

Zendesk Decreases RFP Response Time By 50%

Zendesk helps its 145,000 worldwide clients connect with their customers on any level, providing customer service solutions across phone, chat, email, social media, and any other channel. Smart self-service Q&A, live messaging and call center software are just some of their core offerings. With extremely fast growth – roughly 35% per year – the company had to scale quickly while streamlining its responses to requests for information (e.g. RFPs, security assessments). Each request was unique and information was siloed, so new hires couldn’t get up to speed fast enough.

CHALLENGE

SOLUTION

Departmentalized

Disconnected info sources had to be utilized separately for each response.

Centralized

All IT tools, all past and present documents, and all stock answers are all accessible in one place with no delays due to departmental siloes or third parties.

Time-Intensive

The first step in any partnership is for Zendesk to confirm its high level of security, which is handled by third parties – adding yet another separate repository of critical information.

Streamlined

Security information can be formalized, stored, and confirmed instantly.

Highly Manual

Every request is inconsistent (different lengths, languages, formats), so team members had to handle each one manually, find siloed information, format and reformat, and so on.

Automated

All responses are queued by department and topic, making the review process easier; and sales can automatically tap each department as needed to confirm their responses.

RESULTS

Zendesk has streamlined and improved the sales cycle by making document creation easy and automated with Ombud. New hires can now complete requests in their first week of employment while tenured team members are focusing on closing deals rather than mundane administrative tasks.

50%
decrease in
response time

One
week to
productivity for
new employees
completing
requests

3x
increase in win
rates year over
year

Half
of the admin staff
required 50% of
past content is
used for future
responses



"Using Ombud has undoubtedly had a significantly positive impact on the speed, quality, and effectiveness of our responses."

— Simon Miles, VP of EMEA Presales

About Ombud

Customers rely on Ombud to automate the content-centric activities in their sales processes. Our platform combines content collaboration, project management, and machine learning to streamline the creation of sales documents like RFP responses, security questionnaires, sales proposals, statements of work, and much more.

OMBUD

Let’s Get Started

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