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Industry and Campus Webinar: Remote Campus Overnight: How to Quickly Deploy an All-in-One Solution for Supporting Students, Faculty, and Staff Remotely
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Welcome to today's Industry and Campus webinar: "Remote Campus Overnight: How to Quickly Deploy an All-in-One Solution for Supporting Students, Faculty, and Staff Remotely." This is Jamie Farrell, Online Event Production Manager at EDUCAUSE and I'll be your moderator for today. EDUCAUSE is pleased to welcome today's speakers: Bryan Erickson, Mara Simonson, and Melissa Shuter. I will introduce them in just a moment, but first let me give a brief orientation on our session's learning environment. Our virtual room or learning space is subdivided into several windows. Our presenter's slides are now showing in the presentation window, which is the largest on the screen. The tall window on the left serves as the public chat space for all of us. You can use the chat to make comments, share resources, or to pose questions to our presenters. We will hold Q&A until the end of the presentation; but we encourage you to type your questions into the chat throughout the webinar. If you have any audio issues, click on the link in the lower left-hand corner. And, at any time you can direct a private message to "Technical Help" by clicking in the top-right corner of the chat window. A drop-down menu will appear where you can select "Start Chat With" and "Hosts." The session recording and slides will be archived later today on the EDUCAUSE website. And now, let's turn to today's presentation. The uncertainty surrounding the impact of COVID-19 has put nearly all schools, colleges, and universities on unsteady ground. The education industry is likely faced with a "new normal" as it relates to the campus work environment and how institutions support their campus. Zendesk is here to help you navigate these changes. We are delighted to be joined by: Bryan Erickson, Senior Solutions Consultant at Zendesk. Bryan brings 10 years of experience in helping schools provide better support experiences by driving timely, responsive, and seamless campus support to your staff and students Mara Simonson, Customer Success Associate at Zendesk. In her role, she serves as a strategic resource to help map out customer's long-term business objectives and assist them in optimizing their Zendesk account. In addition to one-on-one guidance, Mara assists the Success team in creating instructional videos for customers to use throughout their Zendesk journey. And Melissa Shuter, Executive Director of Operations Support Services at the University of Louisville. Operations Support Services improves enterprise processes for both the employees and departments, as well as the central units. With over 30 years of higher education experience leading and managing various initiatives and operations, Melissa works with staff daily to leave a process better than when she found it, and as a professional seeks fact and data to continually improve. Thank you all for joining us today! And with that, let's begin today's Industry and Campus webinar: Remote Campus Overnight: How to Quickly Deploy an All-in-
One Solution for Supporting Students, Faculty, and Staff Remotely. Mara - over to you.

>> Thank you, Jamie. The industry is facing a new normal here. Hopefully we can face some insight with how Zendesk can help with that. Today we will talk through who Zendesk is, and how our solution can assist you? Then we will hear from Melissa from the University of Louisville and what her experience has been like with Zendesk. Then we will wrap up with a demonstration from Brian with questions and answers to follow. Feel free to submit those questions like Jamie had mentioned. First, a little bit about Zendesk. Zendesk is based in San Francisco, and we have grown to over 3500 employees, and 157,000 customers since the company was founded almost over a decade ago. We currently operate in more than 160 countries and have 17 offices around the globe. As well as several remote workers. Very likely we have some folks near you. At Zendesk, we are really proud to help colleges and universities build the best experiences for their students and staff. Zendesk comes from customer service. Our software is designed to make the interaction between your students, your staff, and faculty very seamless. Now, traditional solutions were built to help companies close deals. Zendesk was founded to put the customer, in your case, students, staff, and parents first. As we have grown from a startup to a leader in the customer experience base, we remain committed to those founding principles. Just like our products, we are very easy to work with, reliable, and flexible. When we say it is easy, we mean our solution is easy to buy, easy to implement, and easy to use. Which then gives you all the freedom to focus your resources on what matters most, which is definitely the student and staff experience. Not only do you have to solve challenges that come your way, and balance the many demands, but you have to do all of that fast. From your staff, to your students, to parents, everyone is expecting you to deliver that service at lightning speed right now. Gartner predicts in the next five years, CRM systems will figure out how to deliver faster than ever before. So you can meet those expectations of all stakeholders. With that, you need a solution that will allow you to balance those needs and to move quickly, as well as managing that newly remote staff, and students that you are handling right. That is where Zendesk comes in. At nine, we offer a support solution that empowers your teams to deliver service faster. Between operational concerns, and IT issues, you are being flooded with questions right now, or have been over the past couple of months. Our solution allows you to stay in control of operations and keep students, and faculty at ease with the flex the omni- channel support solution. We have a wide range of products that can fit your service needs. We have our integrated support software. Our channel products, chat and talk. Our self-service and community products, guide and gather. Then to ensure that you can measure the success that you have across your teams we have explore, our analytics product. And lastly, we have an open, flexible platform where you can connect all of your data to customize and make Zendesk your own, which is our Sun train platform. Our customers have had great success with these products. You can see some stats here. At Zendesk, our customers generally see a 35% increase in productivity with the use of our productivity tools. All of this can help your overall business see positive impact on revenue. Forrester Research found that companies that switched to Zendesk experienced an average ROI of 390%. That is thanks to reduce implement see, improved staff
expanse as well as staff retention. As far as world-class customer service, end users spend% less
time waiting for an initial response and saw the request solve 17% faster. This is after two
months of using Zendesk. Customers have also provided really positive feedback. A 90% of our
customers are able to deploy Zendesk in eight weeks or less. Additionally, a recent study by
Forster found that Zendesk customers see a payback of their investment within three months of
ownership. Really some great successes that we have seen here. Here you can see some of the
amazing customers that we get to work with who are trusting as to help their staff, students, and
parents succeed. Which is more important than ever in today's virtual environment. Which I am
sure you have all experienced. But, rather than having me ramble on, we have Melissa Shutter
here from the University of Louisville to share some exchanges they have had with channel --
Zendesk so far. Tell us a little bit about how University of Louisville is leveraging Zendesk
today tier in order to do that, let me go back to 2016, brand-new department focused on shared
services, we called that business operations at the time. We used this shared e-mail accounts we
found that was not optimal or usable. We explored and discovered Zendesk after looking around
the market a little bit. I saw this where 90% were up in a couple of months. I challenged our
director of customer service, quality and improvement to leverage that free trial month so at the
end of that we would be moving. We were successful in doing that and launching within our
customer service group. Every six months, from that launch., we have had some growth. Both
our customer service team, as well as two branches of functional teams and HR and finance. We
were managing the work through that. We also have a talk functionality that allows us to record
calls. We have launched the knowledge base. We use that for six months internally. We really
worked to understand how we could use that, and then opened that up with public articles to the
University. This was just short of a year ago. Most recently, this last year we had done a quality
assurance program which we are able to manage and report out of Zendesk, as well as the new
Explorer module that we are learning and managing to get data out. We have had a really fun 4-
year journey with Zendesk.

>> Definitely. Well utilized. You know, a wide range of our products which is awesome. Tell us
a little bit, you know, how has the support that your team provides changed over the past couple
of months here? We know there have been a ton of changes.

>> Yeah, we were already a laptop deployed group. We have a couple of campuses we support.
We were pretty mobile to begin with. I would actually argue that it has had very little change,
because of the tools we are using in the four-year journey. We deployed on the 17th to go home
and set up our home offices and on the 18th we were fully operational.

>> That is awesome. Good to have the tools in place that allow for that transition to be seamless.

>> Yeah.

>> What tools within Zendesk have made the most difference in that transition and that have
helped you and your team with the COVID-19 response?

>> Support and the ticketing system is foundational for us. It gives us that transparency into the work that we need. Many of us have become teachers in addition to our professional work. At allows us to navigate our schedules and our timelines as we need to come and still meet the customer need if something comes in as a high priority or has an urgency to it. That has been very helpful. You know, guides allowed us to facilitate self-help. If we are giving an answer to someone, we are also giving them the link so they have access and understand how to help themselves going forward. Our goal is to decrease because we get today so we can have new goals on what we get tomorrow. I will say, one thing I appreciate our director of customer service and quality improvement doing, when she ordered headsets, they connect to the computer. When we left to do remote work, from home, everyone's set up was ready to go. We didn't have any technical issues. We have that ability to listen to calls if someone has a particular need, or there is a need to escalate, you get to share that direct call which is really helpful. I love all of the analytics I can get out. I could really dive down into individual levels or look at things all the way out on an organizational level. We have two areas that report up to me. One is a pre-decision support strategy team, and the other is a post decision transactional team. I am able to look to everything together, break out those two teams. Subdivide. All of that is done with a couple clicks of a button. It is super powerful. Tran28 gives you a ton of insight to make those decisions based on the data coming in, right?

>> One of the concerns I had with the remote work, not being in the same place was -- I think we all worry that our satisfaction or customer service experience will decline. Because of the data I can see on a daily, weekly, monthly, annual basis. I know we have more tickets coming in than last year despite the COVID-19 situation, and our satisfaction is on par or even above where we were, last year, at this time.

>> One have, you know, in the transition q, what have you learned, you know, that you might carry on to regular practice or, you know, how does that impact your support model moving forward?

>> I am one of those that that is pretty convinced that we won't ever go back to work the same way. I mean, on day two I had somebody say I liked my commute and my coffee is better. People are enjoying, but for needing some new desk chairs. I have had some complaints about the kitchen chair getting old after a few hours. I think, you know, it has really affirmed the work we have done and Zendesk. Anyone that was secretly working out of their e-mail, instead of the ticketing system. I think they have found the value of that transparency and working within a team environment that allows us to shop out to when we need to come and have a team that can pick up where you need to. To share things. You can't just walk over to someone's desk the way that you might have been able to in the workplace. I think it has really affirmed where we are. We had an employee that started the week before we went to remote work, and Zendesk was
really helpful. The team was able to use Zendesk to train on phone calls. We were able to use Zendesk to really help facilitate the training of the new employee, with acknowledged based articles, assignee tickets to review and such. For me, it has not changed as much as I would have expected. It has really done a lot of affirming.

>> That is awesome. I love that you brought on a team member, you know, the products and the help that, you know, that your team has set up allowed them for a seamless onboarding process, too. Which gives them an awesome experience being an new employee.

>> Yeah, by adding internal notes to tickets, we allow that new employee to write their answer to a ticket, sign it back to the person that was training them and really, you know, you step back and forth on tickets to do that training real-time.

>> That is awesome. Actually, that is what Zendesk does internally come as well, for our personal onboarding process. That is great to hear. Yeah, so, you know, looking ahead into the summer of 2020, fall of 2020, you had already mentioned that we may never return back to work exactly how it was before. So, you know, what are some challenges that you have uncovered or, you know, that you think we will have to address in the future?

>> You know, I think figuring out -- one of the suggestions that has already come from the customer service team is, often times when they are working on the phones they are distracted by the in person operations that are going on, and vice versa. One of the things we have talked about is perhaps somebody's primary job the days to cover the phones, that they do that from their home. Maybe they don't come in. Maybe we create some distance that way. I think it will give us some advantages. I think we will be doing somehow telling of desk in places. Those will be really good. One of the focuses that we will continue to focus on, one of the issues we will continue to focus on is giving the people the ability to look at their own tickets and do their own quality assurance in a way we can capture, and discuss openly as a team, are we meeting the customer expectation? We already use some service level agreements within Zendesk to make sure we are responding within 24 hours of the ticket. People get really excited if they have assigned something to somebody else and that ticket will go to breach, they are watching each other. Which is great. We are helping each other out. Not all teens are created equal. There are sometimes where we knowingly breach. The ability for the system to be that, understand that and create those conversations. Those will be some of the things that we will continue to challenge ourselves with over the next few months.

>> That is awesome. Thank you so much, Melissa. Anything else, you know, quick tips for others, you know, that are looking to implement Zendesk or are considering Zendesk as a solution that you would like to relate to them?

>> For me, one of the biggest things has been the scalability. We have 40 plus in our
organization today. The ability not just to manage the work within our own house, but to also use the collaborate feature to send that information to offices that might not be a part of our department is really helpful. It keeps all of that information to in ticket. As you are looking through the administration issue, it is all right there.

>> That is awesome. Thank you so much, Melissa. I know Jamie provided a comment. If you do have questions that you would like to ask Melissa directly. Please feel free to add them. We will go through those during the Q&A section. Now, I will hand it off to Bryan Erickson. He is going to go through a solution demonstration for us.

>> Great, thank you, Mara. Let me just go ahead and share my screen. Confirming. Mara, can you see that?

>> I can. Yes.

>> Very good. Today we are going to talk about six specific ways schools, universities, colleges provide better and faster support with students, parents, and faculty. Which is very helpful.

Before we get started, I wanted to share his story. About two months ago, when the quarantine surrounding COVID-19 happened, and we all had to go to remark -- remote learning overnight. The school that my kids attendent started having major network issues which impacted all of the students ability to access the learning management system. Simply put, they could not get their assignments. Initially they thought it was an issue on their end. They checked their network and everything seemed fine. Then my kids checked with their instructors. Finally, they went online and they searched for the school support helpdesk, and they found nothing. So they called the main number, they got routed to someone. This gentleman explained the issue and said, you are about the 30th issue to call about this already today. He explained that the issue was with the LMS and it was simply overwhelmed by the amount of traffic. Which is completely understandable, right? I felt bad though, because this issue went on for two more days. I can only imagine the number of phone calls he got. There was no communication out to students or staff will -- faculty. I am sure you can think of several ways, in the situation, it could have been handled a little bit better. How does Zendesk specifically help? Not only does Zendesk allow you to be able to communicate to your faculty, staff, students and parents and their channel of choice by add for when this case with down, e-mailed, chatted, came through social messaging. When I go to contact the school, said of just finding a phone number I find this portal, or help center where I can see information. I can click in there and see there are issues going on. It is really where I can go and self-serve and try to find answers on my own. Obviously, the goal of a knowledge base is to allow people to be able to self-serve and find solutions to the challenges on their own, without having to engage your team. Especially today, as things have changed overnight. This could be things like how to access the network. How to login into remote learning software. How to do simple things like reset a password or simply how to engage your team. It is really about those simple repetitive tasks. Or at least give a certain direction as to how
you would handle those certain types of processes. What do, I mean, when I say, you know, give direction on certain processes? That brings me to the number two reason, or number two way that we have seen Zendesk really helping higher Ed institutions. That is to be able to simplify the communication process through the use of ticket forms. Let's walk through another example. Let's say you have a faculty member, and they have a school assigned laptop. Maybe they have dropped it. In the situation, what do you want them to do? What would you like them to do? In this case, ticket forms allows you to guide them to a certain behavior, or process. In this case, let's say they come out and they searched for, you know, cracked laptop screen. And they see two article that brings them into the knowledge base and guides them through process to say here are the steps you would like them to take. They can contact us, they can start a support request. That is what we want them to do. What are we looking at here is the use of a form. These forms are totally, completely customizable by you. Fields that are required. In this case, you know, the subject is, you know, cracked laptop screen grade you can see as on typing, it is suggesting articles to me. If as a user, I had skipped past the entire process of searching the knowledge base, it is suggesting an article to me that would help me to know what to do in this case. In this case I had a cracked screen and I know I need to contact somebody. In this case I have a drop-down field it let's me choose the type of laptop I have. And then there is a conditionality field. You see this field was not there, until actually selected. In this case I can select whether it is a 13-inch, or 15-inch. In this case, it is a 13-inch. I can go ahead -- sorry about that. I can submit that ticket. All right. So, how are colleges and universities using Zendesk specifically for ticket forms? Remember, overnight, no longer could students just drop by the registration window, and between classes, or drop by the IT help desk. In this case, we allow you to have multiple forms, for multiple issue types, or multiple ways they want to contact you. Specifically, there are two ways that forms are being used to help higherEd institutions. First of all, we are seeing externally facing for students. We have seen institutions use a form and for any ticketing needs. That could be things like transcript requests or student registration forms. We have seen parking departments use it. We have seen it used four ways students can access digital learning materials. Again, overnight in this contact list digital environment, a simple way to be able to reach out and communicate. Second, we have seen a lot of schools use this internally as well. Things like helpdesk. People that are using forms around technology help like hey, I have a projector that needs work, or have equipment issues. We have seen HR departments that are working on onboarding faculty members. As Melissa talked about, shared services. It is helped by automating and simplifying remote communications that used to be in person. In this case we have gotten some schools up and going very, very quickly. Why forms. Forms allow you to be able to collect all of the necessary information the first time avoiding time-consuming back and forth. I don't have to get half of the information and go back to the students, or the faculty member and collect more information. Also, it allows you to route the ticket to the right team, or individual for that specific type of ticket. Which helps with collaboration, with internal teams. As you internal teams, they actually know who is working on what ticket. Okay? Another tool is that you could combine all of these things we just talked about, knowledge base, forms, also have other channels that live in what we call those sweat widgets. In the right-hand corner says
"support". If I were to type in something like, VPN access I needed to know how to do that, what we call an answer but will scour the knowledge base and look for answers that might answer this type of question. The great part about this web widget is it can live on any of your internal cages. It doesn't have to just be a portal site that Zendesk created. It can be on your general page any internal hosted page. But also you can do other channels. We have chat, phone, leave a message for example. This is also supported on any mobile device as well. So, we also get asked about e-mail a lot. Can we support e-mail. The answer is, absolutely yes. Within e-mail you can have a lot of different aliases and addresses. The goal is to take out the manual process of creating tickets that may be go into an and box. Also assuring they will be assigned to the right team or individual. We really help to automate process. We also do simple routing. It could be an e-mail alias, maybe it's for the registrar's office that goes to that team. But if you just had one general inbox, we also do routing by basic keywords in the subject of the body of the e-mail. In this case, when I talk about a password reset, and I send this message, not only is that automatically creating a ticket, but what happens is you are getting responses back, or the students, or the faculty member is getting a response back. Damages from the specific e-mail here. What you have the ability to do is send them articles that can help them to solve their issue. In this case, would one of these articles answer your question? I forgot my password, I need help resetting it. They can view the article. If they decide that helps them it is when to close the request and your team is not going to have to engage on that particular type of request. All right. So now, we are going to switch over to the helpdesk for you. We are going to get into reason number three that Zendesk, how we help schools. That is making you and your teams more efficient. Again, not manually having to create tickets and route them to the right group or team. We automate the process of creating those tickets. We talked to a lot of schools, colleges, universities, most often they fall into two different groups. The first group is, all tickets come into a shared inbox where tickets have to manually be assigned to the right person. That is the way Melissa was saying they operated years ago. The challenges this takes valuable time. It is time in a department's do not have. That is the first group. The second group is, we have a ticketing system, but we still spend so much time manually rowdy and assigning tickets. We are copying and pasting to get them to the right team. Zendesk solves this to challenge because we not only create tickets from whichever channel and end user chooses. Whether it is phone, e-mail, whether it is text message, social. It all looks and feels the same to your internal teams. But then also with some simple routing rules we route them to the right team or individuals. The greatest part is that those rules are created and maintained by business users. You don't have to be a computer expert to be able to do them. That is reason number three. Number four, the way we are helping schools is to make it simple and easy. We do it by only providing information that your team needs to do their jobs. Zendesk was founded on the idea and the principal, we want to be beautifully simple. As you can see here, as tickets come in they are broken into views as we call them, they are really just tickets that are able to be put into similar groups of tickets that are determined by you. For example, I have the registrar's office. I have this password reset. Here is this e-mail that we just created in created a ticket. If you wanted to assign, we want to handle these types of tickets on this amount of time. The great thing again is that all channels look and feel the same. Let's look
at the hardware request for the cracked laptop screen that we just looked at. Here on this ticket, I can see information about the ticket on the left-hand side. I can see that this faculty member, they have an Apple 13-inch MacBook and they are requesting a new one because of the cracked screen. I can also see information about this particular faculty member here on the left-hand side. I can see their contact information and I can see things like what department they belong to, all of their interactions. And then in the middle, I have this history of the ticket. I see with the ticket request is. I see the answer bought suggested articles. If they had interacted with these articles, mark them as useful or not useful I would see them as well. I don't have to end up repeating myself. When it comes to responding I can simply do this by the use of what we call macros. They are just a. In this case maybe you be have gone approval process and we have approved a new laptop and I want to communicate that out in this case to Bob Jones as a faculty member with a simple click of a button I can apply this macro which is going to add some helpful reporting. I can change it to his pending status and mark it as approved. Then this response was all. The simple goal of making their teams efficient. Number five. How are we helping schools, universities, colleges to collaborate internally with groups or individuals on these tickets? How do it remotely? Especially now since you can't lean over to the next desk, next to cubicle, or you can't just walk down the hall. As teams are remote today, how do you collaborate? In this case, just to understand maybe you need to reach out to another team member. Through Zendesk this is done through the use of what we call side conversations. Side conversations, in Zendesk, our native through e-mail or slack. At the end of this year we are working on a native integration with Microsoft teams. Through those native channels, you can reach out and maintain the entire conversation thread through this ticket. For example, let's say in this case of the laptop I needed to reach out to a team member to say hey, do you happen to have a 13-inch laptop on hand? Do you have, you know, do you have a 13-inch MacBook on hand? As I send this request to a team member, it is going to automatically append that message to the interaction history. Why is that useful. When you reference the ticket again, you don't have to reference the information multiple systems. They are altogether in one. I'm sure you can think of other cases that that would be beneficial to. In the organizations. If you think about collaborating and how do you maintain those conversations and make them part of that ticket, that is how we think about doing it. Again, a phone call, a text message. Those would all be the same. For example, let's just say I wanted to text in for example to the school district, not the school district, to the University I say something like, you know, I am a faculty member, can you help me with, let's say something like benefits, or what the PTO is. I've just sent this via my mobile phone. As I come back out here to these cues, I don't have a queue that I said it previously that would be SMS or text message channel, but I could have. In this case I just got a new ticket, this message from this user, Robert Watson, and I said can you help me with benefits? Again, it looks very much the same, even though this communication was done through SMS. Moving on to reason number six, or the number six way that we are helping higher education institutions and that is through reporting. Everything that happens within your organization's has the ability to be reported on within Zendesk. We have colleges and universities who for the first time in each department our understanding, how many tickets are we getting in a week. Why are people
actually reaching out and through what channels? Here's the number of created tickets. I can see how many are created by our. I can filter this by department within the University. I can understand what ticket channels the faculty and students are coming from. Just to make sure I am aligning to that. Again, the use of forms is going to be helping me to understand, why are they actually reaching out? Was at their facilities or human resource type questions. This is all easily done through the hundreds of the out of box reports and dashboards that we provide. Giving visibility into your organization and allowing you to be able to make decisions based on real-time information. So I know that was really, really quick. This is how Zendesk has been helping higher education institutions to be able to manage and communicate better with students and faculty. Getting them up and using the system in just a few weeks. With that, Mara I will turn it back to you.

>> Great, thank you, Brian. We will enter into our Q&A session here. We certainly have enough time for questions. If there are more that came up from a Bryan's demonstration, please feel free to enter your questions in the chat available. We do have one question coming in, this is specifically for you, Melissa. She is asking, what level of solution did you start off with? What Zendesk did you start with?

>> I think we are still waiting on audio for you. [SILENCE]

>> Here we go, is that better?

>> Yes.

>> Sorry about that. We started with the professional level with the ticketing system, support. I think we made it may be six months before we realized how important the guide was to us as well. We ended up adding that to our plan as well.

>> Awesome. To give everybody else, and site guide is the help center product that Brian had walked through. Where saw that knowledge-based content housed and the ticket form embedded, that was all with the tool guide. That is super helpful. Bryan, if you would like to cover this one? Does Zendesk allow you to have internal and external knowledge base and how does that work?

>> Yeah, that is a great question. Something I didn't show in the presentation. I appreciate the question. The answer is, yes it. You can have absolutely knowledge base that would be external facing that would be for, you know, faculty members or staff, students who might be searching for something. But then also for your internal teams when they are on tickets, they can search for answers to hey, what is the process for this, or what is the answer to this? It might be just an internal answer that would just be there to maybe help guide the internal teams. In addition, you could have internal answers with a click of a button. Maybe they send an e-mail, or to a channel back out to the customer to help answer the questions.
Awesome.

If I could interject. We use the internal and external function. We are within our knowledge base. Agents can clearly see there is a lock sign that shows up on an article, not to the public. It has been really helpful for our internal team. We also know what external articles are available. “Remote Campus Overnight: How to Quickly Deploy an All-in-One Solution for Supporting Students, Faculty, and Staff Remotely.” absolutely.

What kind of guidance does Zendesk provide for new customers and those that may be unfamiliar with the software. Great question. I can answer that on my end. When you become a Zendesk customer, we have a lot of great services. We do have a launch guide for each product. That allows you to determine what needs to be implemented first, and instructions on how to do so. We have that available. We also have admin training. If you are going to be the primary administrator for Zendesk, these are training courses where you can learn the different features, some that Brian had walked through. Learning how to really build those out to your advantage, and your specific use case. And then lastly, the other route that we have available, too, is professional services team internally. This team can be utilized if you would like Zendesk to have a little more of a hands-on approach in helping you get your instant set up to your case. We have several packages that could allow you to utilize our services for your launch. Okay. A question here about reporting. What reporting has other higher education customers pulled from Zendesk to measure the success of the team at? I can definitely think of some on my end. Melissa, I would love to hear your insights on what reporting you guys are looking at regularly?

Every week we actually have a report of all of the customer feedback that we have received. We are very fortunate, just pulled up our April stats we were at 98.9% satisfaction rating, in April. Our comments, 75 good comments came in. Every week we break those out, we send them to the team and we celebrate that. Occasionally we do get some bad ratings. We did again and make sure we close the loop and if there has been a gap we make sure to know how to close that. I said that to my boss every Monday, as the Monday morning good news. We all get a lot of negative stuff that comes our way. It is really a way if the teams are doing a good job, to hear that from the people they are serving. Then we have culminating monthly reports. We look at satisfaction, and volume are the primary areas we are looking at. We also look at how contacts are coming in from a staffing standpoint. It's easy to think, in this current situation, that things have slowed down. We have statistics that show that has not been the case. One of my favorites, in Zendesk, there is a report you can see each month year over year. We can see our natural growth every year, as our organization has grown. That helps, from a resource management standpoint being able to explain why we may need more resources, or if we are having a lag in response time, where that may be coming from? It also gives insight into how much market is pending. There is an open ticket rating. That is really hopeful to know what that backlog looks like. You can look at what is coming in the door. What is left to be resolved? I have a threshold
I'm comfortable with. We start to have conversations after we get over 500 open tickets. I get that breaks down to about 12 per person, it still feels like there is this backlog. We can look to see which teams have that backlog. Do we need to redeploy resources. Do we need to share in moving that work along. What days of the week are heaviest? We tend to be pretty even there. During certain times of the year we start to watch if things are coming in early or late? Do we need to change our hours to meet our customer needs a? That has all been very, very helpful. Even the volume of work within each team. Bryan showed this in his work, within specific group so you can tell where your volume is. It is all right there, and you can break it down by specific groups, specific teams, different time frames. I don't know how you do it without something like this?

>> That is great, Melissa. I know you had talked about measuring the capacity of your team. We have had a lot of customers especially with a changes right now that are utilizing that reporting so they can then go to the executive team and ask for additional staffing, or for the resources. That prepares you, or provide you with the numbers to actually map outs and kind of show the impact of the team. That is great.

>> A lot of our calls -- we are answering those baseline calls on behalf of a lot of our central offices, the payroll office may not have to get 50 calls. Which means they can run the payroll. We work really hard. My goal is to be as quiet as we can, doing as much work as we can and having to justify with these numbers why it is we are being so efficient?

>> Absolutely. We do have a question here relating to the "talk" product. With that, how does talk integrate with the support system. How is information from those phone calls connected to the support platform? I can speak to this a little bit, but Bryan would you like to talk through how talk and support are connected?

>> Yeah, I would be happy to. It was going to be one of those things I was going to show, but because I am dialed into my phone, it was a challenge to be able to walk through that today. Essentially, two different ways to think about phones is one we have what we call our native talk solution which is we have a voice over phone system that we use, you know, think of the ability to know who your students, or your faculty members already are. So when they call in, it is going to automatically populate the ticket with their information. Saving your team a valuable time from having to go and create a ticket, ask who the person is, ask their contact information. That is the first way. But we also have a lot of people that we work with that have their own phone system that they are to use is existing. In that case we have the ability to integrate into that phone system to do the exact same workflow that I just talked about.

>> Awesome. Thanks, Bryan. One thing that I hear often from customers is, on your traditional, you know, phone support offering you don't get to track that data often. A phone call happens, there is often, you know, no record of that conversation. If there is need for follow-up it is hard
to document that. With talk being seamlessly integrated, super helpful on that front. One more question I have on my end. If there any others, please feel free to submit in chat. This is addressing absent integrations and how can external tools connect within Zendesk? We do have our own Zendesk marketplace where we have several apps. I think it is like 1500 that we have. A lot of options to connect external collaboration tools. Slack is a very popular one right now. I know Bryan talked about using Microsoft teams within our product. Definitely check out the Zendesk marketplace and see if some of those external tools could be utilized within Zendesk, and you can pull that information in there. I guess, Melissa, are you guys utilizing any apps or integrations right now?

>> We are using an integration with Google soft. All of our employees are automatically populated into Zendesk. I should mention, too, we opted to not have our customers login. To some our customers are individuals who are not yet part of our University community. They are being hired in. We are very e-mail based organization. What we have done is we have one single e-mail and we have one phone number and that gets answered by upwards of 40 people. Because of the way we are structured. That flexibility to meet our cultural need through e-mail has been really, really helpful. And then it gives that one stop shop for those that we are serving. We do have that integration. We have looked at integrating what our IT department uses. That is on for the next six months.

>> Thanks, Melissa. That wraps it up for questions. I will hand it back to Jamie to close this out. Thank you all so much for having us.

>> Thank you everyone. On behalf of EDUCAUSE, thank you all for joining us today for an engaging session and conversation. Before you sign off today, please click on the session evaluation link—which you will find in the chat window. Your comments are very important to us. The session's recording and presentation slides will be posted to the website later today. Please feel free to share it with your colleagues. We also have some next steps and resources here. Please feel free to click on those links. And finally, please join us for the next Industry & Campus webinar on Tuesday, June 16 at 1:00pm Eastern, to hear about "Doing More with Less: Identity Management and Information Security Strategies." On behalf of EDUCAUSE, this is Jamie Farrell, thanks for joining us today.

End of Webinar