

DESK36



Adapting to **the New Normal**



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It's an undeniable fact that the COVID-19 pandemic has seriously affected the world and profoundly changed our lives. While the governments around the world have taken preventative measures like lockdowns, closure of public places like restaurants and cafés, and government offices transitioning to a remote working model, the private sector has been in the process of adapting to the new normal and embracing new practices like remote work and flexible hours.

In this new normal where everything is shifting online, customer demands have been increasing dramatically. Many small-to-medium sized companies have been struggling to meet the surging customer demand for online services. In such times of uncertainty, the companies who don't hesitate to take action in the face of the increasing customer demand enjoy growth in customer success and brand awareness.



Since the pandemic began, customer demands have gained a massive momentum. It has become extremely important that your brand is able to meet the ever-increasing demands of your customer base. In the **Customer Service Trend in 2020: Asynchronous Communication report**, [we](#) posit that 92% of customers say they'll cut ties with a brand completely after having 2-3 bad experiences.

So, how has the COVID-19 pandemic changed consumer habits? How can companies manage this crisis with limited support staff and keep up with the growing demand? In this e-book, we'll delve into the economic and psychological effects the pandemic had on the world and the measures companies have been taking during these unprecedented times.

All crises present new opportunities

A Success Story



We've seen a significant uptake in customer demand during the pandemic. We needed to respond to every single customer request quickly, and Desk360 came to save the day. Thanks to Desk360's omnichannel single-panel customer request aggregation feature, we were able to respond to three times more support requests than we normally could within the same time frame.

Saygın

Customer Relations Manager



Zebramo manages every customer request with Desk360's Next Generation Inbox and uses the Quick Answers feature to respond to customer requests faster. You can manage support requests from every channel out there with Desk360's Next Generation Inbox and respond to your customers with a single click using predefined answers in many different languages.

Useful Tips

- Meet the New Generation Inbox, where you can manage all messages from a single screen and make life easier for you and your support staff.
- Discover the Quick Answers feature, which will allow you to create answers for the most frequently asked questions in 40 languages.
- Easily integrate your brand into the most widely used platforms and manage them from a single screen.

All crises present new opportunities

As the number of services offered by a brand grows and the number of customers increases, the customer support staff count also increases in line with this growth. However, this may not always be the case. The type and features of the customer support platforms will be the decisive factors in the number of support staff.

This increase is especially prevalent on e-commerce sites. These sites were enjoying a huge demand even before the pandemic, but after the COVID-19 virus took hold, e-commerce brands came up with brilliant solutions like digital zero-contact delivery and ultimately reached their golden age after realizing the psychological effects the pandemic had over the consumers. This, of course, is true for companies who had embraced the digital age and were able to manage the pandemic crisis easily. While these companies were able to adapt to the new normal with relative ease, we can confidently say that they turned a global crisis into an opportunity.

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Agile platforms, fast performance

It's clear that the more agile the platform used, the less burden will be on the customer representatives' shoulders. Imagine a new generation inbox where customer communications take place on a single page and every feature can be turned on with just a single click. Not only that, with the ease of integration it provides into the most widely used platforms, you don't need to switch back and forth between them, saving a lot of time. Introduce your support team to the Desk360 platform and ease their burden while enriching your customer experience.

The rise in mobile-focused customer demand

A Success Story



Cartoona

During COVID-19, both our app downloads and the number of reviews we got from our customers on the stores increased at the same rate. We were able to manage these comments with the prioritization and the auto-assignment features of Desk360, saving a lot of time and effort.

Mustafa

Owner



Cartoona manages its store comments using Desk360's App Store and Google Play Store integration. To provide faster feedback, Cartoona utilizes the Priority Rules feature to expedite the requests coming from those channels according to the subject line. The Auto-assignment feature allows them to assign the right comments to the right people. You can determine who'll be responsible for what channel and prioritize every message that comes to your inbox.

Useful Tips

- Aggregate and manage every comment you receive on the App Store and Google Play Store in your inbox with Desk360's store reviews integration.
- To sort your support requests according to their importance, define their statuses by choosing from Urgent, High, Normal and Low severity options.
- Ensure that your time management is on point by automatically assigning various tasks to specific agents or teams.

The rise in mobile-focused customer demand

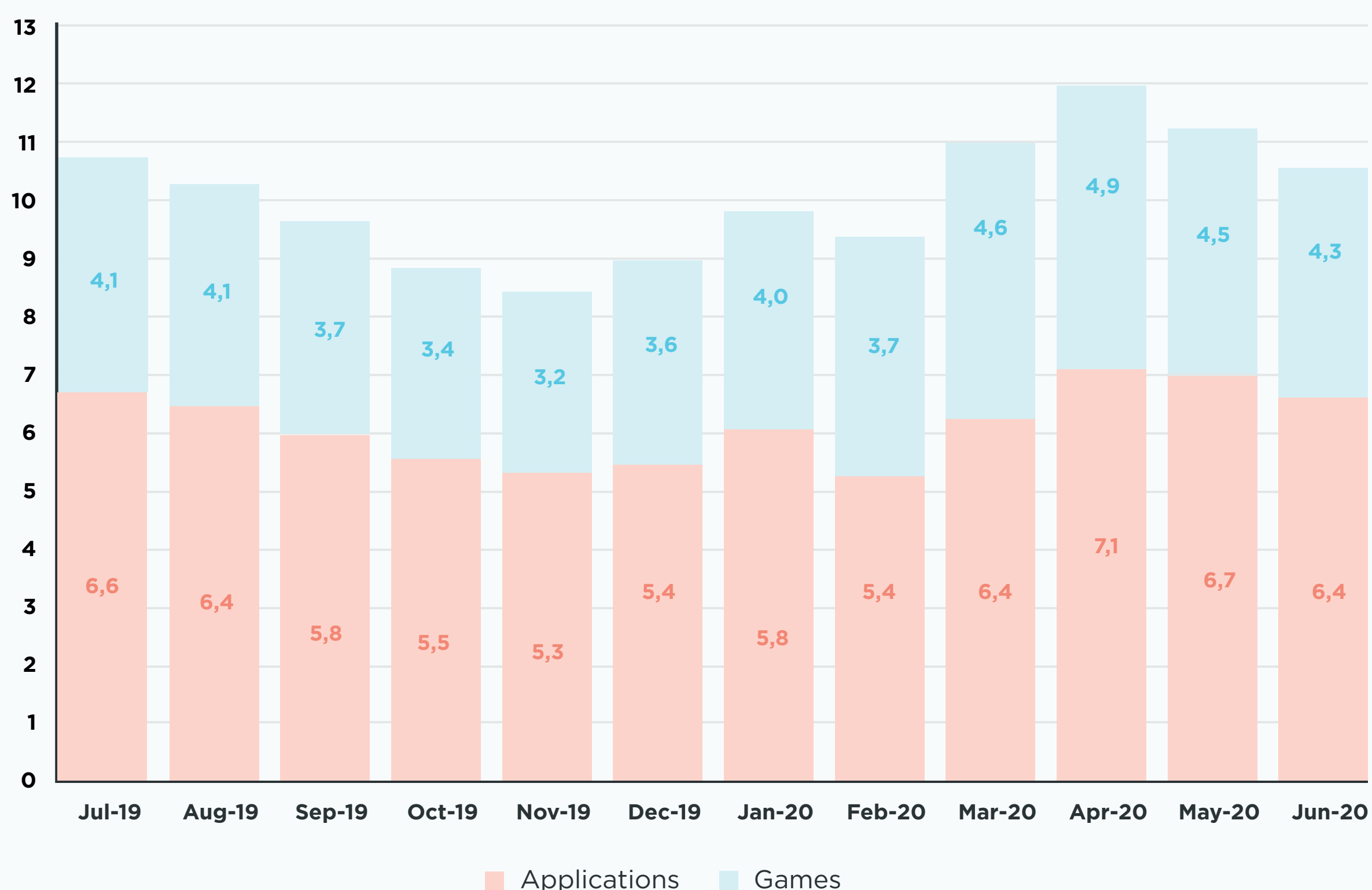
The COVID-19 pandemic has changed how people work and how they spend their leisure time. During the lockdowns, almost every activity was limited to homes. People started to work remotely, and that meant they had to spend all their time at home. So, how did the lockdowns affect consumer habits?

We mentioned that consumers are increasingly turning to digital solutions, and this is also true for leisure activities. Since the beginning of the pandemic, the demand for mobile applications and games has seen a significant uptake.

According to App Annie, mobile apps and games amassed 64 billion downloads in the first half of 2020, an increase of 10% compared to the second half of 2019.

It has become essential for brands to meet the new needs of their customers by pushing new updates and features for the apps they offer.

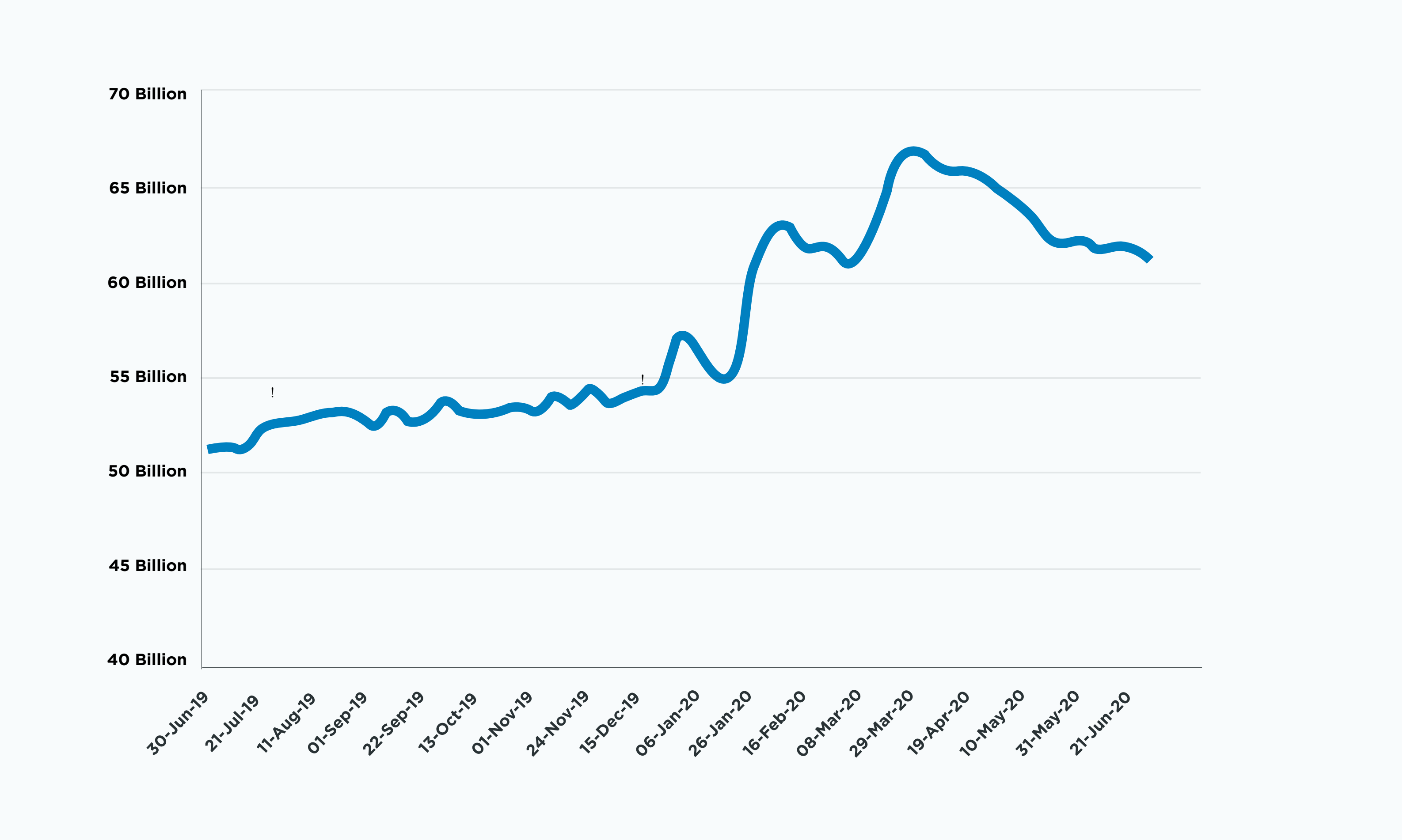
Global Monthly Downloads
iOS and Google Play



*figures are in billions.

It's an irrefutable fact that mobile apps played a huge role in people's lives even before the pandemic. However, there's an interesting data: according to the same App Annie report, consumers spent 1.6 trillion hours on mobile apps in the first half of 2020. This means there was a 25% uptake compared to the figures for the second half of 2019.

Global Weekly Hours Spent on Mobile



One particular sector that accelerated these figures stands out: Consumers eventually realized that it's a big convenience to get their groceries delivered right to their doorsteps with just a single click and they flocked to these delivery apps.

Meeting the ever-increasing demands in the new normal

A Success Story



getcontact

%40
increase

During the pandemic, the number of support requests we receive increased by 40% compared to what we normally get. Instead of increasing our agent count, we opted for Desk360's customized FAQ pages. Now, most of our users are able to get quick answers to their questions without having to reach out to us. Thanks to Desk360, we were able to reduce the time and effort we spend to resolve support requests and focus more on product development.

Samuel

Owner



Getcontact offers a self-service option to its users by redirecting support requests to FAQ pages, which significantly increased in number during COVID-19. This allows the customer representatives to focus on the users who absolutely need help from a real person. In addition to this, the company has adopted a very effective time management paradigm by assigning requests to teams by subject and channel.

Useful Tips

- Desk360's customized FAQ pages feature provides your customers with a premium customer support experience, improving your support team's performance and saving a lot of time.
- Establish support teams based on channel, topic, or demand and determine which team will be responsible for which task, ensuring the best agent or team is assigned to the task at hand.
- Respond to and resolve all customer messages in bulk, allowing your teams to manage their time more effectively.

Meeting the ever-increasing demands in the **new normal**

Consumers don't change their habits overnight, even in times like this. Most of the time, we choose to play it safe and do things our way rather than the easiest and the most effective option.

Technology has allowed us to go the easiest way regardless. The topic at hand in this chapter is consumer habits. Let's start with an example: When you have a problem with your bank, what is the first thing you do? The answer, of course, reaching out to your customer representative.

Everyone has heard the same old story where the customer representative you're talking to says "you can do this through the online banking app". The main reason they tell you this is to minimize the workload on the brand representative and redirect the customer to the self-service center. The self-service option consists of a customized help center and Frequently Asked Questions pages.

We've already mentioned that the Knowledge Base and FAQ usage is on the rise, and the **statistics support this claim:**

According to Forrester, customers prefer knowledge bases over all other self-service channels.

According to Salesforce, 89% of millennials turn to search engines first to find answers to their questions before reaching out to a customer representative.

According to Forrester, 70% of customers use the company website to find answers rather than calling the support center or sending out an email.

Last but not least, HubSpot projects that by the end of 2020, 85% of customer-brand communication will take place on channels that don't require human interaction.

Shifting Customer Behavior

A Success Story



Since the competitions we hold in Oyna Kazan and Trivia SuperStars apps give out real money prizes, it was crucial for us to ensure any problems our users might encounter are solved immediately. Not only that, we had to do it in multiple languages, since we operate on a global scale. That's where Desk360 came in, a product that well deserves its name as it provides a 360-degree customer support across all channels. Now we can communicate with our customers easily and quickly through an intuitive single-page interface. My favorite part was the ease of integration. We were able to complete the integration with minimal effort and start using Desk360 within a week.

Burak

Product Manager



Oyna Kazan and Trivia SuperStars apps provide 360-degree support to their users across 11 channels by leveraging the intuitive interface of the Desk360 platform. Thanks to Desk360's ease of integration, these apps were able to resolve the customer support requests quickly and provide a stellar customer experience.

Useful Tips

- Seamlessly integrate your brand into 11 different communication channels that are supported by Desk360 and provide support to your customers quickly.
- Customize your Ticket Reasons feature to receive detailed reports on what the most requested support requests are.
- Provide a synchronous communication channel to your customers by allowing them to reach out to you using WhatsApp and other live-chat channels.

Shifting Customer Behavior

Instant messaging apps have become indispensable in the way we communicate. People mostly use these apps in their private lives to talk to their friends and family. However, this is changing fast. Now many customers choose to communicate with their favorite brands and ask for support over instant messaging channels such as WhatsApp, Facebook Messenger, and live chat widgets because it's a great way to hear back from brands quickly.

This situation benefits brands as much as it benefits consumers. When consumers reach out to brands through live support channels, their issues are resolved quickly and the support teams can accommodate more requests in a given time frame, leading to shorter resolution times. We think it's safe to say that this is a win-win situation.

WhatsApp Data [↗](#)

2 Billion

Monthly Active WhatsApp users

500 Million

Daily Active WhatsApp users

5 Million +

Companies using WhatsApp Business

Live Chat Data [↗](#)

%92

Live chat provides the highest customer satisfaction rate by 92%

%79

Percentage of customers who prefer live chat to get support over other channels

%71

Percentage of businesses who predict that live chat will be the primary support channel by 2021

Key Takeaways

The COVID-19 outbreak has deeply affected our lifestyles, and it has profoundly changed the way we work. It has forced even the most traditional companies to embrace the remote working model, which is now becoming the model of the new normal.

The research reflects the widespread adoption of this new mode of working, and it seems like it's here to stay in the long run. COVID-19 or not, every company out there should adopt digital solutions to stay ahead of the challenges of remote working. It's about adapting to the new normal, after all.

Brands using Desk360 have applied these four principles below to manage their support requests:

Focusing on quality instead of quantity

Even though their support teams were understaffed, they were able to keep up with the demand and focus on customer experience by reducing their workload using the new-generation features offered by the Desk360 platform. This way, they could both continue to provide great customer service and build brand loyalty at the same time.

Offering customers a self-service option

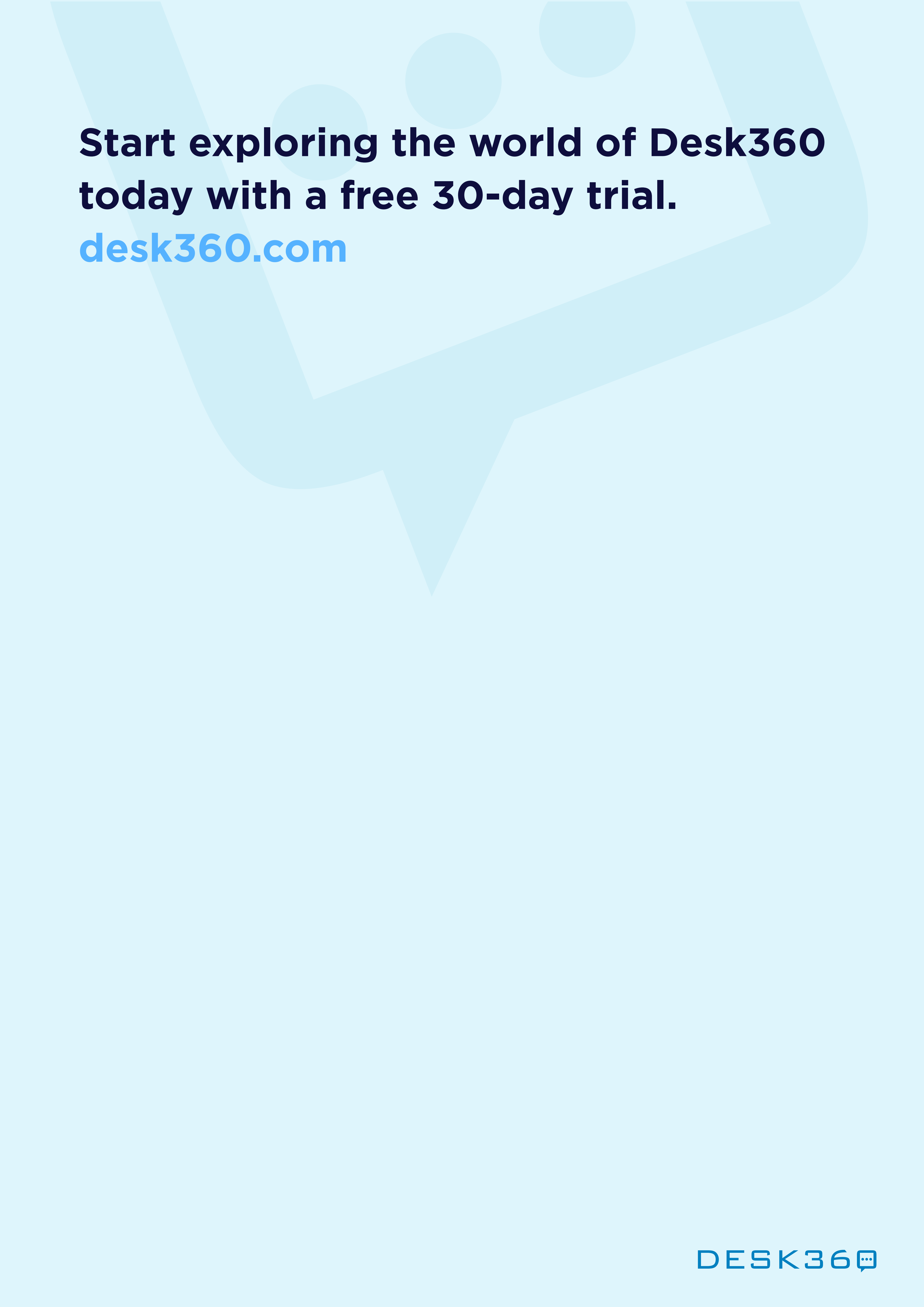
Thanks to the growing use of FAQ pages in the last few years, customers were able to find answers to their questions in seconds without the need to talk to a customer representative, allowing the brand agents to take on more challenging issues.

Listening to user feedback while developing new features

The app store comments serve as a showcase for the quality of apps. Before deciding to download an app, we often take a look at the reviews where users share their experiences. Negative comments left unanswered by the developers is often a bad omen and might push users to look for another app. By leveraging the Desk360 app store integration, app developers were able to take heed of the reviews and focus on what the users actually want.

Implementing live chat channels

Giving users the option to get in touch with customer representatives through a live chat widget or instant messaging platforms like WhatsApp allowed customer requests to be resolved quickly and effectively.



**Start exploring the world of Desk360
today with a free 30-day trial.**

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