

Postbox

TAKING CONTROL OF CUSTOMER SUPPORT

Based in San Francisco, CA, Postbox™ offers you powerful new ways to find, use, and view email messages and content, organize work life, and simply get things done. Postbox works behind the scenes to catalog everything in your email: every bit of text, every contact, address or link, every picture, document or attachment. This smart information engine provides lightning-fast message searches, smarter and more intuitive views, and tools that help you organize and focus. Postbox, Inc. was founded in December 2007 and is based in San Francisco, California.

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SEEKING A SINGLE SOLUTION FOR ONE-TO-ONE & COMMUNITY SUPPORT

Postbox began looking for an online help desk software solution that would allow the company to communicate one-on-one with its customers while promoting community engagement and participation.

Right out-of-the-box, Zendesk delivered several features that enhanced the way Postbox interacted with its customers. Zendesk supports both public and private conversations, allowing the company to exchange sensitive information securely with customers.

Postbox’s support agents can collaborate on customer issues while storing all communications in one place, and can search for topics by customer to spot interrelated issues. Using Zendesk’s automated business rules including triggers, automations, and macros, Postbox can route requests efficiently.

In addition, Zendesk gives Postbox greater control over its support forums, enabling the company to keep its community site current and accurate by filtering out outdated information. When customers search Postbox’s forums, the company only wants to present them with the most relevant and current solutions.

AT A GLANCE



www.postbox-inc.com

Industry: Software & Technology

Location: San Francisco, CA

Customer Since: April, 2009

Use Case: Internal help desk and customer support

Favorite Feature: Community Forums & Knowledge Base

Why Zendesk:

- Powerful support platform for a growing customer base
- Product continually enhanced in response to customer needs
- Ability to customize the support site in terms of functionality and look and feel

“Zendesk lets us associate topics and posts with specific product releases so that customers can more easily determine which information applies to them, says Sherman Dickman, co-founder, Postbox. “More importantly, we’ve increased collaboration among our users. Like-minded people are helping each other out and feeding off each other’s creativity. This all leads to deeper engagement with our product.”

BUILDING AN ENERGIZED USER COMMUNITY

With Zendesk, Postbox’s customers are doing more than just finding answers. They’re also sharing their opinions on current and future product features.

“With Zendesk, we’re channeling the energy from our community in ways that make the entire support process more efficient for everyone,” Dickman explains. “When a customer submits a support request that asks if our product can do this or that, we can easily turn it into a feature request that ends up benefiting our entire user base.”

Zendesk has made Postbox’s customer support process so efficient, the entire staff can spend its time enhancing the product and keeping customers happy. It’s a partnership Dickman doesn’t take lightly.

“Picking a support partner is like a marriage, so you have to choose carefully,” Dickman concludes. “Zendesk puts us in control of our customer support process. It allows us to give one-on-one attention to our customers while creating a vibrant and active user community. We’re thrilled to have Zendesk as a partner.”