CASE STUDY

Social Imprints Makes It's Mark With Faye

SOCIAL IMPRINTS
BRAND WITH PURPOSE

Since opening their doors in 2008, Social Imprints has been the go-to promotional products vendor for many of the nation's leading tech companies, including eBay, Lyft, Airbnb, Asana, and TechCrunch.

Industry
Advertising Services

Size
11 - 50 employees

Location
San Francisco, CA

Zendesk Use Case
Social Imprints uses Zendesk and Answer Bot to improve support ticket resolution times and automate worflows

Zendesk products in use
Zendesk Support Enterprise

Integrations
Answer Bot

Summary

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

The Challenge

After initially implementing Zendesk, Social Imprints tried to learn the platform through trial and error. However, simple issues like not having a proper ticket field led to team members not knowing where their clients' purchase info was located.

Even worse, when a customer would reach out from a different email address than they placed the order, there was no way to track it. Social Imprints quickly realized this was not the ideal way to utilize Zendesk, and their purchase was not being used to the fullest.

The Solution

Social Imprints needed help properly setting up their Zendesk system and implementing a process for managing multiple brands, improving efficiency, and streamlining workflows. To obtain this help, Social Imprints reached out to their Zendesk sales rep, who recommended Faye as an experienced partner for this project.

In 6 short weeks of work with Social Imprints, Faye removed their previous workflow's confusion and complexity to make processes much more straightforward. For example, now when Social Imprints gets a notification from one of its stores, the "reply-to" address is a custom Zendesk email address for that brand. This makes it easy to identify the store immediately.

Faye also set up Answer Bot for Social Imprints to round things out. Answer Bot uses machine learning to answer customer questions with content from the Social Imprints knowledge base, so their clients get answers ASAP.

The Outcome

After working with Faye, customer service agents now focus on resolving issues instead of running around trying to find pertinent information to follow up. This has saved Social Imprints significant time and set them up for a bright future using Zendesk Software.

Would you like help reducing Zendesk ticket resolution length? Reach out to our sales team today to get started!