As part of our commitment to help businesses adopt technology that will help them achieve success, BCSG works closely with our partners to identify examples of go-to-market best practice.
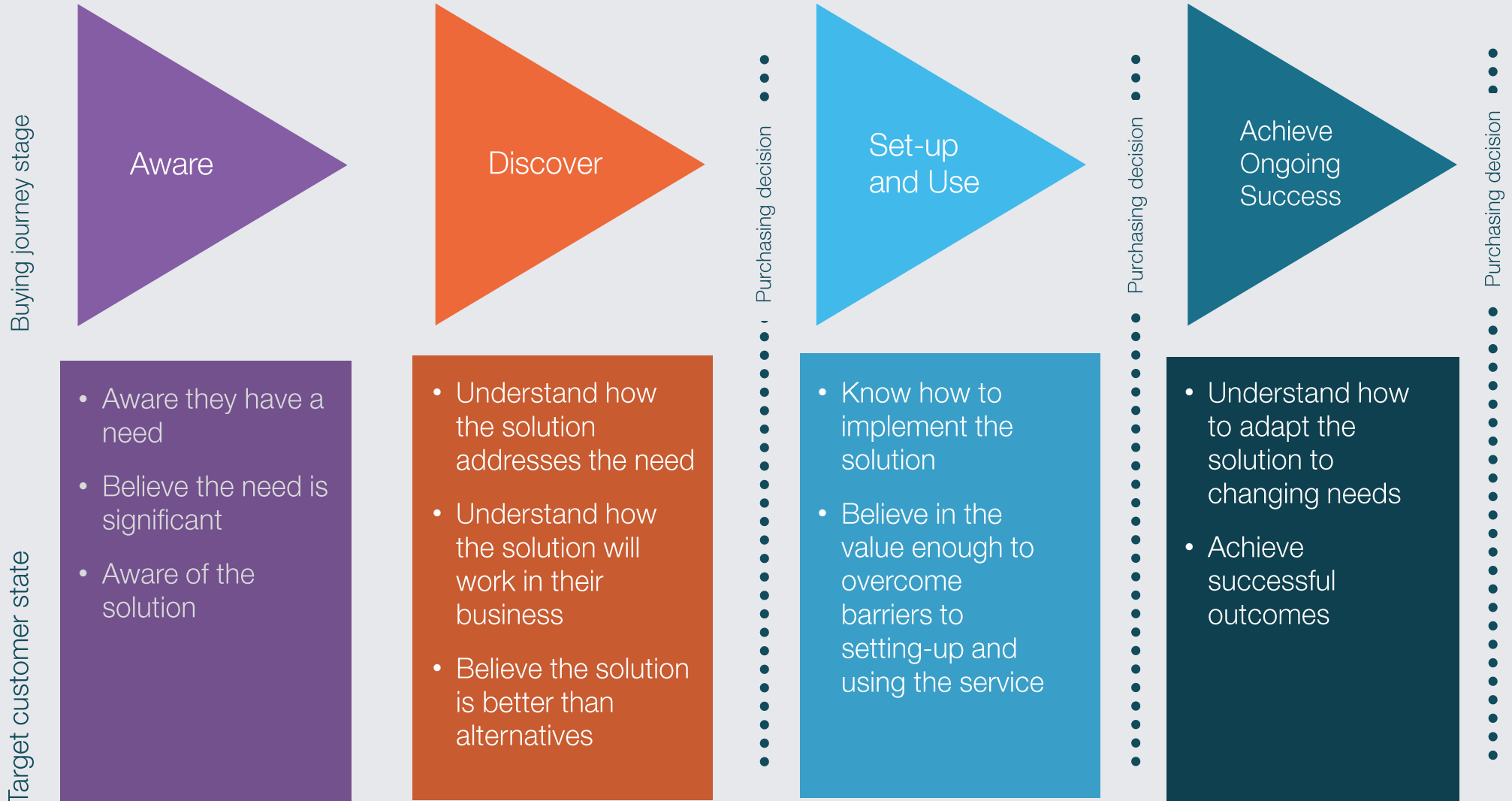
This series provides some insights into the challenges ISVs face and the solutions they have found. In this booklet we look at the approach Google Apps for Work takes.

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Zendesk provides customer relationship management software (CRM) to over 75,000 companies

It enhances your customers experience by bringing you data and insights to help build customer relationships

The buying journey and target end state of the customer

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Buying journey stage

Aware	Discover	Set-up and Use	Achieve Ongoing Success

Purchasing decision (between Discover and Set-up and Use)

Purchasing decision (between Set-up and Use and Achieve Ongoing Success)

Purchasing decision (after Achieve Ongoing Success)

Target customer state

Aware
- Aware they have a need
- Believe the need is significant
- Aware of the solution

Discover
- Understand how the solution addresses the need
- Understand how the solution will work in their business
- Believe the solution is better than alternatives

Set-up and Use
- Know how to implement the solution
- Believe in the value enough to overcome barriers to setting-up and using the service

Achieve Ongoing Success
- Understand how to adapt the solution to changing needs
- Achieve successful outcomes

Aware

Goals

- Show how application can help their customer achieve goals
- Start a relationship and demonstrate you are credible
- Ensure the customer recognises the business need
- Highlight that a solution is available

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Challenges

- Getting customers to move away from spreadsheets and emails as a way to track customer interaction
- Varying levels of awareness in potential customers

The Zendesk zeal

- Educate SMEs on why they need customer service, generate and drive sector specific content, plus generic content that crosses all verticals
- Use various communication methods: email, newsletters, webinars, blogs, face to face events and follow up outbound calls
- Build an outbound team early, don't leave it all to inbound, go and capture your audience

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Discover

Goals

- Show how the solution addresses the customers needs

- Help the customer identify the value for their business

- Give examples and proof points of similar businesses

- Educate the customer on how the solution works

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Challenges

- Getting people to realise self-service is an option when it comes to customer service

- Changing the mindset of internal teams – prefer data to be hosted on premise

The Zendesk zeal

- Provide content for Internal stakeholders as they are critical when looking to change internal systems

- Use real customer references and data points to showcase the benefits

- Address how much time their present process is taking and ask questions about data metrics

- Use short messages that hit the point quickly and efficiently.

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Set up and use

Goals

- Guide customer to reach the first successful outcome
- Support customer to overcome set-up hurdles
- Tell the customer the best practices to embed into day to day business activities

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Challenges

- Needing to take the whole organisation on the journey, as asking them to change the way they work
- Competing with internal systems changes

The Zendesk zeal

- Have product guides that take customers through initial setup. Offer all customers free support access
- Add new methods of communication – educational webinars
- Have different support tiers - a top tier plan that provides materials to get customers through the first 60 days of on boarding, with check points from a member of the customer success team

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Achieve Ongoing Success

Goals

- Remind the customer of the value they receive

- Help embed the services into the rest of the business

- Show the customer how they can get more from the solution

- Encourage customer to promote the service

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Challenges

- Changing business demands, varying the type of service they require
- Customers failing to build it into their internal process

The Zendesk zeal

- Look and measure engagement through login numbers and touch points

- Develop new tools ahead of the market to keep up with changing business needs

- Dedicate teams of account managers to take over accounts after the initial 90 days and work to further understand the SMB's needs

- Fix problems before customers realise they have a need

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