

## THE ENTERPRISE SERVICE CENTER APPROACH

A modern Enterprise Service Center unifies workflows across stores, distribution centers, warehouses, and corporate teams while allowing core systems to remain in place:

- **POS: NCR, Toshiba**
- **Supply Chain: Manhattan, Blue Yonder**
- **Workforce: Workday, Ceridian, Kronos**
- **Finance: SAP, Oracle**
- **Facilities: ServiceChannel, Corrigo, Accruent**

## THE SERVICE LAYER

Sits above these systems to capture **every request, route work intelligently, trigger automations, and coordinate activity across IT, store operations, facilities, field services, digital teams, and vendors.** Can also consolidate customer-facing **CRM workflows** including chatbots, AI-assisted help centers, website and mobile support, social channels, and **contact-center operations.**

## UNIFIED FRONT DOOR

One platform to manage both operational and customer interactions with:

- Structured forms
- Automated routing
- SLAs
- Knowledge base
- Full enterprise visibility

**The result is seamless coordination across the enterprise, eliminating silos and providing complete visibility into every workflow.**

- ✗ **Disconnected Systems**
- ✗ **Blind Spots**
- ✗ **Store Confusion**
- ✗ **Compliance Risk**

## Success Stories

*(click to view)*



## Zendesk Native Usecases



### Store Operations



- **Store Helpdesk & Incident Resolution**

Omnichannel intake → SLA enforcement → 79% first-contact resolution

- **Equipment Downtime Coordination**

Asset history tracking → capital planning from failure patterns

- **Store Opening/Closing Checklists**

Automated daily tasks → manager sign-off → compliance proof

- **Cash Handling & Variance**

Reviews Variance tracking → threshold routing → shrink pattern identification

- **Safety & Compliance**

Inspections Parent-child cascade → photo proof → regulatory audit trail

### Customer Experience



- **In-Store Service Issue Capture**

Unified customer view → personalized resolution → lifetime value increase

- **Loyalty Program Exceptions**

AI auto-resolves queries → complex routing → manual lookup elimination

- **Product Quality & Food Safety Escalations**

Photo evidence → vendor notification → data-driven quality improvements

- **Digital Ordering & Delivery Incidents**

Platform integration → SLA enforcement → escalation reduction

- **Mystery Shopper Remediation**

Findings → action plans → closed-loop gap resolution

### Employee Experience



- **HR Self-Service & AI Support**

AI Agent 24/7 → pre-populated data → 60-70% inquiry reduction

- **Hire-to-Retire Workflows**

Multi-department checklist → access automation → compliance prevention

- **Certification & Compliance Tracking**

Auto-reminders 90/60/30/7 days → escalation chain → regulatory risk elimination

- **Time Entry & Scheduling**

Corrections Employee request → manager approval → API sync → audit trail

- **Employee Relations Cases**

Confidential tickets → Investigation

### Corporate IT



- **IT Helpdesk (POS, Network, Devices)**

AI KB suggestions → asset context → 88% single-reply resolution

- **Incident, Problem, Change Management**

Problem parents Incidents → broadcast updates → coordinated MTTR reduction

- **Federated CMDB & Asset Lifecycle**

External data pull → warranty reminders → duplicate database elimination

- **POS Updates & Software Deployments**

Pilot → rollout → validation → issue tracking → failed deployment reduction

## Marketing & Merchandising



- **Campaign Launch Coordination**

Form → Timeline → photo tasks → Rollup → execution visibility

- **Creative Asset Requests & Approvals**

Form → Proofing annotations → version control → revision reduction

- **Price Change Execution**

Change list → verification checklist → completion dashboard → pricing error prevention

- **Brand Audits & Store Presentation**

Audit findings → photo remediation → scoring dashboard → standards enforcement

- **Regional Marketing**

Content Request submission → creative workflow → approval routing → centralized ownership

## Store Development



- **New Store Opening Orchestration**

Gantt with dependencies → budget tracking → 3x productivity improvement

- **Store Remodel & Refresh Programs**

Phase dependencies → contractor capacity → budget visibility → delay prevention

- **Store Relocation & Closures**

Project template → equipment transfer → system cutover → mistake prevention

- **Acquisition Integration**

Integration project plan → progress tracking → multi-site transition visibility

- **Construction Issues & Permits**

Issue tasks → project linkage → resolution tracking → project continuity

- **Vendor Onboarding & Coordination**

Documentation checklist → insurance verification → systematic qualification

## Digital Enablement



- **Digital Content Distribution**

Campaign project → regional tasks → signage/social/email tracking → omnichannel coordination

- **Digital Signage Updates**

Content schedule → installation verification → photo proof → brand consistency

- **Online Ordering & Curbside Exceptions**

Incident capture → improvement projects → issue linkage → recurring problem prevention

- **Analytics Requests & Data Extracts**

Form submission → workload management → KB storage → duplicate work prevention

- **Loyalty Experience Issues**

Enrollment/rewards tracking → digital team routing → systematic experience improvements

## Supply Chain



- **Recall Management & Compliance**

Master → child tickets → photo checklist → FDA audit trail

- **Vendor Delivery Issues**

Mobile form → photo evidence → procurement routing → vendor scorecard

- **Category Management**

Workflow Assortment project → sales/ranging/planogram tasks → strategy-to-execution connection

- **Inventory Adjustments**

Discrepancy investigation → shrink reduction project → prevention initiative linkage

- **Out-of-Stock Replenishment**

OOS alerts → improvement projects → supplier/forecasting fixes → recurring pattern prevention

## Facilities & Field Services



**Integration: Facilio / ServiceChannel / Corrigo**

- **Facilities Repair & Maintenance**

Ticket → CMMS work order → status sync → coordinator bottleneck elimination

- **Preventive Maintenance**

Scheduling 7-day advance notice → task creation → escalation → disruption reduction

- **AI Risk Scoring**

Equipment analysis → priority scoring → critical auto-escalation → food safety violation prevention

- **Field Technician Dispatch**

Ticket routing → CMMS assignment → mobile notification → optimized response time

- **Bulk Device Lifecycle Management**

Asset tracking → warranty triggers → replacement planning → operational disruption prevention

- **SLA Management & Performance**

Contractor dashboard → first-time fix tracking → vendor performance accountability

## Workforce Management



**Integration: Dayforce / Workday / Kronos / UKG**

- **HR Self-Service Portal**

AI links/instructions → API data pre-population → 24/7 support without headcount

- **Onboarding Orchestration**

Multi-department project → Dayforce triggers IT → 10-15 hrs/week manager savings

- **Scheduling Corrections**

Request → approval → API sync → payroll dispute audit trail

- **Certification Expiration Sync**

LMS sync → auto-reminders → escalation chain → regulatory risk elimination

- **Workforce Analytics Requests**

Request → API query → report generation → self-service insights

- **Transfers & Promotions**

Transfer request → API update → access automation → seamless transitions

## Supply Intelligence



**Integration: Pensa/Trax + Itasca**

**Magic/Manhattan/Blue Yonder + ERP/Procurement**

- **Out-of-Stock Alert & Resolution**

Shelf scan → ticket creation → backroom query → OOS lost sales prevention

- **Inventory Discrepancy**

Investigation Variance webhook → transaction history → root cause → shrink audit trail

- **Replenishment Exception Handling**

CGO issue detection → merchant routing → forecasting update → closed-loop system connection

- **Planogram Compliance**

Validation Reset execution → shelf scan validation → discrepancy tickets → automated audit elimination

- **Vendor Delivery Issues**

Damage photos → vendor email → PO query → photo evidence strengthening claims

- **Invoice Disputes**

AP flags → receiving verification → API update

## Proactive Monitoring



**Integration: Network/BMS/POS Monitoring**

- **Network Outage Coordination**

Monitoring detects → Problem/Incidents creation → broadcast updates → 50% proactive ticket reduction

- **Building Management System**

Integration Temp breach → high-priority ticket → 15-min SLA → food safety violation prevention

- **POS System Health Monitoring**

Error pattern detection → ticket with logs → peak-hour issue prevention

- **Energy Management Alerts**

Anomaly detection → facilities investigation → energy-saving identification → utility cost reduction

- **Infrastructure Platform Monitoring**

Performance monitoring → auto-ticket creation → vendor escalation → business disruption prevention