

**+ Gladly**

# Gladly versus Zendesk

A customer story



# “Zendesk is...just okay.”

Most customer support platforms haven't changed much in the past 20 years. But your customers have. Today, they want more than just fast service—they want it to feel personalized to them, and to be valued and recognized by the brands they shop from.

Yet despite that desire, it's still a challenge for most companies to deliver to that standard. That was the case for one of our customers, a fast-growing direct to consumer (DTC) brand, who felt that using Zendesk was holding them back from delivering the radically personal service their customers wanted and deserved.

After switching to Gladly, not only was our customer able to deliver on that personal experience, they also saw:

**Faster response times** 39% fall in average response times

**Lower conversation to orders** Conversation to order ratio fell to 20%

**Happier agents** Agents worked smarter—not harder—with Gladly's productivity tools

In this customer story we explore the pain points they experienced with Zendesk —as told in their own words—and how they solved them with Gladly.

**“Zendesk represents an outdated approach to the contact center.”**

**CX Manager,  
DTC Retail Brand**

# People versus tickets

Shifting the focus from tickets to people is game-changing.

First, it makes for a more human, personal experience overall. But more than that, it empowers agents with actionable information they can use to deliver faster service, make targeted recommendations your customers will actually act on, and build relationships that make customers for life.

With Zendesk

## Lacking that human, personal touch

“With Zendesk, our support felt so impersonal and transactional.

Conversations with customers were ‘tickets’ to resolve. And emails would start with ‘## Please do not reply below this line ##’.

It wasn’t the right approach for a company trying to build relationships with our customers, and was a confusing experience for them to boot.

Our agents also had little insight into a customer who reached out and had to rely on them to fill in the blanks even though we already had that very information in our systems.”

**## - Please type your reply above this line - ##**

This ticket was created on your behalf



Grant Spooner (z3n-gspooner)  
May 5, 19:32 PDT

Could you let us have your order number so we can check our records?

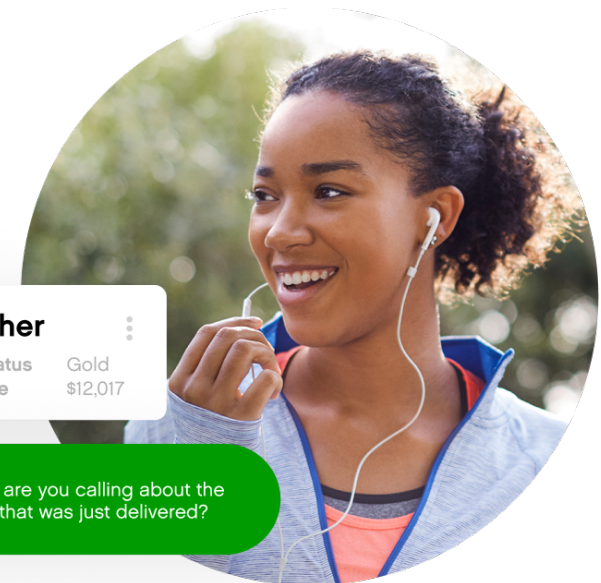
The Gladly Difference

## From ‘Hello’ to ‘I Know’ in just 5 seconds

In Gladly, customers are people, not tickets.

When a customer reaches out, agents see the key customer details that help them deliver a radically personal experience, like their name and order details.

Plus, you control what your agents see—whether that’s their loyalty points, lifetime value, past transactions, and more.



**Kara Fisher**

Customer Status	Gold
Lifetime Value	\$12,017

Hi Kara, are you calling about the order that was just delivered?



# Seamless versus collision

Separating every communication into their own ticket makes agent collision inevitable.

But by providing agents a single profile of a customer and threading all communications in one place (regardless of how and when it comes in), you not only eliminate collision but the frustrating repeat and recap that every customer hates having to do.

With Zendesk

## A manual, disjointed experience

“Our customers often reach out multiple times about the same thing. That created multiple tickets in Zendesk, which were all assigned to different agents.

To avoid multiple agents responding to the same customer, they had to first manually search to see if a customer had other open tickets and assign it to themselves.

It was a waste of time and effort for agents, and sometimes they’d forget to do it. That meant customers got multiple responses or had to repeat their last conversation—neither of which reflected well on us.”



The Gladly Difference

## One continuous thread, in a single profile

Every communication from a customer—regardless of channel—is threaded into a single timeline within a customer’s very own profile.

And it’s that single profile—not multiple tickets—that gets routed to one agent to answer.

That means no more risk of agent collision. And for a new agent, understanding a customer’s history is just a scroll away.



# Smooth versus friction

A seamless experience between channels isn't just important for customers, but helps your agents perform at their best too.

Having to adjust to a different UI or create a brand new ticket, just to switch channels, slows your agents down and creates unnecessary friction in their day.

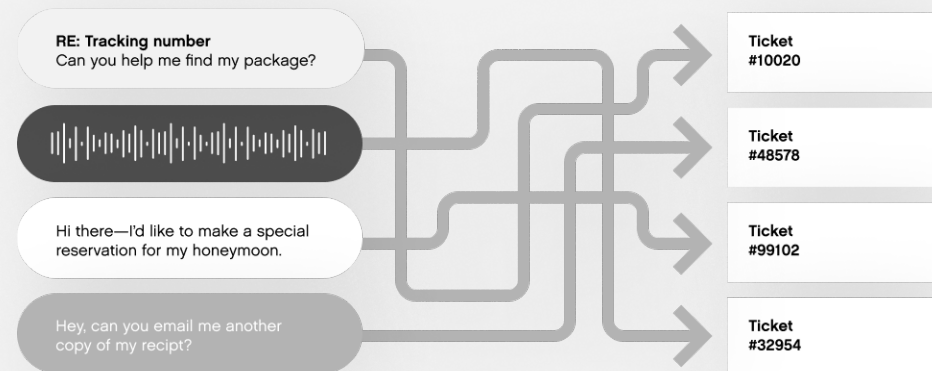
With Zendesk

## New channel. New ticket. New UI.

“The experience between channels was not only disjointed for customers, but for our agents as well.

What a ticket looked like on one channel was different to how it looked like on another, which was confusing for our agents.

And if they wanted to respond to a customer on a different channel they'd have to create a brand-new ticket, which resulted in longer wait times for customers and meant the history of their previous conversation would be lost.”

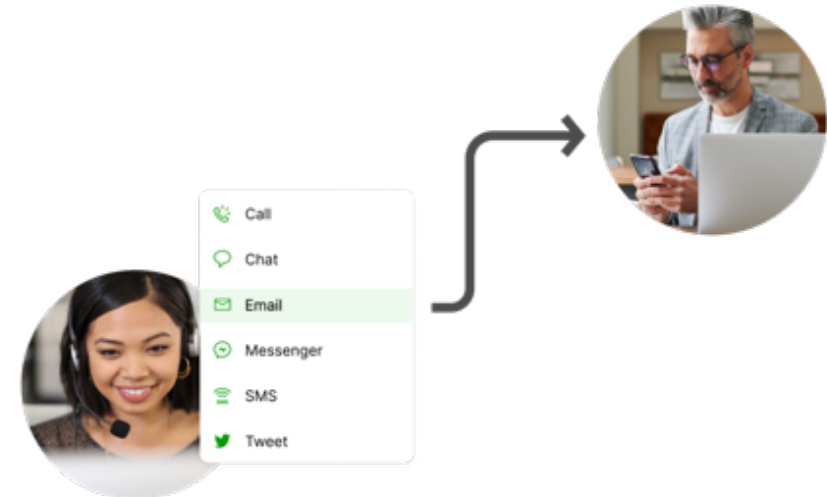


The Gladly Difference

## Meet customers where they are

With Gladly, agents can switch between channels effortlessly, all on the same screen, without losing the precious context of past conversations.

More than that, the experience stays the same across every channel—not an iframe in sight.





# Modern versus cluttered

Having to toggle between multiple tabs and iframes slows your agents down, and makes it hard to onboard new agents quickly.

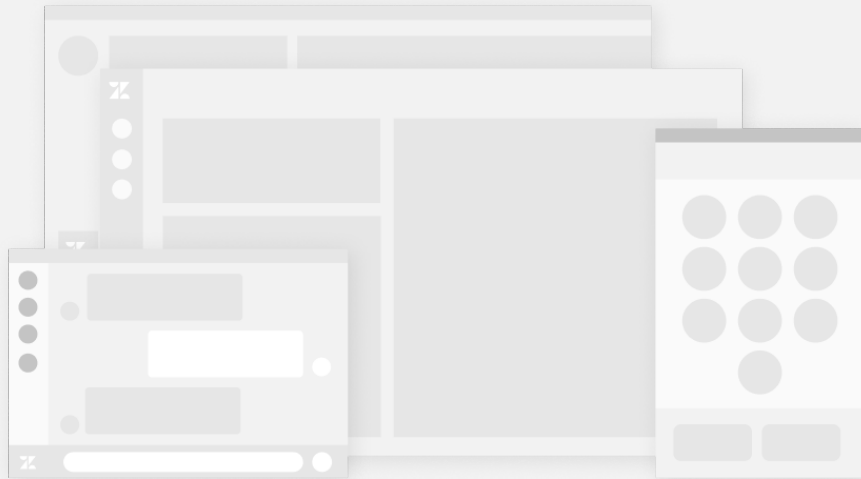
Empower your agents—both seasoned and new—with a modern UI, inspired by the B2C apps your agents use in their personal lives. That way, your agents can hit the ground running in hours; not days.

With Zendesk

## A cluttered UI and confusing experience

“The agent interface was really cluttered, and had way too much going on.

It was hard to get someone up to speed quickly because there were so many components on the screen—most of which we never used.”

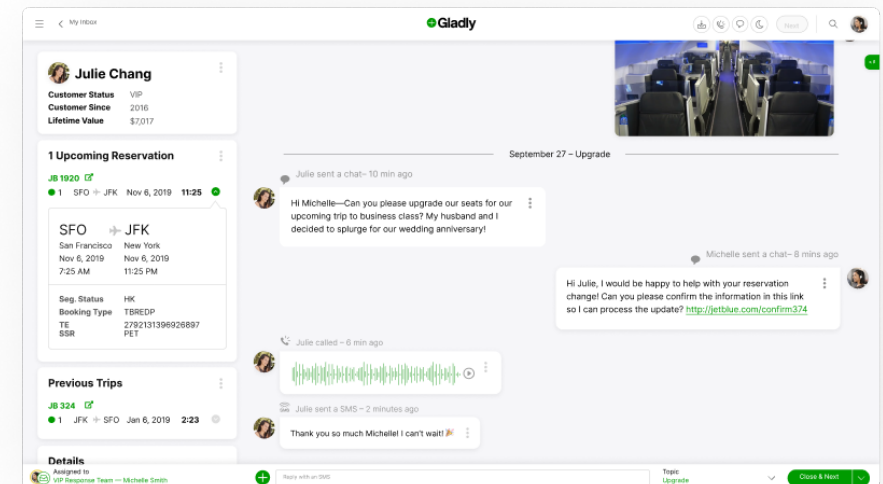


The Gladly Difference

## Clean, modern, and easy-to-use

Gladly’s modern UI is modeled after the B2C messaging apps agents use in their personal lives, which means agents are onboarded in hours—not weeks.

Plus our clean, uncluttered interface helps agents focus on the important task of helping customers, without sacrificing the tools they need to do that fast and effectively.



# Intuitive versus complex

Your contact center's needs may be complex, but your platform doesn't have to be.

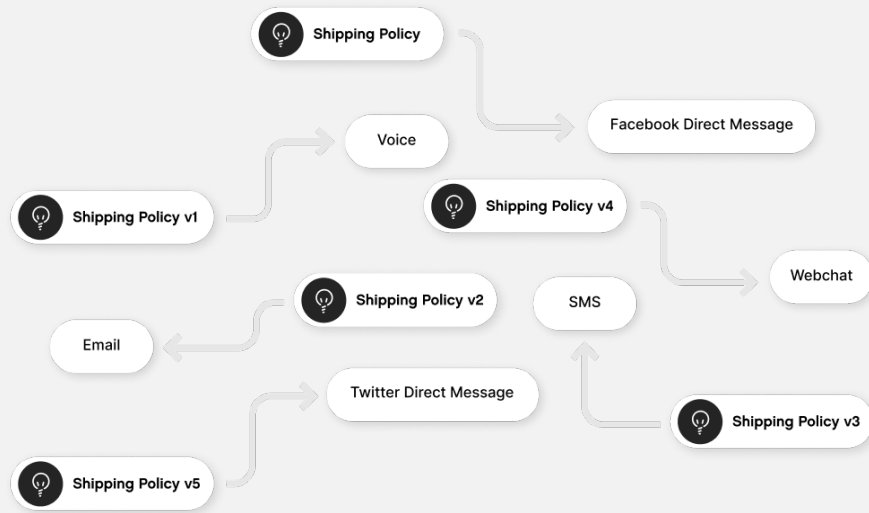
Having a platform that's easy to manage means you can make the changes you need on the fly, without the need for a dedicated platform owner.

With Zendesk

## It's not rocket science —but it feels like it

“With Zendesk, you need to hire a platform expert just to figure stuff out—and that gets expensive.

Gladly is so much more advanced yet still easy to use for non-technical users.”



The Gladly Difference

## Intuitive and human-centered design

Gladly was built with you in mind. From customizing your self-service to creating automated rules, Gladly is easy to configure even for non-technical users.

Plus our out-of-the box Reports help you understand the metrics that matter in your contact center—from how many inbound conversations you get, to how your channel mix is changing—all without the need for a data scientist.





# Experience the Gladly Difference

## Goodbye tickets. Welcome back Julia.

Gladly routes customers, not tickets, which means agents see the key customer details that help them make tailored recommendations and deliver the radically personal service your customers will return for.

## Save customers and agents precious time.

Gladly's customer-based approach gives agents quick, easy access to customer history, regardless of channel. That makes your agents more efficient. And means your customers skip the repeat.

## No hidden costs. No markups.

One flat fee gets you everything you need to run a modern contact center. Real-time reporting across all channels, in-platform collaboration tools, and a multi-channel knowledge base come out of the box, with voice and text costs passed through without markup.

[SEE A DEMO](#)

