



Customer Support for a Technical Product Needs a Clever Tool

Engaging at the next level

Service is a top priority

Support by whole company

There’s no possible way that writing (even with emoticons, exclamation marks, and all capital letters!) could ever convey real emotion—the subversive sarcasm of an arched eyebrow, or the genuine joy of a gushing fan. But Palo Alto startup VideoGenie has found a way to take customer engagement to the next level—Video!

With an innovative new technology, VideoGenie makes it as simple as 1-2-3 to collect video testimonials and reviews on any website. It’s affordable, it’s compelling, and it requires no complicated training or software installation.

Customer service is definitely a top priority in a rapidly-growing company where non-engineers are the end users for a technical product. Sarah Jackett, Head of Account Management

at VideoGenie: “We had been conducting service and support with a combination of email and, to some degree, Salesforce, but it wasn’t a perfect fit because Salesforce isn’t really designed for customer service.

The Hunt for the Right CRM Tool

“The CEO and I spearheaded the search for the right CRM platform. We did some research, asked friends—the usual approach. We had heard of UserVoice and Zendesk, so we signed up for free trials. Then we heard about the Get Satisfaction/Desk.com partnership, and got our first look at Desk.com.”

“What we liked was that the website was straightforward. It had a great design and

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Desk.com team reached out right away with offers of help—not in a pushy way, just available and responsive. The other free trials I contacted, I got an email that they had opened a ticket. I got an automated response, which seemed a bit offputting. After that, I wasn’t able to connect to a real person at any point. I really think it’s important to actually make that human connection.”

Growing with a Company-Wide Customer Focus

“We have a lot of clients and that list is growing. We’ve got to be able to track them, especially as we bring new people onto the team. We’ll be bringing in 3 new people in service and support in the next month alone. We needed to implement something that is organized and efficient for everyone, with a low learning curve.”

A Belief in Whole Company Support.

“We have situations where the engineers need to communicate with customers. Sometimes it’s Justin or I who need to handle an issue. With Desk.com that process is seamless. Everyone can participate with very little training. We can make anybody in the company a part-time agent and it’s very cost effective.”

Get Information to the Customer, Quickly and Accurately

Sarah has a background as a teacher. To her, customers are like students—needing the best information in the most streamlined way. VideoGenie places a lot of emphasis on customer service. Desk.com will help her growing customer support team respond faster and handle common questions efficiently. Sarah sees the Knowledge Base and the shortcut macros as big benefits.

“I’m really excited about what the Knowledge Base will do for us over the long term. We rely on the information there to save us time. Updating the Knowledge Base is fast and simple, unlike some of the other products. We plan to keep it up to date and useful, because pointing someone to a FAQ heads off repetitive responses, which save a lot of time.”

6 Month Update

When VideoGenie was evaluating CRM options, they had a few items on the wishlist. They were looking to find a simple-to-use product, ramp up quickly, and have the ability to track metrics—even the ones they didn’t know they needed.

Back in April, Sarah dove in to Desk.com and had the knowledge base up and running in 20 minutes, complete with several articles. She especially loves the multipass option—where Agents can switch customers over to the knowledge base—to be a tremendously user-friendly feature. With the added benefit of easy customization, Desk.com wins out over the competition, then and now.

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.”