



Company: Salesfusion
Name: Michael North
Position: Director of Technical Support

About Salesfusion:

Salesfusion is a leading cloud-based marketing automation platform with a mission to help organizations attract new opportunities, convert them into customers and nurture them into lifetime relationships. Salesfusion offers a complete and easy-to-use marketing automation solution that enables marketing teams to deliver effective programs. The company's platform includes all the features marketers need to create, manage, and analyze marketing tactics and campaigns.

The problem:

We have been using Zendesk for a year now as our ticketing solution and it's been a great experience so far. Zendesk has a very simple yet sophisticated ticketing system that allows our agents to efficiently communicate with our clients to solve their issues. However, among the multitude of solutions the software solves, they do not have a native round robin ticket assignment for our agents. As we grew, this caused trouble between agents on how many tickets to take a day and which tickets to take.

We've tried a few third party API round robin solutions in attempt to accomplish our goals but they always fell short as they were still very manual and had to be maintained every day to accommodate each one of our agents schedules.

The solution:

I discovered the Round Robin app in the Zendesk app store and was thrilled the moment I visited their site as they stated some key functionalities that were missing in other round robin apps such as:

Agent ticket queue limiting

Assigning by agent's work schedules

Once we implemented the Round Robin app I've been able to sit back and leave it on auto-pilot. The setup and instructions were very simple and quick while the app itself is intuitive enough where you don't even need instructions to configure it.

The benefits:

After a week of usage we noticed an immediate improvement in ticket efficiency and response times as agents are no longer monitoring a queue and making the decision if they should pick up a ticket or not in fear of being too overloaded. This also helped with the fairness of ticket distribution as every agent will receive the same amount of tickets, which will balance out between simple and complex tickets.

Overall, we are very happy with the Round Robin app and would recommend it to anyone using Zendesk as a ticketing solution who wants to take it to the next level.