



## Gerber, Subsidiary of Globe Union, Upgrades from 15-Year Legacy Platform, Streamlines Operations, and Modernizes Customer Support



### ABOUT GERBER/GLOBE UNION

For over 90 years, Gerber has been a market leader in the plumbing manufacturing industry, focusing on strong customer relationships and innovation. In 2003 Gerber was purchased by Globe Union, who helped usher in a new stage in the global kitchen and bath market, providing high-quality plumbing fixtures, faucets, and bathroom products that touch people's lives daily. Gerber and Globe Union collaborate to create an extensive product line that includes thousands of unique faucets, showerheads, bath accessories, porcelain fixtures, and hardware that is designed to meet and exceed worldwide standards of quality and design.

What sets them apart is their human-centered approach to innovation that integrates the needs of people with the possibilities of technology, along with their relentless commitment to quality and craftsmanship at the core of everything they do.

## THE CHALLENGE

Gerber/Globe Union began evaluating their service support application, having used Oracle since 2010, but faced lots of difficulty updating their version, as they had not previously upgraded or engaged with a consulting partner because of the daunting scale of needed changes. Integration with other systems needed a lot of uplift, creating a struggle of "what do we do" as the system had been in place for so long, and the change was hard to predict, with technology falling behind and user ideas becoming complicated to move forward.

Moreover, their inefficient ticketing system required employees to constantly switch between Outlook and other applications, resulting in a frustrating workflow that hampered productivity and created communication bottlenecks.

Internal communications suffered from excessive back-and-forth between platforms, while reporting capabilities offered little visibility into the ticket once created. The workforce scheduling process was entirely manual, relying on Excel spreadsheets rather than an automated solution, further reducing operational efficiency.

## THE SOLUTION

After carefully evaluating their options against a comprehensive list of requirements, Gerber/Globe Union selected Zendesk as their solution, impressed by its improved user interface and advanced features like scheduling, side conversations, and accurate ticket status tracking. Facing tight deadlines with their Oracle subscription nearing expiration, they partnered with Faye, who proposed their specialized [Jumpstart Package](#) to ensure a smooth and timely transition.

Faye's customer success manager took charge of project management, efficiently steering the initiative to completion while maintaining organized meetings, tracking timelines, and distributing clear action items to all stakeholders. This structured approach kept the project moving forward effectively and ensured all deadlines were met.

The implementation team worked diligently to understand the existing data model and ticketing system, ensuring proper alignment between their requirements and Zendesk's capabilities. Throughout this process, Zendesk provided effective proposals to close any functionality gaps identified during the analysis phase.

Through this collaborative approach, Faye's team successfully completed the Zendesk data migration and implementation on schedule without any disruption to Globe Union's operations, transforming what initially seemed like a daunting transition into a seamless experience.

## THE RESULTS

### Successful Data Migration and Implementation

- **Over 2 million tickets were migrated, and around 3,000 knowledge articles** were transferred seamlessly to the new system without disruption to operations.

### Immediate Operational Improvements

- Customer reviews are now available in real-time, **providing instant feedback visibility that wasn't possible before.**
- The **cleaner interface and intuitive dashboard deliver better insights** and have received positive feedback from users.

### Cost Benefits and Transparency

- **Clarity on costs and savings** was evident right from the beginning, with transparent pricing appreciated by stakeholders.

### Future Growth Opportunities

- Plans are underway to implement SMS-based ticketing support and **leverage Zendesk's easy integration capabilities** with other applications, including phone systems and chat functionalities.

*"The Faye team made the migration seamless—something we were initially very concerned about. Their expertise turned a seemingly disruptive change into a smooth experience."*

**- Aslam Mohammad, IT Director, Globe Union**

