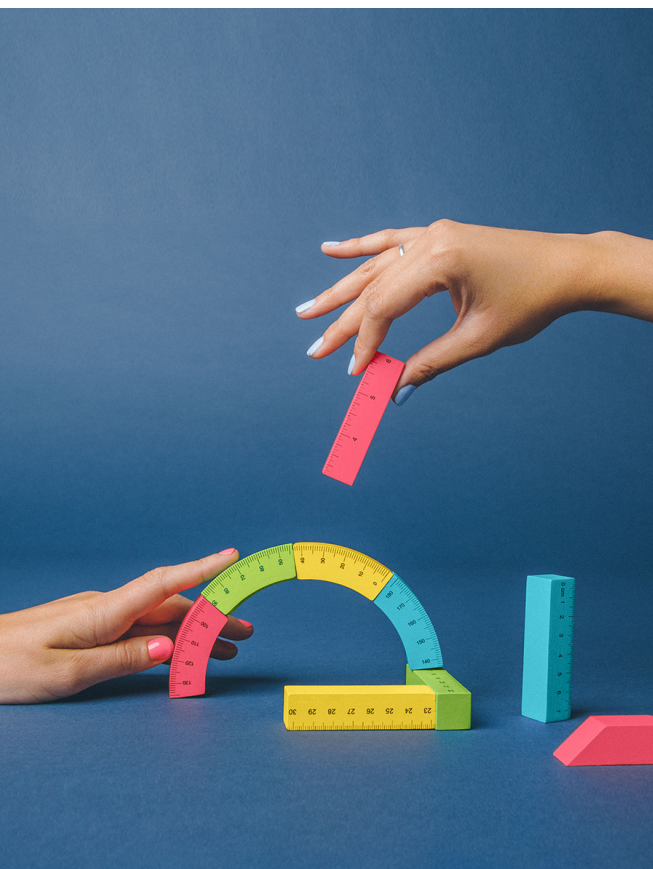


Top 5 reasons Salesforce customers are switching to Zendesk



The world is changing rapidly, and companies are rethinking how they operate and the tools they use.



Cost optimization. Improving customer experience. Becoming more agile. No matter the size or shape of your business, this new distributed world requires more modern, digital ways of engaging with customers.

A growing number of service organizations using Salesforce are switching to Zendesk to gain agility and innovation where they need it, at the critical front lines of customer experience—their service organization.

01 A service-first company, delivering superior modern experiences

Customer experiences mattered before COVID-19. But as both customers and workforces become more digital and distributed, experiences matter more than ever. That's where Zendesk's roots as a service-first company separate us from the competition. We deliver unsurpassed customer support and agent experiences, built on best practices, without the baggage of a legacy system.

Zendesk is powerful enough for the most innovative organizations, but also easy enough that it enables the agility your organization requires. That's why Slack, Uber, and Stanley Black & Decker trust us to power their customer experiences.

“

LendingClub is committed to using technology to drive superior borrower experiences... [with Zendesk] we can just go in and change something right away. It's fast, immediate, and useful.

Andrew Jensen
Director, Payment Solutions

 **LendingClub**



02 Lower total cost of ownership

Zendesk is fast and easy to implement, no matter the size or complexity of your organization. And unlike Salesforce, we include all the key elements of a great customer service experience—self-service, secure data storage, advanced support, an extensive knowledge base—from day one. No hidden fees or charges, period. Pricing is right-sized for your company, and you won't get automatic price increases.

Zendesk also has lower admin requirements than Salesforce. Customers who have switched are saving significantly on administration because they don't need specially trained and certified, six-figure administrators. And long, difficult projects that require significant IT support are a thing of the past. Zendesk provides point and click configuration, built-in best practices, excellent documentation, and responsive support to help your organization make the changes it needs, fast.

Real customer TCO results:



First Utility saved 2M pounds annually



Mediaocean saved \$100k annually after switching back to Zendesk

Companies switching to Zendesk see average savings of:

Maintenance

 **\$285k**

Licenses

 **\$250k**

FORRESTER®

03

Built for speed and agility

With rising customer expectations and rapidly changing situations, businesses need tools that help them move fast. Zendesk's open, modern and flexible platform enables Salesforce customers that switch to Zendesk to get up and running quickly. From there, implementing changes, new features, and workflows is as simple as point and click.

Zendesk provides a unique balance of best practices, flexibility, and innovation. We offer out-of-the-box best practices for CSAT and self-service, AI and mobile innovations, and powerful analytics. With Zendesk's user-friendly interface, your agents are able to dedicate their time to servicing customers and improving service instead of switching screens and systems to find answers.



“

Zendesk products have allowed us to deliver better support to all our clients. The agility with which we can implement new features and workflows is a key element to our success.

Dan Ross
Operations Manager



04 Gaining a trusted, strategic partner

Zendesk is focused on supporting you before and after your purchase, so you can be more successful and better serve your customers. We've partnered with more than 160,000 customers and have successfully completed thousands of professional service engagements. Zendesk Professional Services provides the people, commitment, and expertise to get you there, including:



Integrating Zendesk with your enterprise tech stack to modernize and personalize customer experiences across channels.



Providing deep, ongoing expertise and guidance to help manage big, critical changes and efficiently reduce risks and missteps.



Supporting broadly distributed teams—agents, admins, and developers alike—with tailored technical and business guidance, 24x7.



Sharing best practices in areas like CX-centric operating model, platform governance, architecture, and data integration.



Improving CX and scaling Zendesk as an enterprise platform through success planning and roadmap creation.

“

It [is] a great collaboration and we've continued to build on that. Every time I turned around, Zendesk was working with my team, teaching us and helping us grow.”

Kelly Dees

Vice President of Global Customer Experience for Fluid Management, Material Handling, and Power Tools (FMT)



05 Switching is easier than you think

Zendesk can rapidly mirror what you are doing with Salesforce to get you up and running immediately. Or, if you don't want to move everything immediately, use Zendesk's proven approach of starting small and smoothly scaling up at your own pace. We'll work with you to map your overall business goals and help plan and execute your migration roadmap.

Zendesk's Salesforce integration closes the loop between your Sales and Support teams. This ensures a valuable layer of customer

insights and enables nimble, rapid responses. Our customers often tell us our integration is superior to what they had with Salesforce itself. During your Salesforce migration and integration, our team will be by your side every step of the way—from planning your migration to actually making it happen—we help guide, and even do the heavy lifting for you.

“

We went live without a hitch. That was above and beyond expectations. As a fellow software company, we expect there to be a few challenges. But this was a seamless process.”

Stephanie Dorman
Senior Vice President, Client Services

mediaocean



More companies than ever are switching from Salesforce to Zendesk. Those switching are able to reduce their total cost of ownership, become more agile, and ultimately increase customer satisfaction and loyalty. Zendesk is the leading digital service solution, with a proven track record of world-class customer support and strategic partnership.

You, your colleagues, and your customers deserve better than Salesforce. It's time to upgrade your service delivery.

What are you waiting for?



Get the tools you need to improve your CX

Making the switch is much easier than you may think. The Zendesk team is here to support you every step of the way. We have helped other companies switch and we can help you evaluate your reasons to switch. Contact us to find out how to get started.

Get started here:

zendesk.com/contact/

