



How to centralize customer interactions on a single platform with great results

Anca Modoran

Senior Manager, Insights & Infrastructure

Global Customer Experience, GN Group

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Challenges with previous setup

How to centralize
customer interactions
on a single platform
with great results

We have a proud history



"The development of the world is dependent on communication"

GN founder C.F. Tietgen, 1869

1869

GN created the first **telegraphic connection** between China and the rest of the world

2024

Today, GN continues to **facilitate communication** for people worldwide, touching more lives than ever



A photograph of a beach at sunset. The sky is a mix of orange, yellow, and blue. The ocean is dark blue with white-capped waves. Several people are visible in the water, some surfing. The overall mood is serene and active.

Our purpose is
**Bringing
People
Closer**

At GN, we are united around a shared purpose.

Communication is at the heart of what we do, and through our leading innovations we bring people closer to one another and what matters most to them.

We are bringing people closer through



...innovative medical grade
hearing aids and care
solutions



...premium software-
enabled and system-
integrated **gaming** gear



...audio and video solutions
for **enterprises** and
organizations – in and
beyond the office

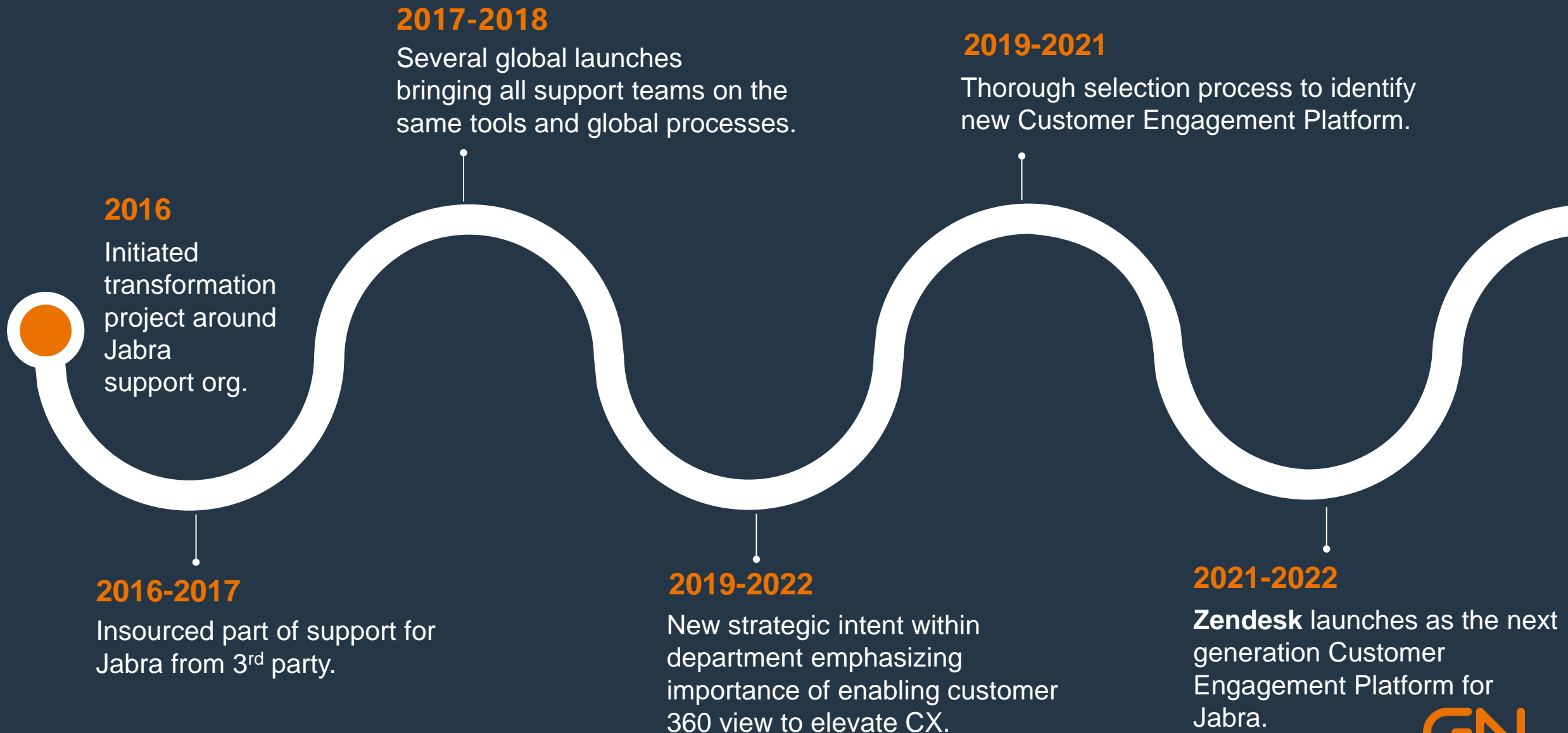


...communication solutions
for **special operations**,
military, law enforcement,
and security personnel



Global Customer Experience Milestones

Global Customer Experience Milestones





Challenges with previous setup

Challenges with previous setup

- Platform slowness
- Unscalable setup to allow for company growth
- Poor search functionality within internal knowledge base
- Fragmented data and access to it
- Lack of insights into team performance
- Fragmented ecosystem with a lack of centralization of channels





Benefits of transition to Zendesk

Service touchpoints

Seamless engagement with Jabra's customer segments via multiple service touchpoints fully integrated into Customer Engagement Platform – Zendesk.

Chat & Messaging

AI assistant

Web form

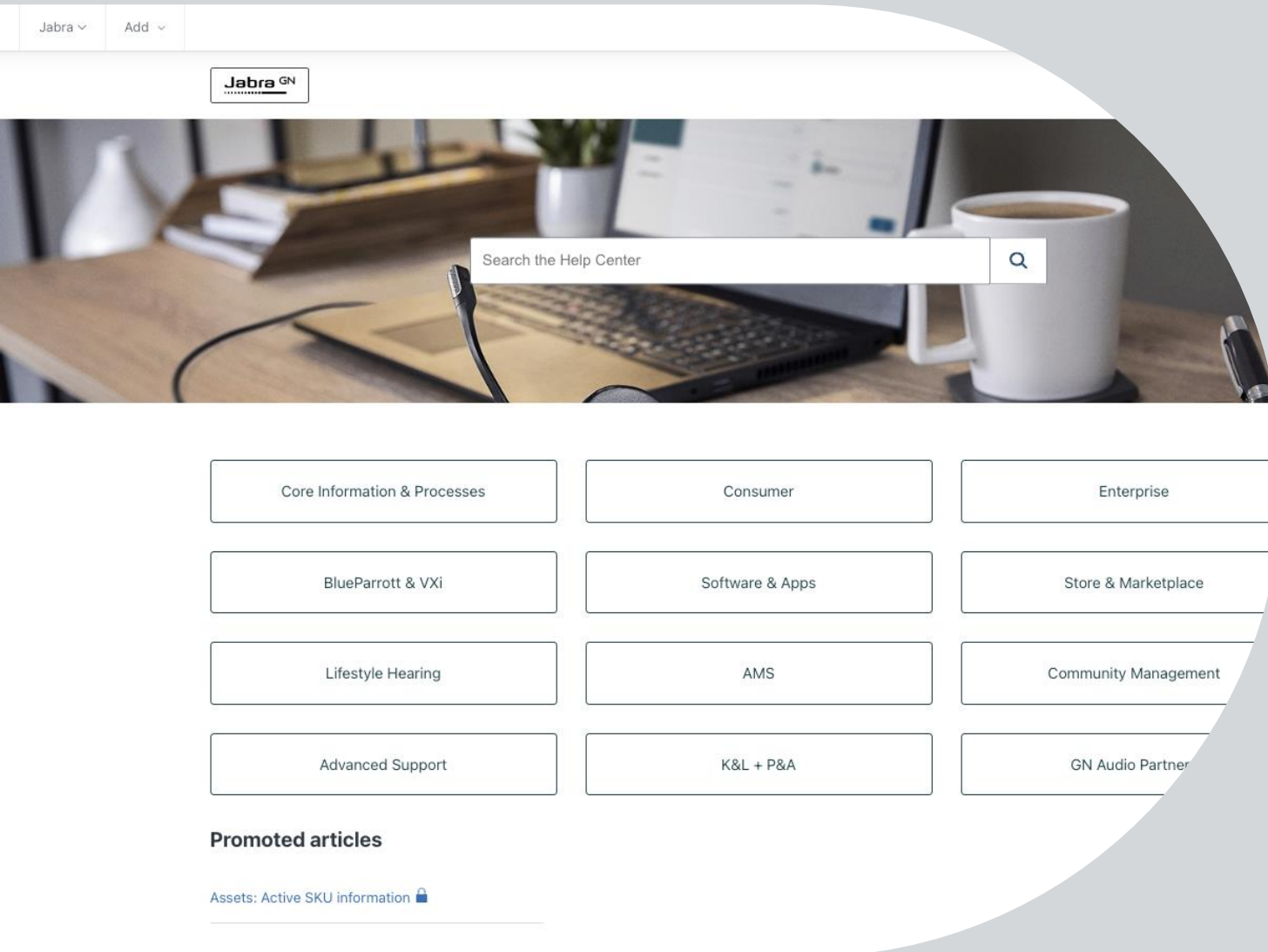
Social media

Apps

Voice



Internal Content



- Manage approx. **5000 active macros** translated in 8 languages used in interactions with customers.
- Maintain over **2000 internal** articles accessible from the Zendesk Guide.
- AI search engine in Zendesk Guide offering search results from Online Support content and Internal Zendesk Guide content.

Supporting 200+ platform users

Handle approximately **200 monthly requests** for 200+ platform users covering:

- Process & article updates
- Macro updates
- Platform feature requests
- Reporting requests

The screenshot displays a ticketing system interface. On the left, a sidebar lists various ticket categories with their respective counts. The 'Requests - P&A' category is highlighted with 189 tickets. The main area shows a detailed view of the 'GCX Requests' section, displaying a list of 189 tickets (Page 1 of 7). The table includes columns for 'SLA', 'Subject', and 'Requester'. The first ticket is selected, showing its subject: 'GA RMA process add * to notify of alternate process ma...'. Other visible tickets include 'Article Clarification', 'Use apacservice2@jabra4.onmicrosoft.com to apply for ...', 'CRM app add note tech must check on every interaction', 'Plz consider a minor edit to "For Enterprise/BlueParrott ...', 'GNA Panacast_Language_Callback Queue incoming call...', 'Request for Update to RSE On-Site Travel Approval', 'Language Line Quick Connect dropping in the early AM ...', 'Re: CRM Test', 'Deactivate accounts for Minto John and Muniswamy BL', 'Update SLA article', 'How to create a bog for Jabra+ team in Hypercare', 'Re: Pre-escalate process and notification', and 'Different SLA policy used for CS India L1 & CS Global IN ...'.

SLA	Subject	Requester
	GA RMA process add * to notify of alternate process ma...	20
	Article Clarification	To
	Use apacservice2@jabra4.onmicrosoft.com to apply for ...	To
	CRM app add note tech must check on every interaction	Ye
	Plz consider a minor edit to "For Enterprise/BlueParrott ...	Fri
	GNA Panacast_Language_Callback Queue incoming call...	Fri
	Request for Update to RSE On-Site Travel Approval	AU
	Language Line Quick Connect dropping in the early AM ...	AU
	Re: CRM Test	AU
	Deactivate accounts for Minto John and Muniswamy BL	AU
	Update SLA article	AU
	How to create a bog for Jabra+ team in Hypercare	AU
	Re: Pre-escalate process and notification	AU
	Different SLA policy used for CS India L1 & CS Global IN ...	AU

Enhancing **CX**

Faster and more personalized support experience

With centralized interactions, our teams have access to the full customer history, allowing them to respond faster and with more tailored solutions.

Omnichannel experience

With the help of centralized interactions customers engage across multiple channels (social media, email, messaging) seamlessly.

KPI improvements

We have seen improvements in KPIs since 2022:

NPS: 7% increase on promoters

Overall CSAT: 0.6 increase

Perceived speed of resolution: 0.7 increase

Enhancing **EX**

Simplified workflows

Consolidating platforms and channels reduced the complexity for our teams, making it easier for them to focus on resolving customer issues rather than managing multiple tools.

Empowering through automation

With the help of workflow automation that simplified their daily tasks, our teams can focus on complex and more rewarding tasks.

Employee engagement and retention

Our teams are more engaged and efficient when they have the right tools at their disposal, which in turn reduced turnover.

Data & insights for internal optimization

Real-time data and analytics

Centralizing interactions allowed Jabra to collect real-time data on customer behavior, preferences, and issues, providing a rich source of insights for continuous improvement.

Data-driven decision making

These insights empowered Jabra to make informed decisions, optimize support processes, and enhance the customer experience and employee experience with data-driven strategies.

Sharing insights across the organization

Customer insights are shared across departments, fueling product innovation and improving various business processes beyond Global Customer Experience.



Recommendations

Recommendations

Clear goals

Have a clear understanding of your implementation goals, what you want to achieve and how you would like to measure success.

Right resources

Assemble a diverse and skilled team to support and guide you through the implementation journey.

Be flexible

Allow for flexibility during the design process, implementation and after launch.



Thank you!