**FORRESTER CONSULTING:** 

# The Total Economic Impact™ of Zendesk



Future-focused leaders are readying their organizations for the next era of customer experience—one powered by AI solutions to achieve seamless, personalized service at scale. Choosing the right partner and technology will be critical to delivering the advanced, AI-powered experiences consumers now expect.

Zendesk has the technology to help your organization better leverage AI. With fast implementation through low-code and no-code capabilities, omnichannel support, and increased data visibility, you can get started quickly and realize immediate value from day one.

But don't just take our word for it. Zendesk commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) organizations may realize by deploying Zendesk.

The results speak for themselves:

301%

Return on investment (ROI)

\$30.9M

3-year benefits (PV)

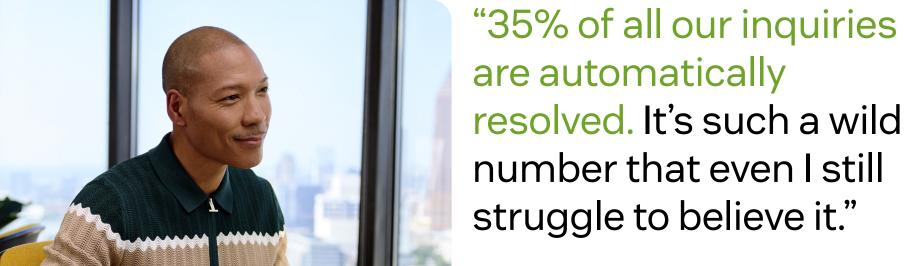
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\$23.2M

Net present value (NPV)

<6 months

Payback period



Senior Lead, Zendesk & Support Tools Administrator, Services



### Key benefits of investing in Zendesk

Take a closer look at the transformative power of investing in Zendesk.

Challenges organizations faced before Zendesk:	After investing in Zendesk, the composite organization*:	And realized a value of*:
Limited data visibility to address customer churn	Reduced contact rate by 25% through Al, insights from Zendesk's native analytics, and self-service	\$10.3 million
Employees handling lower-tiered contact inquiries, such as order tracking and return policy queries	Resolved 30% of inquiries with Al agents—no human needed	\$6.5 million
Costly updates and integrations	Saved 70% on labor implementation costs and 50% on ongoing maintenance	Nearly \$1 million
Disparate tools and data gaps	Reduced handle time by 3 minutes with Al tools and a unified workspace	\$6.6 million
Inability to scale due to decentralized platforms	Decommissioned legacy systems and reallocated four full-time employees	\$1.3 million
High employee attrition	Decreased agent attrition by 65% and accelerated agent onboarding by 67%	\$3.2 million
Lost revenue	Increased revenue with proactive messaging and product experience upgrades	\$2 million

<sup>\*</sup> Results are based on a composite organization modeled in a Forrester Consulting Total Economic Impact™ study commissioned by Zendesk. Benefits are illustrative, calculated over a three-year period, and may vary by organization.

### "No one does omnichannel with integrated tools better than Zendesk."



## Ready to transform your organization and deliver top-tier service?



"Without Zendesk, I'd conservatively need 2x as many people to do what we're doing now."

Director of Customer Services, Retail

### Discover the Total Economic Impact™ of Zendesk

Dive deeper into the data, insights, and customer stories that demonstrate the total economic impact of Zendesk.

Read the full study

#### Calculate your ROI

Determine the potential return on investment your business can achieve by implementing Zendesk.

Get your ROI estimate

