



ZENDESK FOR RETAIL

Put your shopper at the center with Zendesk



The best retail experiences are built with Zendesk

Creating great customer experiences in retail is tough. Keeping customers happy means making every interaction matter. With Zendesk, make sure your customers get the support they need—wherever they're interacting with your brand. Because happy shoppers are repeat customers—and that's what makes a good brand great.



Get up close and personal

Complete shopper profiles let you better understand every customer. With Zendesk, you can bring together data from all parts of your business—including inventory, billing, shopping history, and preferences. Because the more you know about your customers, the easier it is to deliver exactly what they want—and make sure they keep coming back.



Scale with automation and AI

If shoppers are happy, business is growing—and that's a good thing. Keep them happy by answering their questions quickly and efficiently. With a unified knowledge base from Zendesk, shoppers can get help right where they already are. Use Answer Bot and other automations to answer commonly asked questions—and free up your agents for things that require a more human touch.



Always be available

Gone are the days of emailing or calling a store during working hours—shoppers now have access to brands around the clock, on everything from chat to Twitter. With Zendesk, you can offer seamless support and a completely branded experience on every channel. That way, you can make sure your shoppers are getting the help they need, when they need it—so they can get back to more important things—like shopping.



Turn vendors into trusted partners

Your products don't see the light of day without the help of an extended ecosystem of suppliers, distributors, and vendors. From design and development to distribution and analytics, it's easy to manage all the moving parts—every step of the way.

"Zendesk is an amazing tool for us and we don't see that changing. It allows us to continually improve our Members' experience."

– Trent Hoerman
Senior Program Manager



CUSTOMER SPOTLIGHT:

FOSSIL

Fossil Group is a global design, marketing, distribution and innovation company specializing in a variety of lifestyle accessories. Known for their watches, they manage over 14 brands, including Michele, Misfit, Relic, Skagen, and Zodiac. With an omnichannel solution from Zendesk, Fossil provides global support in 21 languages across all brands, products and regions.



Support on any channel

The Fossil support team responds to more than 5,000 emails, chats, and web or mobile inquiries each week through multiple support channels and brand partner sites, all from one consolidated agent workspace.



Automate and streamline workflows

In-context access to internal knowledge and time-saving tools like triggers and macros allow Fossil to achieve faster resolution times and improve customer satisfaction.



Extensibility and customization

Fossil has easily customized the agent experience for greater efficiency and personalization, integrating Zendesk with key tools and platforms, including their homegrown CRM, Google Playstore, and Shopify.

Apps marketplace

We integrate with over 750 third-party apps in our Apps Marketplace to help retailers deliver more personal support at any scale.

eCommerce Platforms



Telephony solutions



Collaboration & Project Management



Social Media



Productivity



Marketing & CRM platforms



StanleyBlack&Decker

FOSSIL



DOLLAR SHAVE CLUB

Rapha

HARRY'S

