

DOZUKI

“ We deeply care about our product. We want to make quality service a 24/7 priority by making it available everywhere, all the time. ”

See how Lezyne is reinventing support at  
[support.lezyne.com](https://support.lezyne.com)

VISUAL  
STEP-BY-STEP  
GUIDES MAKE  
CUSTOMER  
SUPPORT  
**A DREAM.**

**PATRICK MCKAY**  
MARKETING MANAGER, LEZYNE

learn more at [dozuki.com](https://dozuki.com)



**An industry-leader in cycling accessories, it was Lezyne's passion for quality and precision that set the company apart from competitors. With Dozuki, Lezyne's product support now meets the same caliber of excellence that has defined Lezyne from the beginning.**

Founded by cycling icon Micki Kozuschek in 2007, Lezyne reinvented the world of cycling accessories by refusing to manufacture the cheap, plastic, catalog-copied products that had become the standard of the industry. Micki didn't want to make throwaway products. Instead, Lezyne crafts cycling accessories with the same care and attention that goes into manufacturing high-end bicycles.

Lezyne products are engineered to last. But when your customers get their kicks by tearing up the fastest roads and the most extreme trails, those products also have to be serviceable in order to stand the test of time. In fact, the company prides itself on making long-lasting products that customers—no matter their experience level—can easily repair and maintain.

But product support is a strain on any organization, and Lezyne was eager to reduce the phone call burden to free them up to spend more time with distributors. So Lezyne turned to Dozuki for an innovative product support solution: a self-service website.



"Our motto is engineered design," said Patrick McKay of Lezyne. "Our products are well designed and aesthetically beautiful. Using Dozuki helps us illustrate that to our customers in a very real and immediate way."

The new online guides offer customers a better, more intuitive approach to product support. Once the online guides went live, team members didn't need to field the same support questions over and over again—all they had to do was direct customers to the site.

And because the instructions are online, they are available whenever customers need them—whether it's two o'clock in the morning or on a trail deep in the Sierra Nevadas. Smart product documentation with Dozuki saves Lezyne time and effort, while also enriching the customer's experience.

"Dozuki allows me to have a very real direct connection with our customers," says McKay. "Dozuki allows our engineers to focus on designing quality, long-lasting products."

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