

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)

\$23.2M

Net present value
(NPV)

\$30.9M

3-year benefits
(PV)

<6 months

Payback period

FORRESTER®



“35% of all our inquiries are automatically resolved. It’s such a wild number that even I still struggle to believe it.”

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 AI, 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 AI 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 AI 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

* 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.”

Senior Lead, Zendesk & Support Tools Administrator, Services



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



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](#)

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

Director of Customer Services, Retail

Calculate your ROI

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

[Get your ROI estimate](#)