



Your guide to Zendesk Relate



May 11, 2022*

ONLINE AND EVERYWHERE

*That's May 12 in Asia-Pacific



There's momentum in the air

zendesk
relate²²

Welcome to Zendesk Relate 2022

It's been a while since we last got together. Here at Zendesk, we've been embracing digital-first, as an organization and as a business. Now, we're delighted to do the same with our global customer experience event.

The past two years taught our community a lot about what customers expect and what businesses are capable of. In this spirit of progress and evolution, today's conversations are designed to help you step confidently into the new future. We're covering the big ingredients for success: unlocking growth, lifelong customers, and capitalizing on agility to help everyone get back to business.

In this industry, it's not easy to take time out from business as usual. So, thanks for being here. We hope this space helps you to reflect and strategize smartly, and get closer to your customer experience dream. Enjoy.

**This year's guest list includes attendees from over 150 countries.
Thanks for being part of the show. (And part of Zendesk history.)**



How to enjoy the show

The main show will run for about 60 minutes. We'll broadcast live from San Francisco for the keynote, top product announcements, and our most Relatable customer stories.

After that, we invite you to curate your own experience. Pick your track, then handpick the sessions most helpful to you. We recommend you dedicate a further hour to experience everything you may want to see and hear.

At any moment, press pause to pick up the kids or pet your dog. You'll be able to get back to it whenever and wherever suits you.

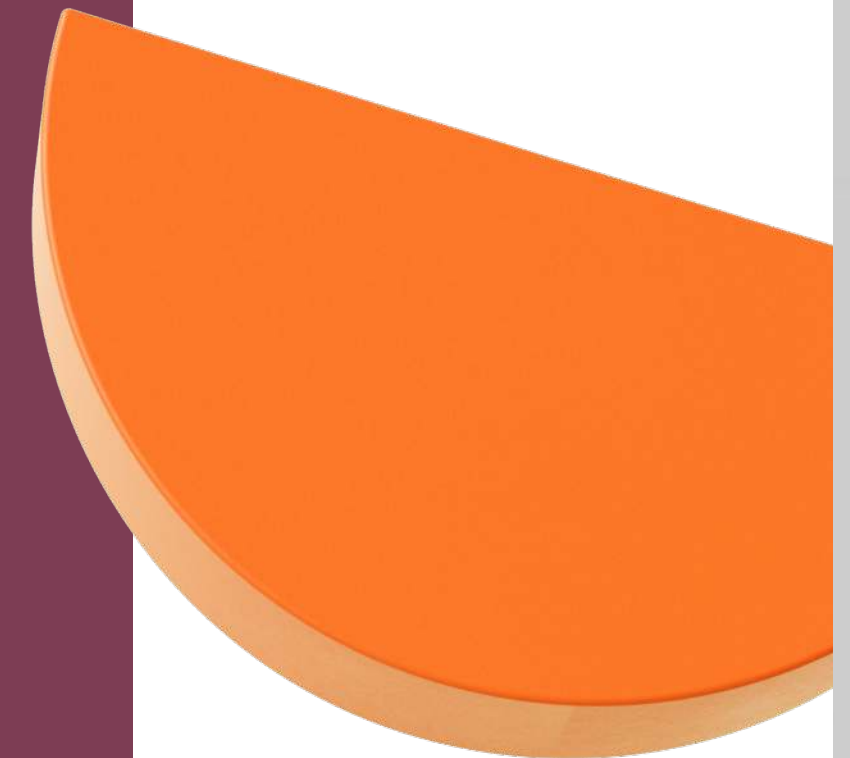


DOORS OPEN EARLY

You're welcome to explore the event platform an hour before the show begins. Mingle with other attendees, visit the expo, and take a selfie in the photobooth.



Be sure to set up your profile in Hopin, so others can learn more about you during the event.



SHARE ON SOCIAL

Follow @Zendesk and use #ZendeskRelate in real time, and share your favorite insights.



THE AGENDA

Welcome and keynote

Our digital host Khadijah White, Design Program Manager, opens the show with a warm welcome. Then, Zendesk CEO and founder, Mikkel Svane takes the stage with our top product leaders to share the Zendesk vision and some of the big and bright things ahead.

BROADCAST 1: AMER, LATAM, AND EMEA

BROADCAST 2: AMER, APAC

BROADCAST 3: APAC (INDIA)

TRACK ONE

Know your Zendesk

Introduction to Zendesk for Service

Introduction to Zendesk for Sell

Introduction to Zendesk for employee experience

TRACK TWO

Wise words on customer experience

Designing a customer-first service organization

Five big bets for the future of CX

How to scale a legendary experience

The brand interaction gap

TRACK THREE

What's new

Deliver fast, personalized service at scale

Manage your operations and adapt to disruptions with Agent Workspace

Scale with the power of Sunshine Platform

Extend conversational experiences to your sales teams



THE KEYNOTE

The evolution of customer experience

We've learned a lot about what customers expect and what businesses are capable of. Now, it's time to build on our biggest lessons as we step into the future. In this keynote, discover how our community is capitalizing on speed and innovation, to help everyone get back to business. Zendesk CEO and Founder, Mikkel Svane, and top product leaders will guide the way.

PLAN YOUR SESSIONS

To help you choose the sessions you'd like to attend, find a preview of them on the following pages. During the event, jot down takeaways and favorite quotes. Share them online, tagging #ZendeskRelate.

SPEAKERS



Mikkel Svane

FOUNDER AND CEO, ZENDESK



Mike Gozzo

SVP PRODUCT, MESSAGING



Candance Marshall

DIRECTOR, PRODUCT MARKETING



Jon Aniano

SVP PRODUCT, CRM APPLICATIONS



Paxton Cooper

VP SUPPORT, PLATFORM



Lisa Kant

VP, PRODUCT MARKETING



TRACK ONE

Know your Zendesk

Introduction to Zendesk for Service

Zendesk builds simple solutions for complex problems. But like most things, it's only simple when you know how to use it. Whether you're looking to get up and running quickly or completely customize your service solution, this one's for you.

SPEAKER:

Bandar El-Eita

SENIOR DIRECTOR,
PRODUCT MARKETING



Introduction to Zendesk for Sales

Providing great customer experiences doesn't stop at service teams—your sales teams are an important part of the story. Learn how Zendesk Sell can help sales teams boost productivity, make data-driven decisions, and deliver exceptional customer experiences.

SPEAKER:

Candace Marshall

DIRECTOR, PRODUCT
MARKETING

Introduction to Zendesk for employee experience

A lot of things have shifted online over the last few years—and so the need for seamless digital employee experiences has never been greater. Learn how Zendesk is making it easier for businesses to meet digital workforce needs with modern employee engagement solutions.

SPEAKER:

Josh Bean

SENIOR DIRECTOR,
PRODUCT MARKETING



TRACK ONE

Know your Zendesk

Introduction to Zendesk for service

Zendesk builds simple solutions for complex problems. But like most things, it's only simple

SPEAKER:

Bandar El-Eita



Customer service isn't human enough



In this session, we explore why customer service isn't human enough. Learn the newest research, including:

- More than 70 percent of customers now say that they expect conversational experiences when they engage with a business.
- Businesses are already trailing expectations, with less than 40 percent reporting that they can deliver conversations that allow a customer to respond whenever and wherever is convenient.
- 90 percent of business leaders and managers acknowledge that their organizations will have to make changes to support a more conversational approach.

SOURCE: [CX TRENDS 2022](#)

A lot of things have shifted online over the last few years—and so the need for seamless digital employee experiences has never been greater. Learn how Zendesk is making it easier for businesses to meet digital workforce needs with modern employee engagement solutions.

JOHN DEAN
SENIOR DIRECTOR,
PRODUCT MARKETING



TRACK ONE

Know
Zend

Introduction to Zendesk for service

SPEAKER

Make employee support your competitive advantage



In this session, we explore how to make employee experience your competitive experience. Learn the newest research, including:

- Tickets filed by corporate employees jumped 31 percent last year—nearly double the rates seen by customer-facing support teams at B2B and B2C companies.
- 68% of company leaders now recognize a direct link between employee service and business growth.
- 43% of internal support team members serving corporate employees say their team isn't treated as well as others in their organization—a 14 percent higher rate than agents serving customers.
- 54% of internal support team members say their visibility with senior leadership is higher than ever before.

SOURCE: [CX TRENDS 2022](#)

businesses to meet digital workforce needs with modern employee engagement solutions.



TRACK TWO

Wise words
on customer
experience

Designing a customer-first service organization

Embarking on a business transformation is no easy feat. In this session, Zendesk Advocacy leaders share their top tips and strategies for a steady path to success.

SPEAKER:

Caitlin Keohane

SVP, GLOBAL CUSTOMER
ADVOCACY

Zoe Koven

VP, CUSTOMER
ADVOCACY

Five big bets for the future of CX

Technology has made some rapid and creative strides over the last few years. Some predicted, some pandemic. Adrian McDermott, Chief Technology Officer at Zendesk, dusts off his crystal ball to give us his five big predictions for the customer experience future.

SPEAKER:

Adrian McDermott

CHIEF TECHNOLOGY OFFICER

How to scale a legendary experience

Today’s customer support values good relationships over fast transactions. Therefore, businesses must scale great service experiences alongside team growth and increasingly complex support operations. Experience Management for service teams has changed the game. Vasu Prathipati CEO of MaestroQA, discusses how to leverage innovative analytics, quality assurance, and coaching strategy to increase customer experience satisfaction.

SPEAKER:

Vasu Prathipati

CEO, MAESTROQA

The brand interaction gap

When someone interacts with your brand, it’s your opportunity to build trust, deliver value, and drive growth. But when you’re working at scale—and in an increasingly digital world—it gets harder to make every interaction count. That’s why automation strategies are vital in delivering personalized, on-demand service that keeps customers coming back. Michael Setticasi, VP Partnerships at Ada, uses the analysis of over a billion automated brand interactions to reveal his top three trends, and what we can learn from them. You’ll also meet Tile, who are combining Ada and Zendesk to supercharge their automation strategy.

SPEAKER:

Michael Setticasi

VP PARTNERSHIPS, ADA



TRACK THREE

What's new

Deliver fast, personalized service at scale

What's New with messaging

Today's customers expect seamless, omnichannel conversations that can be picked up and left off at any point. Make sure your teams are ready to support customers, wherever they reach out to. Learn more about Zendesk messaging and start providing fast, personalized service—every time.

SPEAKER:

Polomi Batra

GROUP MANAGER,
PRODUCT MARKETING

Sonja Carter

SENIOR DIRECTOR,
ENGINEERING
GROUPON

Manage your operations and adapt to disruptions with Agent Workspace

What's New with Agent Workspace

No matter how big or small your service organization is, a solution for smoothly managing your operations is key. Find out how Zendesk can keep your customers and agents happy by managing agent availability, incoming requests, and agent activity insights.

SPEAKER:

Claire Peracchio

GROUP MANAGER,
PRODUCT MARKETING

Dan Ross

DIRECTOR, GLOBAL
CUSTOMER OPERATIONS
LIGHTSPEED COMMERCE

Scale with the power of Sunshine Platform

What's New with platform and integrations

Every business is unique. That's why Zendesk builds unique solutions. Join us to learn about what's new with the Sunshine platform, including SLA 3.0 and new security features.

SPEAKER:

Jennifer Hersom

DIRECTOR, PRODUCT
MARKETING

Michael Loggins

GLOBAL, VP OF IT
SMC CORPORATION
OF AMERICA

Extend conversational experiences to your sales teams

What's New with Sell

To meet the expectations of today's buyers, sales teams need to provide enjoyable conversational experiences. Join us as we investigate new innovations across Sell, including advanced reporting and new sales engagement tools, to keep your teams on top of their business.

SPEAKER:

Tina Gholami

SENIOR MANAGER,
PRODUCT MARKETING

Yossi Mlynsky

CEO
UPSTACK.CO



Social impact at Zendesk

Visit our booth in the Expo to learn about Signpost and other Tech for Good partners.

The Zendesk Tech for Good program provides free software and expertise to nonprofits that address urgent social problems. We're proud to partner with the [International Rescue Committee](#) on its interagency [Signpost](#) project, which opens up a dialogue directly between aid agencies and the people they serve.

Historically, delivering aid has been a one-sided conversation. Far too often, people fleeing crises arrive in a new country where they don't speak the language and struggle to navigate a complex web of bureaucratic information that wasn't created with them in mind. With Signpost, aid agencies can instead listen to what refugees actually need and co-create a response in native languages and across native platforms when it matters most.



Click the icon for more
A year in review



Since 2015, Signpost has connected over 16 million people in 18 countries to life-saving information. In April 2022, Signpost launched in Ukraine.

60% of interviewed refugees said that Signpost is their only source of information.



Social impact at Zendesk

Visit our blog and other resources

The Zendesk team has expertise to help you be proud to partner with interagency partners between a

Historically, too often, people don't speak the web of bureaucracy on their mind. With the help of refugees and their languages

A YEAR IN REVIEW



Through our social impact programs, we encourage and empower our employees to become active global citizens. In 2021, we designed our social impact programs and charitable donations around four causes that felt critical: mental health, food security, climate change, and digital equity.

A few highlights include:

- We partnered with 58 nonprofit organizations for volunteering, advocacy, or learning opportunities for a total of 5,831 employee social impact engagement hours.
- The Tech for Good program supported 82 nonprofits with \$3.4 million in donated software. That's equal to 35K tickets solved and 990K knowledge base views.
- Zendesk software powered knowledge hubs for refugees in 14 countries around the world.

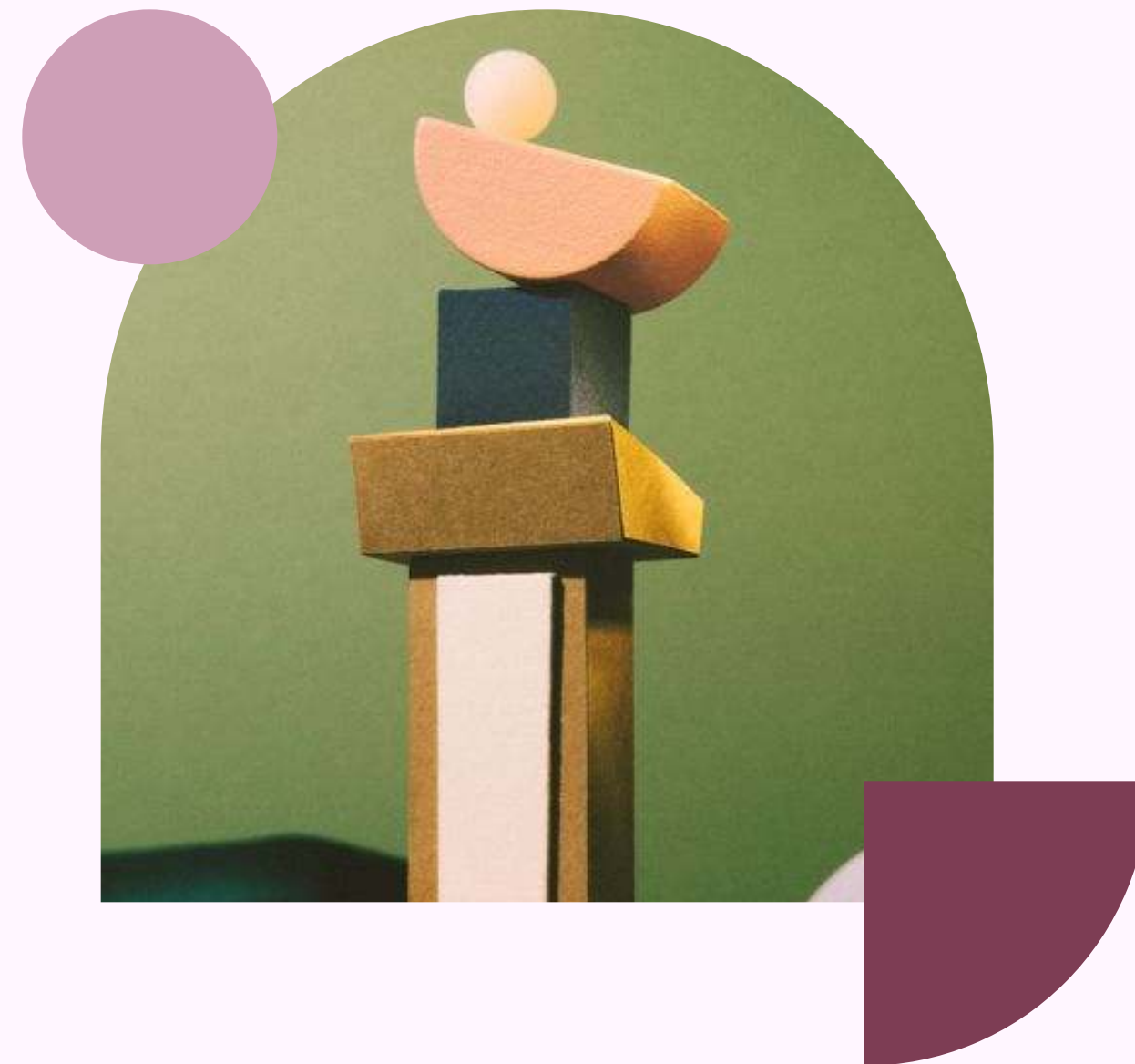
Moving forward, we'll invest in three areas of global social impact: fostering community, creating career pathways into tech, and promoting resilience in a time of crisis.



Click the icon for more
A year in review

88% of interviewed refugees said that signpost is their only source of information.





The Startup CX Awards

This April marked the return of the annual Startups CX Awards. Nominees each presented a deep dive into their startup's use case and how they improved the customer experience using Zendesk. [Learn more](#) about the four winners selected by our panel of judges, and watch for the Community Choice award winner announcement during the Zendesk Relate broadcast.

YOU'RE INVITED TO OUR USER GROUPS

Zendesk user groups are launching soon, but with a twist. Beyond regional gatherings, Zendesk wants to know what types of user groups you're interested in joining or leading.

Sign up and [complete this survey](#) to help us launch new user group chapters centered around your needs and interests.



Sponsors

Our big event is kindly supported by our bigwig partners. Big thanks to them all.

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



After the show



Connect on LinkedIn with new friends and industry peers



Visit the Expo within the event console to linger and learn more



Explore the just updated What's New page for more on product features



Head over to your home bar for a little self-service, **Relate-style**. Try our cocktail recipe, while mingling with other attendees.



OUR OFFICIAL COCKTAIL

So Berry Relatable

- 2 oz gin, atopia, or tonic water
- ½ oz freshly squeezed lemon juice
- ½ oz raspberry syrup (or DIY with 1 cup sugar, ½ cup raspberries, and ½ cup water)
- 1 egg white

1. If you're making your own raspberry syrup, combine the sugar and water in a small pot and stir over medium heat until the sugar completely dissolves. Reduce to low, add the raspberries and smash into a pulp. Remove from heat and strain the liquid to remove any seeds. Refrigerate until ready to use.
2. After the conference (or before, we're all for personalizing your experience here), add the gin, lemon juice, raspberry syrup, egg white, and plenty of ice to a shaker. Shake it with as much enthusiasm as you bring to your last customer call of the day.
3. Strain into a chilled cocktail glass.
4. Garnish with fresh raspberries.
5. Enjoy with new friends from Zendesk Relate.

