

# Redbooth Adds First Real-time Collaboration and Communication Suite To Dramatically Enhance the Zendesk Platform

*Time-to-resolution for End-user Challenges Significantly Improved -- With Bottom-Line Impact -- Through Redbooth's Collaboration and Integration Platform on Zendesk*

**Redwood City, Calif. -- Sept. 17, 2014** -- Redbooth today announced an integration with Zendesk, Inc., a leading cloud-based customer service platform, that is designed to drive customer satisfaction, particularly when satisfaction is at its most crucial apex: problem resolution time.

The enhanced Zendesk platform now leverages Redbooth's deep integration and collaboration platform to successfully accelerate end-to-end problem initiation, collaboration, escalation and resolution through:

- Simple, streamlined task management to help resolve tickets faster
- Complete visibility on the status of escalated tickets
- Enhanced communication with other teams via integrated chat and HD meetings
- Comprehensive password management and document storage
- Track task progress without leaving Zendesk

In today's competitive world where the customer is in charge and switching costs are low, delivering great customer service is more important than ever. For example, speed-to-resolution can mean the difference not only between quarterly profits, but also whether a company stays in business. Customers demand responsive, quick-to-resolve action when problems arise, and companies need a smooth hand-off between customer input and back-end internal systems, people and processes in resolving those problems.

Zendesk is a leading customer service platform that brings organizations closer to their customers. Now, with this seamless Redbooth integration, customer problems are instantly escalated with a single click driving internal collaboration and speedy problem resolution. Importantly in this white-labeled integration, Zendesk customers who add this integration experience Redbooth's benefits and deep value in the same Zendesk environment and look and feel to which they're already accustomed -- dramatically enhancing customer service, productivity and efficiency.

"Keeping existing customers happy is orders of magnitude cheaper than securing new ones, and this Redbooth partnership enables Zendesk customers to drive the highest levels of satisfaction at the most critical of times," said Dan Schoenbaum, Redbooth CEO. "Zendesk handles the communication with the customer; Redbooth manages collaboration internally. Together, this is an extremely powerful integration with real, bottom-line impact."

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### **About Redbooth**

Redbooth is a collaboration and communication platform that provides the best single place for teams and companies to collaborate and get work done. Redbooth is used by companies across the globe including Al Jazeera, Apple, AT&T, Avis, BBC, Canal+, Cisco, Discount Tire, Deutsche Telekom, Duke University, Ebay, Harvard University, Intuit, Novartis, Spotify, Subaru, ReMax and Volkswagen Audi. Founded in Barcelona in 2008, the company is privately held and headquartered in Redwood City, California. For more information about Redbooth and a free trial, visit [www.redbooth.com](http://www.redbooth.com)