



A startup in hyperdrive

High-touch support

Need for rapid responses

When Customers are the Designers, Support Has to Shine

Shoes of Prey is a website on which women can design their very own shoes. A unique, interactive design tool permits women to customize a pair of shoes starting with several basic styles. Then the fun begins. Customers select every detail—fabrics like rich Italian silk, textured leathers, heel height, toe shape, decorative embellishments. There are millions of combinations. As you design, you see the shoe taking shape.

Three young entrepreneurs—friends since university days—started the company, and they’re having a great time. I recently spoke to Michael Fox, Director of Operations and Co-Founder, about the part Desk.com plays in the company.

What are your particular challenges with customer service and support?

At Shoes of Prey, customers are basically designing their own shoes—it’s a bespoke customized experience. We over-invest in customer service because communication all the way through each customer experience is just essential for our profitability and our reputation. Customer service is not a cost center for us—it’s a strategic marketing activity. We need very organized systems in place to interact with the customer as they move through

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–Michael Fox, Director of Operations and Co-Founder

the design process.

Before Desk.com, how did you handle customer service?

Before Desk.com we used only email. We could never feel really confident that issues were not falling through the cracks, and we had no real way to prioritize queries. We used a colored star system—a red star meant one status, and a blue star meant something else. One of us would start at the top of the email list, and the other would start at the bottom and meet somewhere in the middle. It was not the ideal system—complicated and certainly not scalable! It was clear that we needed a better option.

How did you arrive at Desk.com?

We looked at several options, read about Desk.com on TechCrunch and we tried it. We liked it very much right from the start. It’s been three months now and we find it to be just a fantastic tool. It’s made such a difference. We can be confident that service is consistent across the company. Anybody can step in to

handle queries and customer issues. Everything is managed from one screen. We’re very happy with Desk.com.

Did you find it easy to set up?

Oh, yes. We just configured our email account, set up our business rules and filters—it was really easy. Now we can see the actual prioritized list of our customers’ queries, with VIP customers front and center. It’s a pleasure, and a very efficient way to ensure the customer experience.

How is Desk.com helping you support customers?

Desk.com support is amazing, probably some of the best customer support anywhere. Response is so fast, and emails get answered round the clock! The FAQs are also useful and well written.

What do you like best about using Desk.com?

Right now we’re really appreciating

the scalability. We had a very successful marketing initiative on YouTube. We conducted a giveaway event through a popular fashion video blogger, and within a week, 500,000 people had watched the video and 93,000 actually entered the giveaway contest! It got picked up by major media outlets like the Wall Street Journal and Australian newspapers. Within two weeks, sales had tripled and remained at that level! Desk.com really helps with those sales spikes. Desk.com is helping us set ourselves apart on customer service.

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.”