



# Arena–BrightReps Sidekick Integration for Zendesk®

## Connect Mission-Critical Customer Feedback to Product Development and Quality Processes

### OVERVIEW

As customer expectations for product quality grow, support and engineering organizations must be more connected than ever. Arena and BrightReps have partnered to offer a flexible solution for companies that want to improve customer satisfaction by informing production quality and development processes with mission-critical customer feedback.

Leading support teams use Zendesk to manage frontline communication with customers. Now, there's an automated connection between Zendesk and Arena to provide critical customer feedback and data to product development and quality via one system and single data entry. The result is a more responsive organization and higher customer satisfaction.

### HOW IT WORKS

The Arena–BrightReps Sidekick integration enables your field and customer support reps to create an Arena quality process directly from the Zendesk ticket. This single point of capture ensures efficient and accurate reporting of quality issues. With this integration, your team can:

- Create an Arena quality process with the click of a button, within the support ticket
- Provide customizable mapping of Zendesk ticket data directly to the quality process fields in Arena
- Link the originating support ticket and quality process with a URL link on the quality process record

### BENEFITS

- ✓ **Reduced Cost and Errors**
  - Eliminate manual data entry expenses and errors
  - Reduce onboarding and training time with fewer processes and interfaces
  - Enable support to view the associated quality process and status
- ✓ **Standardized Processes**
  - Mitigate the risk of missed steps
  - Ensure everyone is working from the same, most current workflow
  - Maintain a consistent and controlled data model
- ✓ **Linked Quality Processes**
  - Enable Arena users to quickly view the originating Zendesk ticket



### CAPABILITIES

BrightReps Sidekick runs from the ticket screen in Zendesk and easily handles repetitive tasks via configurable mapping of ticket data to corresponding Arena quality process fields.

#### Arena Quality Process Initiation

- Creates a quality process record with the click of a button, without leaving the ticket
- Auto-populates the quality process record with data from the Zendesk ticket and Sidekick

#### Quality Processes Link with Zendesk Support Tickets

- Automatically creates a bi-directional link between the quality process in Arena and the originating ticket in Zendesk

#### Process Enforcement

- Displays step-by-step quality processes to support reps, right from the Zendesk ticket
- Publishes new and updated processes to the support organization, instantly
- Closed-loop learning—easily access workflow efficiency and accuracy analytics

### GETTING STARTED

It doesn't matter where you are in your journey with Arena and Zendesk, you can implement the integration at any time. There's no coding required, and live support is always available. Just follow these three simple steps: download the Sidekick app, configure your Arena credentials, and map your Arena fields. It's that easy.

### ABOUT ARENA SOLUTIONS

Arena Solutions helps innovative electronic high tech and medical device companies create products that change the world. The Arena product realization platform unifies PLM, QMS, and ALM, allowing every participant throughout the product design and manufacturing process to work together. With Arena, teams accelerate product development and delivery to increase profits. For more information, visit [ArenaSolutions.com](http://ArenaSolutions.com).

### ABOUT BRIGHTREPS

BrightReps is changing how support organizations work. The BrightReps platform provides teams with easily configured tools to build and streamline their workflows with built-in integrations, automations, and analytics. With BrightReps Sidekick support reps, receive directions right from their CRM ticket, saving them time to focus on what matters most: customers. For more information, visit [BrightReps.com](http://BrightReps.com).