



Desk.com Customer Survey Results & Analysis



February 2014



EXECUTIVE SUMMARY

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Desk.com, salesforce.com's all-in-one customer service app for fast-growing companies, has released the results of its first annual customer survey of more than 600 Desk.com administrators. This survey gauges the demographics of Desk.com's targeted audience as well as assesses various aspects of the relationship between Desk.com and its customers including: customer satisfaction, employee productivity, feature preferences and future support priorities.

A total of 606 responses were received from Desk.com administrators worldwide. The respondents randomly participated across a diverse set of 20 industries.

SURVEY HIGHLIGHTS

Desk.com Drives Transformation in Service Organizations

- 42% average faster response to customers
- 38% increase in agent productivity
- 36% increase in customer satisfaction
- 82% agree that Desk.com has substantially improved their organization's customer service
- 74% agree that Desk.com has improved their support agents' productivity

Fast Deployments

- Average time to deploy Desk.com was 1-3 days
- Smaller businesses (1-3 employees) were more likely to deploy in just 1 day (46% of companies that spent 1 day setting up Desk.com only have 1-3 employees)

Customers Likely to Recommend Desk.com

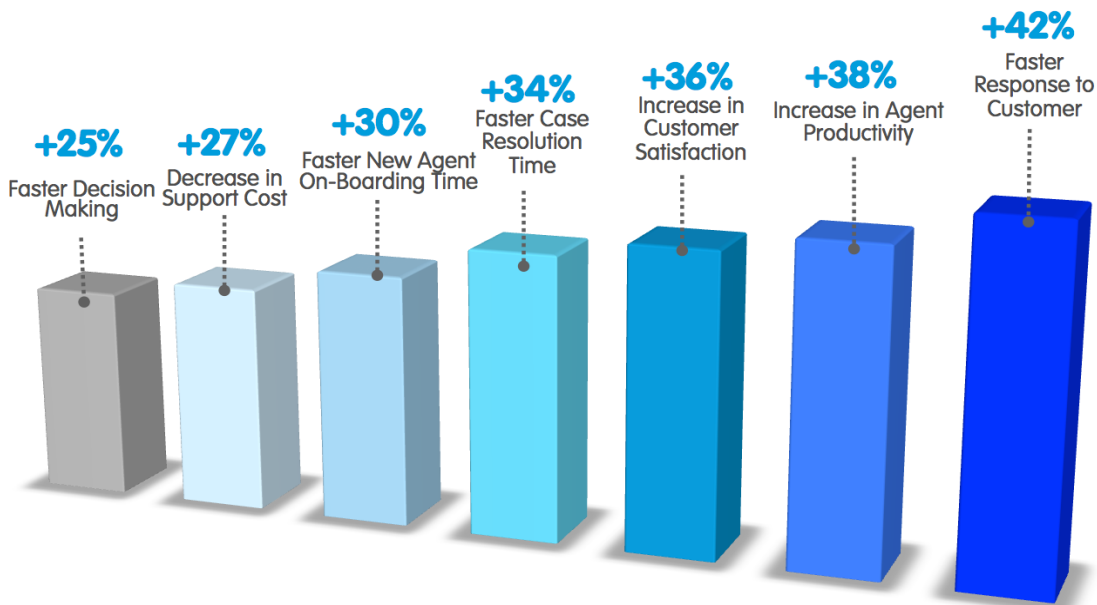
- 78% of respondents were likely to recommend Desk.com to others
- 80% of customers that moved from Email to Desk.com were likely to recommend Desk.com to others



GROWING BUSINESS ALONG EVERY MAJOR METRIC

Overall, Desk.com customers have seen significant improvements in their customer service experience. Specific areas of noted improvement were around agent speed and productivity, as well as increased customer satisfaction.

Below are average percentages of improvements reported by Desk.com customers:





GROWING CUSTOMER SATISFACTION

A large majority of respondents agreed that Desk.com improved their organization's customer service or improved their support team's speed and productivity. Additionally, more than half the respondents also indicated that Desk.com has been a critical factor in growing their business overall.

Below are percentages of customers that agreed with the following statements:

82% Desk.com has substantially **improved my organization's customer service.**

74% Desk.com has substantially **improved my support team's agent productivity.**

52% Desk.com has been critical in **scaling with the growth of our business.**

49% Desk.com has been critical in helping us **build our organization's own branded self-service support site.**

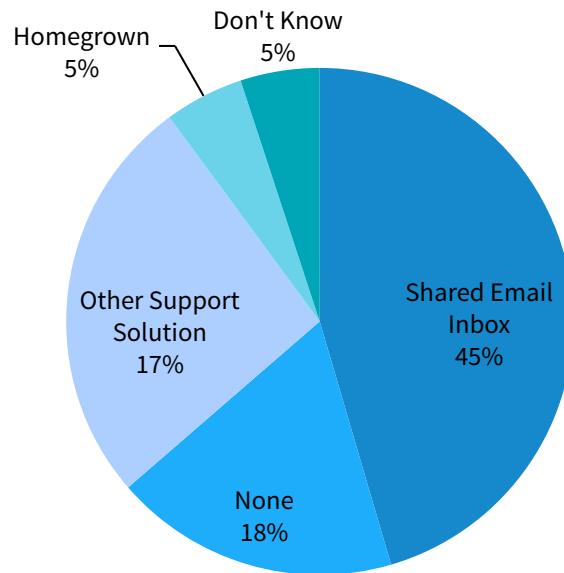
37% Desk.com, **being owned by Salesforce.com**, was influential during my purchase decision.

34% Desk.com's Business Insights has **substantially improved our ability to measure our support team and make better business decisions.**

EMAIL ISN'T DEAD

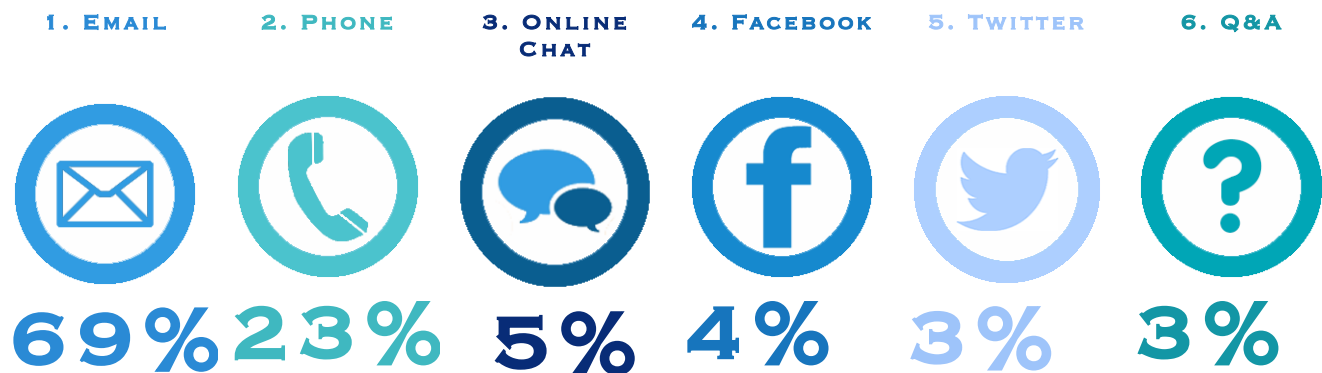
An overwhelming amount of Desk.com customers indicated they moved from Email or nothing at all (63% total) as their previous method of managing support requests. This is common with many early stage companies who don't have dedicated IT resources and funding for customer service solutions.

Which if any, customer support solution did Desk.com replace?



Email remains at the top of the list as the most widely used communication channel (69%) among Desk.com customers, with phone as a distant second (23%).

Customer Communication Channel Usage Breakdown:

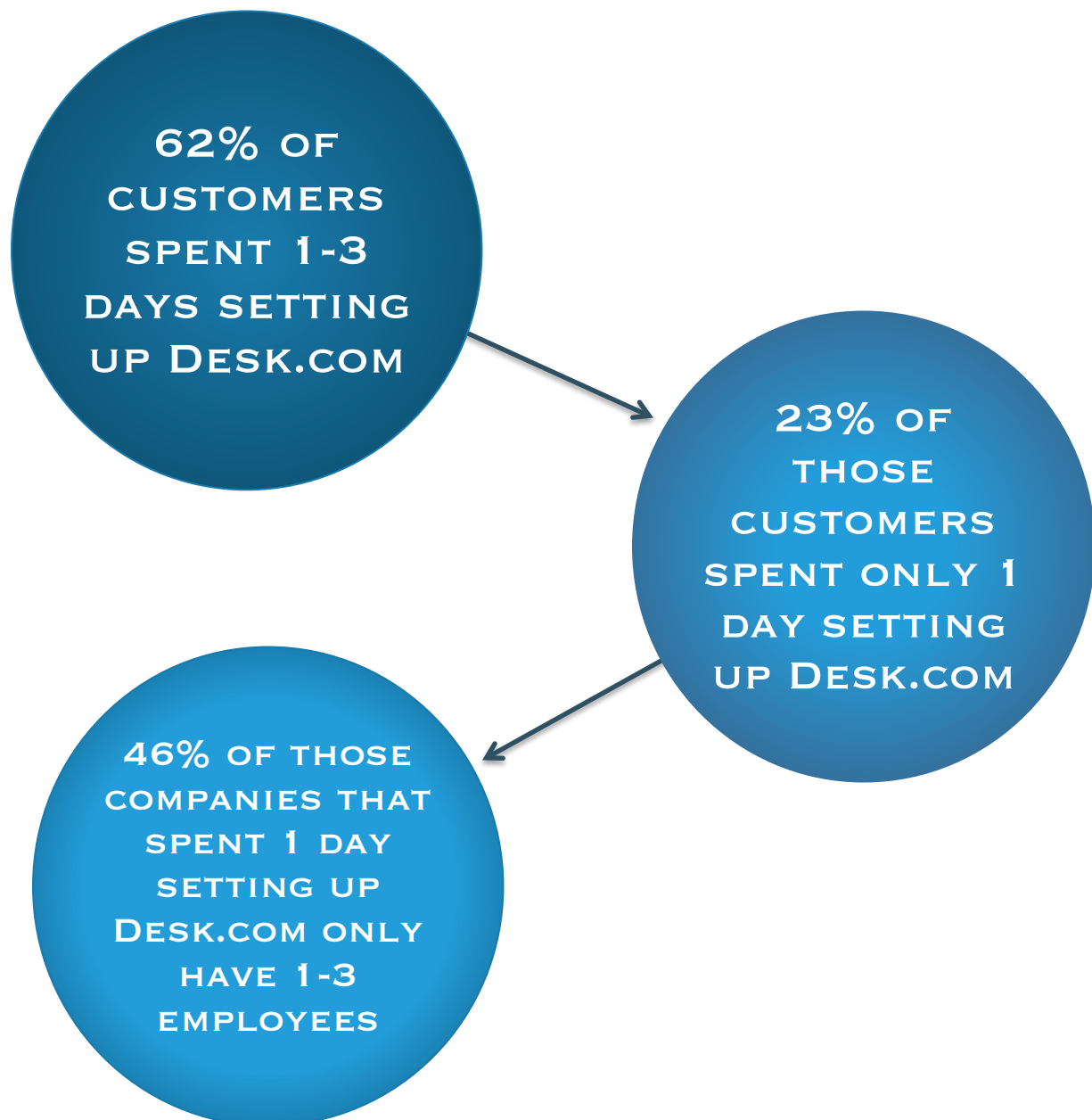




OUT OF THE BOX AND INTO SUPPORT TEAMS IN 3 DAYS OR LESS

Desk.com is an out-of-the-box solution – appropriate for support teams in their early stages that require fast deployment and no IT. 62% of respondents reported spending only 1-3 days setting up Desk.com, 23% of which were up and running on Desk.com in only one day.

Deployment time trended shorter for smaller companies, with a majority of businesses with 1-3 employees who reported deploying Desk.com in just 1 day (46%).





ORGANIZATION AND CUSTOMIZATION ARE THE KEYS TO SPEED

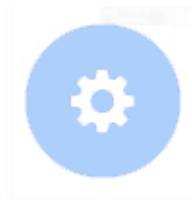
Desk.com customers were generally pleased with the improvements they saw in the speed of their support interactions. When it came to providing fast customer service, the Desk.com tools of choice were: Case Filters, Macros (pre-canned responses) and Labels/Custom Fields.

1. CASE FILTERS



57%

2. MACROS



50%

3. LABELS/CUSTOM FIELDS



49%

DIFFERENT SIZE = DIFFERENT NEEDS

The type of features that Desk.com customers cited were critical for increasing speed in their support interactions varied based on the size of the company. Smaller companies attribute their speed to Case Filters, Macros and the Universal Inbox, suggesting that their primary concerns are organization and handling repetitive questions. Labels and Custom Fields become more of the tool of choice as the size of the company grows. The Business Rules functionality trended among companies of 500+ employees. As companies grow larger, the need for automation to cut down arduous tasks and human error becomes stronger.

CUSTOMER SERVICE GOALS FOR 2014

Organizations are realizing more and more that providing amazing customer service can be used as a competitive advantage, which in turn helps grow their business. This is apparent with Desk.com customers as the primary priority for 2014 is to use customer service as a competitive advantage.

Reporting and Analytics is also a top priority for Desk.com customers in 2014. As noted earlier in this report, 34% of customers already believe that Desk.com's Business Insights has substantially improved their decision-making, and that appetite for more support analytics will only continue to grow among the customer base as Business Insights updates are released.



1. Customer Service as a Competitive Advantage

2. Customer Satisfaction



3. Utilize Support Analytics

OVERALL SENTIMENT TOWARDS DESK.COM

MOST CUSTOMERS WOULD RECOMMEND DESK.COM

Respondents were asked on a scale of 0-10 (10 being extremely likely) of how likely they were to recommend Desk.com. 78% of customers indicated that they would likely recommend Desk.com, recording a 7, 8, 9, or 10 in their responses.

TOP 5 REASONS CUSTOMERS CHOOSE DESK.COM

Respondents were asked to rate value points within a scale of 0-10 in an effort to better understand where Desk.com does well and where it requires improvement. All average scores were relatively similar but the top five areas that customers valued the most were Security, Value of App, Customer WOW Team, Ease of Use and Speed/Performance.





CONCLUSIONS

- Customers are deploying Desk.com in less than 3 days, and report increases in faster response time to customers, agent productivity and customer satisfaction.
- The value of Desk.com relative to the price paid, security and Desk.com's WOW team rated highly.
- Opportunity to improve customer sentiment by focusing on innovation, improving intuitiveness of user interface and increasing performance/speed even more.
- Looking ahead, the top priorities for 2014 are using superior customer service as a competitive advantage and improving customer satisfaction.
- The value that Desk.com provides to customers should be a strong consideration for companies evaluating customer support solutions. Many customers are pleased with the value they are getting from Desk.com, specifically in terms of decreasing support costs.