

## Internal Support That Is “Powered by Service”

Zappos.com is known for its commitment to customer service. One of the goals of the company's internal support team is to demonstrate this commitment to service in how employees are supported, too. Charles Anderson, Zappos.com Tech Support Supervisor, illustrates one way the internal support organization stays true to the company culture:

### *El IT!*

*“One of my employees pretty early into his start here, donned a sombrero, a Mexican poncho, and a guitar when he went to troubleshoot an issue for fellow employees. When he arrived at their desks, he would serenade them just before he took care of their issue. He named that persona El IT.”*

In-person support is one thing, but doing *El IT* online is more challenging. Not only does the internal support team need to serve employees at sites in Nevada and Kentucky, but support also extends to home users who may not have VPN connectivity.

## The Challenge

The challenge for the Zappos.com's dispatch & helpdesk teams is to support some 1,600 employees located in two time zones and the merchandisers who travel the globe. The teams have used traditional tools, such as VPNs, but with sporadic and limited success.

Added to the problem of geography is the challenge of supporting a multi-platform environment that includes Windows, Linux and Mac. Zappos.com's IT team also sees the evolving requirement to support mobile devices internally. A rapidly expanding head count over the last few years has put more pressure on IT for support and training.

While they continue to write the book on Web-retailing and customer service, one of the friendliest open-sourced IT organizations in the world found they needed a solution for improving internal support:

*“With one of the only Linux based call centers in the world, our support reps must have the ability to control a Linux machine no matter if they are working from a Windows or Mac platform.”*

## The Solution

When Zappos.com's internal support team discovered Bomgar, they found a solution for supporting a geographically dispersed, multi-platform environment. “Bomgar's multi-platform solution was the key factor in choosing a vendor,” states Anderson. Bomgar is now one of the go-to platforms in the Zappos.com service desk system.

As an open-sourced IT organization, Linux support was a critical factor. Now not only can the Zappos.com IT team support Linux, they can also support Windows, Mac and mobile devices. No matter where employees are - Kentucky or Nevada, at home or travelling - a support technician can connect to them over the internet in just a few seconds, control their computer and fix whatever may be the problem.



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Our internal support team wanted to “create an environment that is a bit strange, but fun to work in.”

Charles Anderson  
Tech Support Supervisor

## The Results

Bomgar has been integrated into the Zappos.com support process to offer real time service when a rep cannot walk to a machine. Twenty support professionals now provide on-demand support every day to mobile workers, at-home staff, and employees at both facilities. And Bomgar works without any preinstalled software or a VPN.

Bomgar has made IT more effective. Not only does it deliver remote support between both facilities, it also enables presentation/demo functionality and remote access to unattended systems. Zappos.com also customized the Bomgar support portal to maintain a consistent brand image for the IT support center.

At Zappos.com, the liveliness of in-person support, including *EI IT*, has successfully been extended over the internet through Bomgar.

“Bomgar provides us with a multi-platform solution that supports our 24/7 on call requirements,”

Charles Anderson  
Tech Support Supervisor

## About Zappos.com

Established in 1999, Zappos.com has quickly become one of the leaders in online shoe and handbag sales by striving to provide shoppers with the best possible service and selection. Zappos.com currently stocks more than 4 million shoes, handbags, apparel items and accessories from over 1,100 brands. Zappos.com has appeared in Inc. Magazine’s annual list of the 500 fastest-growing private companies in the U.S. for four years in a row (2004, 2005, 2006, 2007), with gross merchandise sales of over \$800 million in 2007.

The company was named “Best of the Web” for 2006 by Internet Retailer, and was included in Time Magazine’s “25 Sites You Can’t Live Without.” Zappos.com’s Customer Loyalty Team is available 24/7, 365 days a year. Zappos.com is “Powered by Service.”

## About Bomgar

Bomgar is a solution for enterprise remote support, making support more responsive, efficient and secure with appliance-based solutions that integrate easily into enterprise environments. With Bomgar, customers ensure the quality of every support interaction, strengthen security, and achieve a rapid ROI.

Since 2003, over 5,000 customers in all 50 states and 52 countries have chosen Bomgar as their enterprise remote support platform. Leading industry analysts recognize Bomgar as a technology innovator.