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Wix Answers

Wix Answers offers help desk software that makes it possible for businesses of all sizes to better support their customers. In addition, they can gain valuable insights, empowering informed, data-driven decisions. Companies can set up their help desks in minutes by choosing a template, customizing it to suit their brand, add articles and click publish. The knowledge base software lets businesses easily create and manage FAQs, step-by-step guides and more. Whatever way customers get in touch— whether by email, phone or social media, organizations can manage, track and prioritize support tickets. Naomi Rozenfeld, Head of Strategic Marketing for Wix Answers filled in some of the blanks.

Why is it important for help desk software to be integrated with a robust knowledge base?

This is exactly where our journey with Wix Answers started because years ago we were looking for a beautiful and integrated help center that had content as an integral part of the help desk solution and we couldn't find anything.

It is important to provide a robust knowledge base so that customers can easily help themselves. Many customers will have simple questions - shipping prices, return policy, hours - and will want to be able to find the answers quickly with a simple search.

Integration is important to best utilize the strong analytics backend provided by Wix Answers. By linking articles, feature requests and known-issues directly from a ticket, agents are able to give users better answers, provide more efficient support. The data allows a business to see which articles are helping users and which are leading them to contact it. Knowing which responses prompt further calls and understanding common search terms that require more in-depth articles, will help to improve the overall knowledge base and improve customer satisfaction.

In what ways does your solution enable companies to easily manage, track and prioritize support tickets from multiple channels?

Our approach is very simple - no matter how a user gets in touch, every single communication is part of one singular conversation and timeline. Here's an example - let's say a user is looking in the help center for an article but can't find it, so they start a live chat with an agent, that agent then asks the user if they want to talk on the phone, the user agrees, so the agent calls, and then sends an email with all the information. If a ticket needs to be assigned to a new support team or have a higher priority, that is easy to mark and the correct people will be notified.

This entire correspondence is in one single ticket for the agent. And the user gets a unified experience. The agent can always access the timeline history, see what the user read in the Help Center - and all of this helps businesses give more personalized support that is also more efficient. If the customer changes communication channels, the correspondence is still reflected in a single timeline.

How does the built-in call center software in your platform provide a big-picture view not only of all inbound and outbound activity, but wait times, what customers are calling about and speed of resolution?

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Wix Answers is very data-driven, and it also provides an analytics dashboard that we call "top issues" that gives you a high-level view of the user's pain points, what users are asking, and lets you see where you can improve your product. Inherent in Wix Answers is a strong analytics backend that gives a total view of the whole platform. The data includes call center activity that has real-time analytics and all the information a company need to manage its teams, queues, and all lines. This enables customer service executives to get a full picture of where there may be gaps in information, more clarity in content, or simply more resources.

What differentiates your solution from others available in the market?

Wix Answers is a DIY platform and does not require a developer to set up. A business owner or customer support manager can intuitively set the design and content of the platform to match their brand, set up a call center, and immediately begin better serving their customers across multiple channels. The close integration of the knowledge base, ticketing system and call center inside Answers makes it much easier to manage than using multiple vendors would be. Related to the integration, the powerful insights that come from the analytics platform allows businesses to work more efficiently.