



Highly Social

Looking for Unity

Actionable Data Needed

Music is a powerful, lifelong passion.

Desk.com's client, Rdio, is all about social music discovery. With an Rdio subscription, you can listen to all the music you like, on your computer or smartphones, and listen to it on or offline. Like most businesses nowadays, it operates with a social component, and like a lot of progressive young companies, Rdio wanted to find an efficient and cost-effective solution to manage customer support and their Twitter presence.

Finding Desk.com

According to Eric Case (Product and Marketing Operations) at Rdio, they were looking to get rid of cumbersome spreadsheets and inefficient email programs and find an "all-in-one" tool that factored in their social customer service needs.

"We actually were lucky to find Desk.com very early on, as we both launched around the same time. We experimented with another Twitter tool as well, but when we got in touch with Desk.com, we knew right away that we would make the switch."

The primary value to Rdio was Desk.com's "all in one" attribute—agents and anyone else in the company can get closer to the customer and conduct both traditional support and social support from a single screen.

A Unified Tool

"We liked the all-in-one concept, but it was less important to us that the tool was unified than that it

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was unified *and excellent*. Our people are tech savvy and accustomed to logging into multiple apps, so to get better tools, we would have put up with some inconvenience and screenhopping. But, luckily, we found Desk.com.”

“We phased out our big ugly spreadsheet that we kept up for bugs and usability issues. Now, with Desk.com’s labels, we identify and assign issues as they arrive, and are able to run reports so we can see where the issues are, and what’s changing each week. That’s a compelling reason right there.”

“Another reason to like Desk.com is that the product is recently built from the ground up, and its team delivers features very responsively. They have bent over backwards for us since the early days, building in features we need. It’s rare to find a team that responsive.”

A High Value on Customer Experience

“We place a high value on keeping our

customers happy. Our litmus test is: If someone is having a bad experience, we bend over backwards to solve the problem. We are providing a service, so if somebody is associating that service with a bad experience rather than satisfaction, we pay attention. As soon as we can reproduce an issue, we work with engineering to get it resolved as quickly as possible.”

Desk.com and Feature Requests

“Rdio is about music, but also a discovery site, and a social service. Music is universal, and every person has their own subjective view of the role of music in their life. Often what people are articulating for a feature request is one step removed from their emotional goal. We have to be careful to try and understand their deeper need and use that need to drive the product in the right direction.”

“You want to star an item—why—what will you do with those stars? Do you want to mark Favorites for

listening to more easily? Be able to Share with one click? Prioritize a specific playlist? It’s a process of delving into the real need.”

Desk.com permits us to identify issues so we can try and reckon what the deeper issue might be beneath a request for a feature. Desk.com helps us see the *zeitgeist* of user feedback, then we start teasing that data apart so we can pull out and set goals around what features people will benefit from.”

“Desk.com helps us gather that information into an actionable list, which helps us aim our efforts in the right direction. Desk.com is just a great tool, and by using it we are able to support our customers confidently.”

About Desk.com:

Desk.com helps small businesses deliver affordable service and support to the “new customer”—socially active and with high expectations. The system is a social help desk that services customers by traditional methods but also by social channels like Twitter and Facebook. Teams work from an easy-to-use desktop, so queries never fall through the cracks. The Desk.com mobile app frees teams from their desks and allows service “on the go.”