the workflow is much clearer. Now when the company gets a notification from one of its stores, the “reply-to” in it is a custom Zendesk email address for that brand. It’s easy to identify the store right away. If a customer clicked on the link in the reply email, it will go to the Help Desk for that specific brand.

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**“IT’S JUST BECOME WAY EASIER TO DEAL WITH ALL OUR TICKETS BECAUSE THEY ARE COMING IN COMPLETE,” KEVIN SAID.**

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Instead of needing to sift through all the stores to follow up with a customer wanting an update on their order, customers now denote which store they ordered from on the ticket. The ticket also asks for order number, what the issue is and what resolution the customer prefers. Customer service agents now focus on resolving issues instead of running around trying to find pertinent information to simply follow up.



# SOLUTIONS

Faye also set up Answer Bot for Social Imprints, making it easier to handle simple questions from customers, like when they reach out for their tracking number.

“We did a weekly stand up with Faye, and it was always really quick and easy. All my questions got answered,” Kevin added.

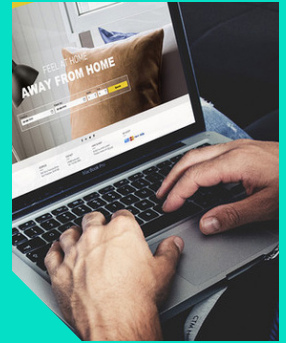
Social Imprints’ Zendesk Support Suite now allows the company to better handle presale events as well. It cuts down significantly on correspondence. While Social Imprints always notified customers with a pop-up notification that pre-sale items can take up to four weeks to ship, it was often ignored. Customer service reps then spent significant time responding to emails asking where items were, one at a time.

Now Social Imprints can set up a custom macro for presale items, attach it to the brand with a schedule in it, so when someone comes in from that brand during that time line, it will automatically message them back with the information they need. No more individual responses needed.

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**“THAT’S A MAJOR CONVENIENCE FOR US. IT MAKES IT SO MUCH EASIER,” KEVIN SAID. “WE ARE TOTALLY HAPPY... I COULD NOT BE HAPPIER.”**


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# LASTING RESULTS

Social Imprints is already seeing a reduction on time spent on tickets one month out from implementation. Faye not only set up the system for them, but trained the Social Imprints team for long-term success.

"Faye gave us a training document to move forward with. So, I handed that over to our warehouse, so now when new stores are launched, they can build the new brand." Kevin said.

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**"THIS WORK WOULD HAVE TAKEN US MONTHS  
AND IT TOOK FAYE ABOUT SIX WEEKS."**

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At Faye, we love software. We eat it, breathe 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 Faye™ 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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