



SUPERCHARGE ZENDESK WITH FLARE CPG

WE EAT
SOFTWARE



fayedigital.com/flare



IMPROVE THE CPG CUSTOMER EXPERIENCE AT SCALE

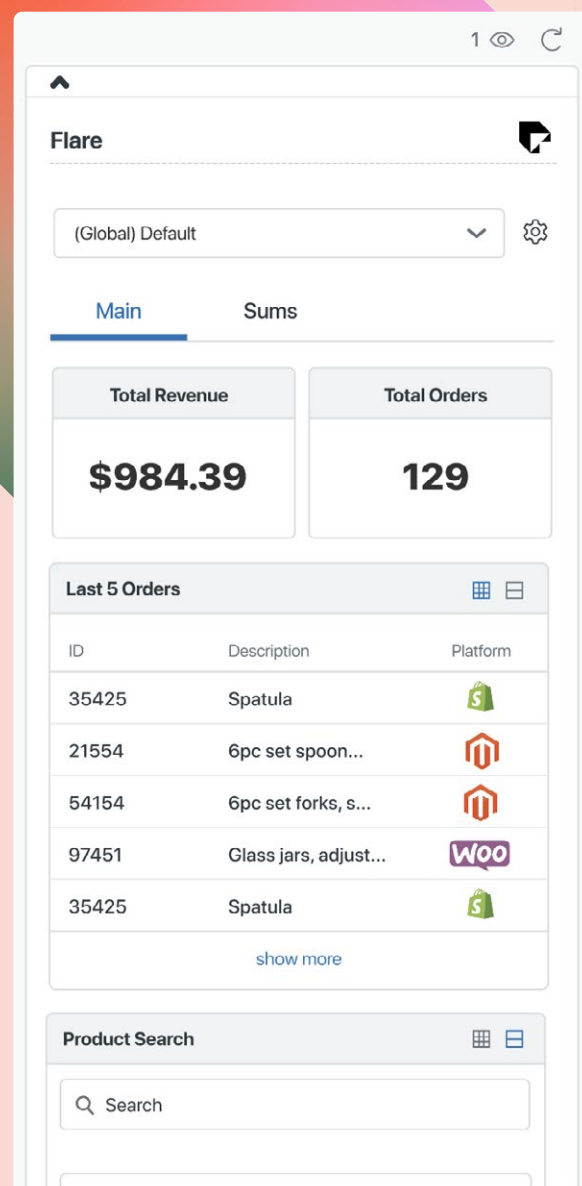
Rewire your operating model and build a better customer experience to help your Consumer Packaged Goods (CPG) company grow. Faye + Zendesk provide CPG companies a modern solution to evolve your customer experience from reactive to proactive.

Faye + Zendesk's digital-first customer experience unlocks the opportunity to move your support operations from a cost center to a profit center.

The screenshot displays the Zendesk support interface. On the left, a sidebar shows navigation icons. The main area shows a ticket for Matthew #206, with details like Brand (Faye), Requester (Matthew), Assignee (Dan), and Tags (customer_support, neutral/mixed, order_status_request). The ticket title is "Check the status of my order please" and it was received via email. The conversation thread shows Matthew's initial request and Dan's response stating the order has shipped. A Flare app overlay is visible, showing a "Send Coupon" dialog with options for "Concession Logs", "Send Coupon", and "Send Check". The Flare app also displays a "Product Catalog" with a search bar and a list of products including "XS Embossed Leather Tote...", "Women's Oversized Suede...", "Men's Oxford Suede Choc...", and "Unisex Mini Dark Vintage B...".



THE POWER OF ZENDESK+ FLARE



01

COMBAT LOW AGENT PRODUCTIVITY

Keep up with increasing call volumes by streamlining customer data into a single place.

Manage all agent tasks in a single platform, including claim forms and fulfillment letters. Avoid time wasted toggling between tabs and search for products, UPCs, and in-store stock based on postcode or radius.

02

EXCEED CUSTOMER EXPECTATIONS

Anticipate and manage product recalls before they have a significant impact on the marketplace.

Provide a personal touch with a full 360-degree view of the customer. Understand customer frustrations with unlimited reason codes to segment tickets.

03

MANAGE THE INCREASING COSTS OF PROVIDING SUPPORT

Allow for asynchronous conversations and limit expensive phone journeys with strategic customer experience.

Manage all integrations in a single platform with Flare's extensive integrations including: Amazon, Shopify, and other open API software. Invest in automation, not unnecessary headcount by avoiding repetitive questions through AI or a self-service option.



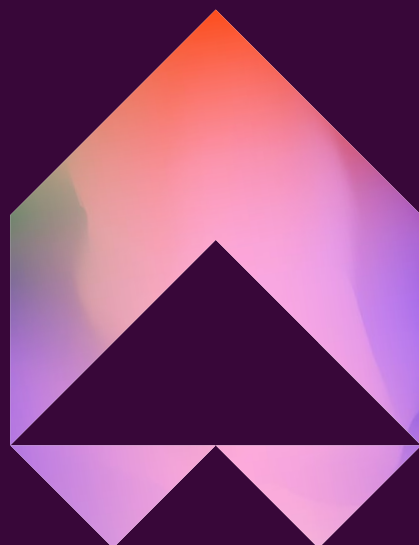
FLARE FOR THE WIN

UNLOCK ADDITIONAL REVENUE OPPORTUNITIES

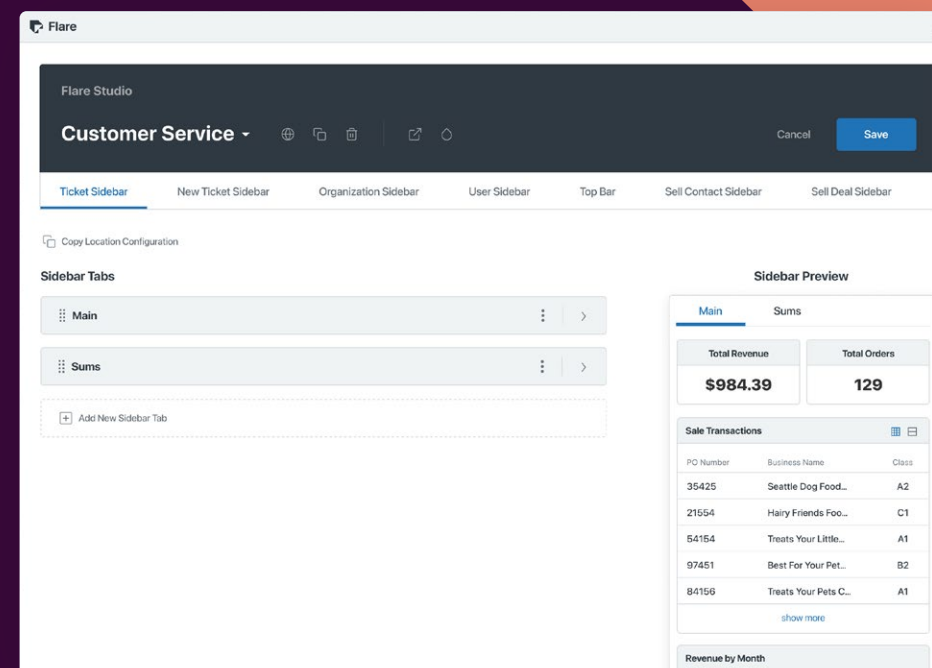
Open up new revenue streams through a holistic, omnichannel strategy. Faye + Zendesk enable frictionless online experiences with more than 300 software system integrations, data lakes, and blockchain networks. With third-party data integration, CPG brands can suggest actions to their customers, and can incorporate revenue-generating experiences for their target customer.

READY TO DELIVER A DIGITAL-FIRST EXPERIENCE?

Faye + Zendesk help CPG firms best manage multiple brands and streamline operational processes so agents can quickly find information on product data and inventory.



STUDIO DESIGNER





Overview of the Faye + Zendesk relationship

Leading consumer goods companies are taking action to address today's changing customer preferences and marketplace realities. Faye's integration with Zendesk's customer service and engagement software helps CPG companies build the best experiences for everyone along the supply chain – especially customers.

Faye + Zendesk work closely with CPGs and provide end-to-end implementation, integration, support, and training for Zendesk. In 2020, Faye was named the Master Zendesk Partner of the Year. Learn how Faye + Zendesk can help CPGs drive more revenue with more powerful customer experiences.

**Headquartered in California and
with teams across 4 continents**

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Serving clients

Worldwide

Look us up

fayedigital.com

