Welcome to Relate Live New York. Here is everything you need to know.

And some other stuff that you’ll never know. Like the solution to our crossword puzzle on page 13. Good luck.

Speaker highlights
Want to get to know some of our speakers before they hit the stage? Take a look on page 5.

What? Where? When?
Turn to page 8 for the agenda and floorplan.

How to survive a conference like this one (yes, it’s possible)
Put on a brave face and turn to page 10.

Oh yes. It’s New York, baby.
Drive right to page 11 for the guided tour (snacks not provided).

8 steps to creating loyal, human, customer connections
Hop on over to Page 14.

Oh, you want more, you say?
Download our conference app in the App Store on your phone.
Nice to see you.

Really. If you haven’t figured it out yet, Relate Live is an intimate event. It’s not just another freaking conference—it’s a place to meet fellow-minded friends, learn a ton of great shit, wow your boss on Monday, and become a better you. We’re happy you’re here.
The truth is, we’re experiencing a little trust gap these days: at work, in politics, and on airplanes.

We’re struggling to trust colleagues, bosses, government officials, and companies. Oh, and our customers don’t trust us, either.

Instagram and Snapchat have replaced Friday happy hours. We chat with friends mostly through Facebook. We aren’t meeting coworkers for lunch, and we’re definitely not bumping into anyone new on the way from our kitchen to our home office.

Unless you are actively seeking out new people, chances are good that your network of IRL people isn’t growing. Yikes. No wonder we all have trust issues.

That’s where a kickass conference comes in. I’m not talking about a mega-event where you and 50,000 other souls wander blindly through a packed convention center. Where eager salespeople leap at you from their 8x10 booth waving branded swag at your head. Nor am I talking about the conference/training/workshop where you sit in the same seat next to the same people for eight hours. The only networking (and butt-break) you get is whilst standing in line for the lunch buffet. By the time the actual networking hour arrives, you’re so disengaged that you flee back to the sanctity of your hotel for a glass of wine at the bar. Yeah, you’d rather pay for the liquor than be in that room for...one...more...minute.

Nope, that’s not the type of conference I’m talking about. I’m talking about a conference like Relate Live by Zendesk. Congrats, you’ve made it.

Sarah Reed
@stealeyreed
Editor of Relate

Here’s how it will be different
Let me be self-serving for a moment, because we’ve created the conference that we all want to attend. Are you a reader of Relate? This is for you. Are you a Zendesk customer? This was made for you. Do you work in customer service, customer experience, or run a contact center? Great, we really have things for you.

At Relate Live we’ve built a community of industry experts, thought leaders, and Zendesk customers, prospects, partners, and employees. And people that just want to be better, do better, and lead better. By being better humans, we all impact the trust gap.

So go ahead. Grab a seat, grab a drink. Sit back. Lend an ear, and I think you’ll find that someone may just lend you theirs.
Speaker highlights

With over 30 thought leadership sessions, it’s impossible to hear all the remarkable speakers at Relate Live NYC. So we collected some highlights for you.

The writers of Relate sat down with several of our speakers and got a glimpse into what inspires them, what drives them, and what they’ll be talking about at Relate Live.
In advance of his October 23rd Relate Live presentation—“Culture development to shape relationships”—author Jeff Toister spoke with Kate Crane about authenticity, customer-focused cultures, and how individuals can have an impact on their organization, no matter what their leadership is doing.

So, you work at a company where it’s toxic from the top down. You can’t leave or don’t want to. What is the productive path forward?

What I advise people to do when they find themselves in that position is to focus on creating a center of excellence. In other words, focus on what you can control. So that might be your team, it might be your department or division. If you’re an individual contributor, it might be your own work. But you really can’t criticize anybody else in your organization if you’re not doing your very best. I have seen plenty of instances where you can have a particular team that’s doing outstanding work despite the overall leadership in a company.

When a company is developing internal messaging about its love for customers, how can it ensure that the result doesn’t sound fake?

The short answer: Keep it real. The process that a lot of companies use to create this messaging is usually inauthentic from the beginning, and that’s where you get a bad result. The most important component of messaging that customer-focused organizations use is what’s called a customer service vision. It’s a shared definition of outstanding service that everybody knows and understands.
Rachel Ginsberg is Principal at Branding for Experience and runs design sessions with the Columbia Digital Storytelling Lab. The lab, in conjunction with a dynamic initiative called The Empathy Lab, involves Rachel in social impact projects that have the potential to change the world, one interaction at a time. Rachel chatted with writer Suzanne Barnecut.

What’s something we can each do right now to practice empathy?

At the Digital Storytelling Lab, we believe in the power of collaboration. By that we mean that we bring diverse groups of people together to get different perspectives in the room and to solve problems together. A normal session for us might have storytellers, designers, hackers, coders, scientists, activists, patients and clinicians working together to co-design empathetic healthcare tools.

One of the simplest things an organization can do is to convene groups of people that are diverse in every possible way and to talk about the work. I’m talking about racial, gender, ethnic and religious diversity, but also about the more traditional vectors. Are you used to just dealing with engineers? Or are engineers, designers, marketing, and customer service folks all in the same room, sharing information? Get those people into a room for 30 minutes a week to talk about one really important thing everyone has learned. When you talk to people who are like you, you can learn something, but it’s probably not what you most need to know.

Vernā Myers is a Harvard-trained lawyer, entrepreneur, author, and cultural innovator. For over 20 years, she has helped eradicate barriers of race, gender, ethnicity, and sexual orientation. Her presentation on October 23rd is a candid conversation about interrupting bias in ourselves and others. Our editor, Sarah Reed, had a chance to talk with Vernā about “saying the wrong thing.”

Would you say that we’ve made things more complicated? Have we made it so complicated now around, “What do I say? How do I act? What do I do?”

I would call it “complex,” instead of “complicated.” The reason why it wasn’t before, is because we kept the complexity out. But the thing is—the world, is complex. So to say, “I don’t want to have to learn how to change or to pay attention” is to say, “I don’t want to be relevant moving forward in the world. I don’t want to be competent. I don’t want my customers. I would like to offend my customers, actually, because I’m just not interested in the complexity of it.”

You can learn it if you want to—it’s an attitude. I think in every culture the dominant group has made the world simple for them, but incredibly difficult for the marginalized folks.

We all have situations where we screw up. Where we ask, “What should I have done differently?” How should those scenarios be handled?

This work is humbling, I’ll say, “It’s not about perfection. It’s about connection.” The way you achieve connection if you’re not perfect is to say you’re sorry. Saying you’re sorry, recognizing it, saying, “Oops. My bad.” Anything that says, “I’m working on it. Give me some space. Give me some immunity and I’ll do my best.” That’s the way to deal with it. Any other way would be to think that somehow you could be perfect at this. I can say, “I’m sorry. I’m working on it. You okay?” It’s something like that. And then you just keep moving.

Vernā Myers

“You’re not going to get comfortable until you get uncomfortable.”

Vernā Myers
Monday, 11:00 am

“If you are not in touch with your empathy, if you’re not in touch with your compassion, then you are not in touch with your humanity.”

Leon Logothetis
Monday, 11:55 am

“Empathy isn’t an end within itself. Rather, it’s a tool.”

Rachel Ginsberg
Monday, 4:30 pm
What, where, when

Monday

8:00  Breakfast

9:00  Welcome

9:10  Trust in simplicity
Mikkel Svane

9:40  Key trends for 2018
Maxwell Luthy

10:10 Fireside chat: Creating trustworthy relationships
Mikkel Svane & Maxwell Luthy

10:30 Break

11:00 Interrupting bias in ourselves and others
Vernā Myers

11:55 I see you: the power of human connection
Leon Logothetis

12:45 Lunch

2:00 The CX leader's secret weapon
Panel: Doug Hanna (Moderator, Zendesk), Eric Clay (Squarespace), Michelle Chiu (Blue Apron), Dominic Pasta (Groupon), Jason Ellis (Datto)

2:45 Break

3:15 Don't just build a bot
Panel: Andrew Caravella (Moderator, Sprout Social), Doria Rosenberg (Facebook), Audra Koklys Plummer (Capital One), Rick Nucci (Guru)

4:00 Break

4:30 The complicated relationship of marketing and customer service
Panel: Erica Mariss (Moderator, UBM), Leslie O’Rahavan (eWhite), Matt Price (Zendesk), Joshua Weissburg (Zendesk)

5:15 Party
<table>
<thead>
<tr>
<th>Time</th>
<th>Stage 1</th>
<th>Stage 2</th>
</tr>
</thead>
</table>
| 8:00  | Breakfast | Zendesk roadmap: building better customer experiences  
Astha Malik |
| 9:00  | Welcome | |
| 9:05  | How to be curious  
Jon Ronson | |
| 9:50  | The future of customer experience  
Adrian McDermott | |
| 10:30 | The future of customer service  
Tiffany Apceynski & Daniel Korschun | |
| 11:05 | Break | |
| 11:30 | The Pivot Method  
Jenny Blake | CX solved: experts answer your hardest questions  
Dave Dyson |
| 12:00 | Lunch | Customer journey mapping  
Sary Stefanki and Roshni Sondhi |
| 12:15 | Talkdesk sponsored lunch & learn | Navigating conflict to build strong relationships at work  
Amy Gallo |
| 12:45 | Break | |
| 2:00  | How companies help customers lead healthier, wealthier, wiser lives  
Panel: Tara-Nicholle Nelson (Moderator), Brad Greenawalt (Peloton), Caroline Bechtel (Pinterest), Colleen Quinn (Birchbox), Olivia June (VINA) | Designing customer experiences in the age of hyper-realtime  
Christine Todorovich |
| 2:45  | Break | Drive customer trust through VOC programs  
Michael Mantello (Venmo), Mini Kwon Ro (Venmo), Tom Tavonen (SurveyPal) |
| 3:15  | Ask Me Anything  
Mikkel Svane | |
| 3:55  | Cocktail break | |
| 4:10  | Beyond Shark Tank  
Daymond John | |
| 5:15  | Thank you | |
Getting around

Crucial knowledge.
Whether on-site or off.
Read this now.

Conference selfies that won’t get you canned

By Chelsea Larsson

Do: Give some context
Skip the faraway blurry photos of speakers on stage. Instead, opt for something more informative like a selfie that includes event signage, programs, or your conference badge. Don’t forget to include the official conference or event #hashtag. That way your photos will be seen by more conference attendees and you’ll add some valuable people to your network.

Don’t: Give them the wrong context
We know conference happy hours can get rowdy and new friends + booze = long nights on the town. If the party moves somewhere that’s not work safe, i.e. you wouldn’t tell your boss about it—skip the selfies. It’s all good to have fun and make connections, but keep your integrity intact and out of the questionable photos.

Do: Represent your brand
As an on-site brand ambassador, your selfies are marketing collateral—letting customers and clients know your company is at the conference or event. Find ways to easily and visibly represent the brand’s presence. That might mean wearing a logo tee, taking photos with fellow employees, or attaching your brand’s hashtag to the selfies. And remember, anything branded deserves even more scrutiny before posting.

Don’t: Wear your brand without intention
Because you’re an on-site brand ambassador, you have great power and great responsibility. Be sure to check your surroundings, hands, and everyone in your group before snapping that pic.

Do: Take a group selfie with important connections
Looking forward to seeing a partner or customer at the conference? Snap a group business selfie in a professional setting. Showcasing those connections is a great way to celebrate important brand relationships. Be sure to tag the photo with everyone’s personal and company social handles. This will increase sharing and make the bosses happy.

Don’t: Post group selfies without asking first
Although you’re comfortable posting an after-hours conference selfie, the other people in your group might not be. For everything outside the official event, or outside business hours, check with everyone first to avoid awkward interactions later.

Sharing photos from a conference or work event is a great way to network and market your brand. But not every moment needs to be captured. Think the shot of your manager dirty dancing at the conference after-party. Keep conference selfies relevant and under control by following these tips.
Hello, Chelsea

Chelsea is kind of like Relate Live—a little grit, a little glam, a little laid-back, and a lot energetic. When you’re not at the Metropolitan Pavilion learning about Zendesk products or engaged in customer experience conversations, we hope you take some time to explore this diverse and welcoming neighborhood.

The High Line

NYC’s only elevated park is a former rail track. The 1.45 mile-long strip runs from Hudson Yards to the northern edge of Chelsea. There’s art, autumn colors, and plenty of places to eat.

Chelsea Market

Known as one of the best food halls in the city, Chelsea Market is open everyday for breakfast, lunch, and dinner. Alongside the delicious fare you’ll also find clothing stores, a wine shop, and a grocery.

Art galleries

Chelsea has the largest number of galleries crammed into a single New York neighborhood. From conceptual to contemporary, from installation to performance, there is a gallery and an artist for everyone.

Whitney Museum of American Art

Anchoring the southern end of the High Line, the Whitney dazzles in brand-new digs by acclaimed architect Renzo Piano. An absolute must if you’re a fan of modern art—or views of the Hudson.

Upright Citizen’s Brigade

Housed in a former pornography theater, the UCB hosts some of New York’s best live comedy. Check out Maude, a sketch show on Monday night at 9:30 pm.

Editor’s Choice: Peloton

Get your blood pumping before or after Relate Live. Located just a few blocks away is one of the best cycling studios in NYC. The Peloton studio has live classes from morning till night. Shoes, water, and towels are all provided.

Closest subways

The trains can get you to amazing places. Just not Stage 3.

1 2 3 A C E
F M N Q R L

Travel times

<table>
<thead>
<tr>
<th></th>
<th>Foot</th>
<th>Car</th>
<th>Bike</th>
<th>Train</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Park</td>
<td>44m</td>
<td>22m</td>
<td>14m</td>
<td>12m</td>
</tr>
<tr>
<td>Grand Central</td>
<td>32m</td>
<td>20m</td>
<td>15m</td>
<td>10m</td>
</tr>
<tr>
<td>Times Square</td>
<td>25m</td>
<td>19m</td>
<td>12m</td>
<td>10m</td>
</tr>
<tr>
<td>Union Square</td>
<td>18m</td>
<td>13m</td>
<td>7m</td>
<td>4m</td>
</tr>
<tr>
<td>Wall Street</td>
<td>16m</td>
<td>22m</td>
<td>20m</td>
<td>18m</td>
</tr>
</tbody>
</table>

Conquer your conference

Heading into a work conference without a strategy can often result in an unproductive headache. Here are some tips to turn every conference experience into a rewarding personal and professional opportunity.

1. Map out your meet-ups
Take time to plan ahead. Identify people you’d like to meet, prep questions for speakers, or even reconnect with old clients and former colleagues.

2. Use social media to tell your story
Build your conference network by broadcasting your attendance on social media. However, don’t get too caught up in capturing every moment. Focus on starting conversations instead.

3. Be visible
Become a familiar face in the crowd by mingling at social events, adopting a signature conference look, and actively participating in sessions.

4. Avoid cliques
Try not to spend all your time with coworkers. Make yourself available to meet new people and grow your network.

5. Strictly business is strictly boring
Go beyond discussions about products and professions and get to know people. (They’ll remember you better this way!) Be your best self and showcase more than just your professional talent.

6. Follow up in a memorable way
Even after the conference ends, keep up with the connections you’ve made through Twitter, LinkedIn, Facebook groups, Slack channels, or blog post discussions.
Growing up in my house—as a pastor’s son—I frequently heard the word calling used in the context of “being called to a life in the ministry.” It was assumed that at some point I’d be the fourth generation to continue on in the family business. My family talks about church and ministry like plumbers or accountants might speak about pipes and balance sheets.

Off to college I went with no clue what I wanted to do with my life—with no calling to speak of. Two years in I finally selected a major—Management and Organizational Communication—because I had to. Then graduation came and I was armed with some incredible experiences, (ask me about the summer internship in Hawaii), but still had zero clue what I was called to do with my life.

**Stumbling into customer service**

Just when I started to wonder what was wrong with me, my college roommate told me about an opportunity to do customer service at a cool SaaS startup that offered free pizza and a ping-pong table. Sold!

It didn’t take long to realize that I was a good fit for the role. I’m a problem solver, an effective communicator, and great at relationships. I also got the hang of the technical stuff pretty quickly. I thought: “I can do this job for a season until I figure out my real calling in life.”

A couple years later I was still there and was told I had management potential and got promoted. As our customer base grew and call queues filled up, dart boards were replaced with metric wallboards. Also increasing? My waistline, TUMS consumption, and cholesterol. So, the free pizza was replaced with salads and running shoes.

A master’s degree along the way transformed my workplace into a laboratory for testing out the ideas and concepts we discussed in class. This cemented my love of those lessons on management, human resources, and other topics I’d forgotten in my undergrad.

I began networking with others in my industry through Twitter chats, conferences, blogs, books, and podcasts, and learned to speak a new language—one with terms like customer satisfaction, average handle time, and service level.

A couple years quickly ballooned into seventeen and counting—and I still haven’t been whisked away (or called) into another profession. Through much of this time I’ve held out for a vocation where I could help people and really make a difference. Imagine that.

**Customer service as a career**

Sometimes I can be a little slow on the uptake. Just ask my brothers what it was like to sit in the back seat of our red 1987 Toyota Corolla as I got to know a clutch. I seriously stalled so many times that one of the headlights fell out.

I’d love to tell you I’ve been a model customer service citizen throughout my years, but my refusal to embrace this as a career also bred some negative behaviors. I once threw my phone after getting yelled at by a customer because his bill was wrong. There were also the countless times I tried to cut customers short while they were venting in hopes of speeding the process along. Not a recommended de-escalation technique unless you want customers to ask to speak with your CEO.

Something clicked a few years ago. I got to thinking about my purpose and the legacy I wanted to leave. It slowly began to dawn on me that I could make a positive impact in the lives of others right here and now—after all, I’m dealing with people all day, every day.

**A customer service life**

What’s your relationship with customer service? Are you brand new to the field or do you have enough years under your belt to teach me a thing or two? Perhaps you’re a doctor, lawyer, or teacher type who doesn’t
Now try solving this

Just make sure that our great speakers (page 8) don’t notice that you’re more focused on the crossword than their talk.

1. Zendesk instant messaging product or “chit-_____
2. Zendesk’s multi-channel customer service product
3. Zendesk’s help center product; tour _______
4. Good relationships are built on this
5. These little helpers make your agents and customers more efficient
6. Putting yourself in someone else’s shoes
7. “I’ve got the Golden _______!”
8. Customer service _______, secret service _______
9. Cell, pay, tele
10. Seamless integration into a mobile app or web page
11. Every business wants to keep these people satisfied
12. Fulfillment; gratification
13. Gleaning insights from data to learn more about your customers

Think customer service is in your job description. Maybe you’re on the engineering team and your manager keeps telling you to work on your “people skills.” Regardless of where you’re coming from, here are a few realizations I’ve had about customer service.

Stop waiting around. Practicing great customer service now will come in handy later. I remember staring at the clock waiting for the end of the day, mailing in many phone calls, and completely disregarding golden opportunities to help others. In the book Integrity Service, Ron Willingham says, “You’ll always be paid consistently with the size of the problems you solve. Solve small problems and you’ll receive small pay, but solve big problems and you’ll enjoy big pay.” Customer service is as great a place as any to practice working with others to solve problems and I’m a firm believer that this leads to opportunities to solve problems in a variety of other careers as well.

Good customer service will make you a better friend, parent, spouse, partner, and boss. I’ve been married about as long as I’ve worked in customer service and have driven my wife to tears more than once by the way I spoke to her or failed to listen well. Customer service skills shouldn’t be exclusively reserved for customers on the other end of the line while we’re on the clock. When I realized that the benefits of listening, empathy, and ownership applied to everyone, all of my relationships improved.

Internal customer service just as important as external customer service. Possibly more important. Never check your customer service skills at the door when you get promoted to a leadership role, move to another department, or simply work with the person next to you. Take those skills with you and remember that the way you treat others in your organization affects how they treat your customers. Try this the next time someone from the customer service team comes to ask you a question. Close your laptop, turn and face them, smile, and ask, “How can I help?” and see if that doesn’t put them in a better mindset to help customers.

What’s next? More customer service

I still joke that I’m not sure what I want to be when I grow up. I’ll probably try to get as much mileage out of that one as I can. In all seriousness, though, I no longer wonder when I’m magically going to be called to something else. I’m over that. Sure, my career will continue to evolve in my remaining years, but regardless of where it goes, customer service will always be a part of it.

I think I’ve been following my calling all along.
Creating loyal, human, customer connections

By Suzanne Barnecut

What if someone told you there was a formula for generating repeat business? That, in just eight simple steps, customer loyalty could be yours. Would it sound too good to be true?

It might, unless you hear it firsthand from Richard Shapiro, Founder and President of The Center For Client Retention and author of The Endangered Customer: 8 Steps to Guarantee Repeat Business.

People first, customers second

The mindset that “customers are people first and customers second” is one that’s shaped Shapiro’s entire career. Shapiro helps businesses to capitalize on their humanity, a tough job in a landscape that is global, digital, and multichannel. In fact, Shapiro will be the first to tell you that customers are most likely to give your company repeat business because you’ve made their experience convenient—not because they especially like your business.

Shapiro road-tested his eight steps by visiting retailers across the U.S. and evaluating the customer experience. His steps roll up into “The Greet,” “The Assist,” and “The Leave-behind”—something akin to a novel’s beginning, middle, and end.

Let’s start at the beginning

Your relationship with a customer begins with how you welcome them into your physical or digital space. It’s an emotional experience, so ask yourself, “How have I made the customer feel?” Now imagine what you don’t want to do. Would it sound too good to be true?

In a brick and mortar store, Shapiro’s father taught him to ask about the customer. Never lead with the merchandise or “How can I help?” Instead, ask something more personal: “How’s your weekend going?”

There are magic phrases to listen for, Shapiro says. Things like: “This is my first time in your store,” or “I looked at your website and...” They’re magic phrases because they invite responses. If you’re listening, you’ll find that your customers want you to engage and build relationships with them.

The art of the interaction

“The Assist” phase is exactly what it sounds like. Are you friendly? Are you helpful? Is there something more that you can offer? Have you made the experience easy?

The area where Shapiro found most retailers lacking was the “Leave-behind” phase. If you think of a customer interaction like a dinner party, you wouldn’t send your guests out the door with a breezy “Have a nice life!” No, instead you’d be more gracious: “Thanks for coming, and please come again.” The important thing is to invite your customers to return. Also, it’s simple, but conclude the interaction with the customer’s name.

“What’s the strongest bond is between two people. If every company has access to the same technology, then the customer experience can be replicated and that won’t build loyalty,” Shapiro says.

In the end, it’s these person-to-person interactions that matter most. As Shapiro is fond of saying, “New customers will become return customers when they make a connection with another human.”

1. Make me feel welcome
Help customers feel hope. Customers want to feel like they’ve entered a space where they belong and where they can get help if they need it.

2. Give me your full attention
Help customers feel like they’re in control. Responses don’t have to be immediate, but they do need to feel personal.

3. Answer more than my question
Help customers feel like they’re connecting. Answer the customer’s question, but also give them something more—another resource or a link to your Facebook page.

4. Know your stuff
Help customers to trust you. Your brand and your staff should be experts in your space and in the products you offer.

5. Don’t tell me no
Don’t invite frustration into the mix. Turn your negative responses into positive statements.

6. Invite me to return
Help customers feel wanted. Invite them to take advantage of a special promotion, or give them someone to reach out to if they have any questions.

7. Show me I matter
Show customers that you care. This is where technology can aid your business—software that tracks the history of customer interactions, messages and outreach.

8. Surprise me in good ways
Help customers feel special by recognizing them with a note or message, especially when they’ve shared something personal. Consider giving your employees a budget to use at their discretion to surprise or gift customers in small ways.
Get the full scoop. 

Come visit us at the Zendesk House in The Exchange for demos and more.

BYO ice cream.
“W e just want to get everything through Zendesk because of how much we like the product.”

---

Steve Ross
Head of U.S. Customer Service

“NYX at a glance”

<table>
<thead>
<tr>
<th>AGENT COUNT</th>
<th>AGV. TICKETS/MONTH</th>
<th>LANGUAGES SUPPORTED</th>
<th>AVAILABILITY</th>
<th>WEEKLY VOLUME ACROSS CHANNELS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

The year was 2016 and NYX Gaming Group, a digital gaming supplier to 86 percent of licensed online casinos in Atlantic City, was hitting all sevens. The Atlantic City, was hitting all sevens. The team also kept a pulse on customer satisfaction, which marks a move away from the brand surveys they used to send. The team now asks for feedback in a way that focuses on the service a player receives—less likely to be colored by a player’s luck or performance in a game. By collecting feedback in this way, and by looking at every negative review, Ross has been able to implement some changes to internal policy to the end of providing a better customer experience.

Ross said, "The year was 2016 and NYX Gaming Group, a digital gaming supplier to 86 percent of licensed online casinos in Atlantic City, was hitting all sevens. The team also kept a pulse on customer satisfaction, which marks a move away from the brand surveys they used to send. The team now asks for feedback in a way that focuses on the service a player receives—less likely to be colored by a player’s luck or performance in a game. By collecting feedback in this way, and by looking at every negative review, Ross has been able to implement some changes to internal policy to the end of providing a better customer experience."
Zendesk Support Admin Certification verifies that you have the expertise to implement, configure, and manage an Enterprise Support Account. Get an official stamp of approval and the satisfaction of knowing your Zendesk Administrator skills really shine.

zendesk.com/training

Gold and wiser
We had already invested in omnichannel solutions and needed to scale up our customer service and reduce costs. We were excited about the potential deal, with our support for the product and the focus on the function of our old system. With the acquisition of Misfit, Gessner explained, "the reason we chose Zendesk is that we had started a relationship. We were really looking at Zendesk to help us understand our larger global business—in only 30 minutes."

The devices themselves are simple, but when it comes to addressing different issues that may arise, our support team needs to be on top of it. The devices have managed customer records and internal help with Tier 1 handling the more general questions and live chats, while Tier 2 dives into complex technical troubleshooting. "We try to manage that through the help center, so they can easily access and view and track knowledge from Zendesk Support," Gessner said, referring to the team's use of Zendesk Guide.

For a global enterprise with a decades-long legacy, it can be challenging to embrace modernity and to find a better path forward as the tectonic plates of the industry shift and change. But for Fossil Group, it was the clear path for them to embrace modernity with ease, having an established omnichannel solution already in place. From Gessner's perspective, "the technology at the foundation of our customer care organization, across all brands, is a testament to Zendesk as a platform.

"The reason we picked up and ran with Zendesk," Gessner said, "is that we thought about fashion when we thought about the wearables craze. Our customers share different parts of the timepiece. They’re not wearing the same watch. We use to all customer service agents. The devices themselves are simple, but when it comes to addressing different issues that may arise, our support team needs to be on top of it. The devices have managed customer records and internal help with Tier 1 handling the more general questions and live chats, while Tier 2 dives into complex technical troubleshooting. "We try to manage that through the help center, so they can easily access and view and track knowledge from Zendesk Support," Gessner said, referring to the team's use of Zendesk Guide.

For a global enterprise with a decades-long legacy, it can be challenging to embrace modernity and to find a better path forward as the tectonic plates of the industry shift and change. But for Fossil Group, it was the clear path for them to embrace modernity with ease, having an established omnichannel solution already in place. From Gessner's perspective, "the technology at the foundation of our customer care organization, across all brands, is a testament to Zendesk as a platform.
When we’re actually building the product, we strive to make sure that the persona at the center of every use case is the end-customer. This puts us on the same side as our buyer, who is typically measured on some metric related to consumer loyalty and happiness.

Learning from our buyers and their customers
From our decade-long post at the intersection between customers and businesses, we’ve had the privilege to talk to, listen, and learn from our customers—and their customers. We’ve gotten a front row seat to the evolution of customer experiences.

What we’ve learned is that as customers, our experiences with modern brands have spoiled us immeasurably. Today, we get what would once have been considered Ritz Carlton service at Motel 6 prices from great internet brands like Amazon or Zappos. And running this kind of high-touch support that’s scalable and cost-effective is impossible without the systems to support it.

Simplicity and ease for the consumer are at the center of what we do. A big part of that comes from giving an agent great tools, great user context, and great process. That’s why we have an end-customer experience improvement rule at Zendesk. We continuously ask ourselves:

- How can we help a customer get the support they need more effortlessly?
- How can we help an agent provide better service to their customers?
- How can we surface the most important customer insights to the business?

If all our tools are easy and simple, that’s one less barrier, one less problem, one less complexity. So everyone can focus on the things that matter—like building better relationships.

We have more detailed plans for the future of customer experience. Attend Adrian’s talk on Tuesday at 9:50 am.

---

#1 Offer omnichannel experiences
Remove channel barriers. While channel preferences will inevitably change, the pain of supporting new channels doesn’t have to be.

#2 Make the support journey seamless
Customers will interact with businesses naturally. Don’t make people leave their customer journey experience.

#3 Capture the customer behind the analytics
Measuring operational performance is great but limited. Evented, customer-centric analytics will reveal insights about cohorts and journeys.

#4 Apply a growth mindset to support
A proactive, growth-centric support strategy reduces headaches and helps differentiate a productive, growth-centric mindset to support.

#5 Empower customers to self-serve
Scale your support through investments in customer self-service and transform your support agents into knowledgeable, efficient, and effective problem-solvers.

#6 Embrace artificial intelligence
Apply machine learning and AI technology to automate routine, repetitive tasks for your support team. This makes your customer experience more efficient, effective, and enjoyable.

The future of CX is simplicity
It’s as important to focus on simplicity as much as features and functions because many elements of customer experience have been commoditized. These days, you can roll out a number of software applications in next to no time—and you can also look like everyone else in a hurry.

But there’s also an opportunity. Here’s a preview of how businesses can start differentiating their support experience by simplifying the customer experience.

By simplifying the customer experience, you businesses can start differentiating their support experience. Here’s a preview of how businesses will decide the future is expected customer service to be on the primary basis of customer experience.

In 2015, Gartner said that 89% of businesses expected customer experience to be the primary basis of competition. Well, clearly the future is here. It’s just unevenly distributed. Here’s a preview of how businesses will differentiate their support experience by simplifying the customer experience:
The future of customer experience demands more from businesses and the software products they use. Adrian McDermott, our President of Products, explains how we can fight complexity—without sacrificing power.

**Simplicity**

**Focus to deliver a ton of energy and customers—it takes 100,000 businesses we support over 100,000 businesses and millions of their customers—total 10,000 businesses over the years and expanded beyond just one.**

**Simplicity is our north star**

**Keep it simple (not stupid)**
As customers, we’re often inundated with automated messages. Outbound shifts the focus from the quantity of messages delivered to the quality of customer interactions. With this technology, businesses can automate and deliver relevant messages across web, email, and mobile channels and better measure their effectiveness.

Learn more: [zendesk.com/outbound](http://zendesk.com/outbound)

---

New Talk features

**Guide facts**

Chat facts

Power to the pop-ups

---

**New Talk resources**

Find more events in your area:

- 30 October
  - Textback from IVR
  - Callback from queue
  - Call monitoring
  - Text your customers
  - Add property numbers
  - Callback from queue
  - Textbook from IVR

**Guide facts**

Text from IVR

---

**Events**

- 3 November
  - Techweek Dallas
    - Dallas, TX
  - Trends in Customer Care Executive Roundtable Event
    - Atlanta, Georgia
  - Ft. Lauderdale Customer Thought Leadership Event
    - Ft. Lauderdale
  - Washington Wizards Thought Leadership Event
    - Washington, DC

---

**Guide facts**

- 67% of respondents said they prefer self-service over phone support.

---

**Chat facts**

- 79% of live chat conversations receive a positive satisfaction rating.

---

**New Talk facts**

- 80% of websites will offer live chat by 2018.

---

**Talk facts**

- 67% of customers would use a knowledge base if it met their needs.

---

**Talk facts**

- 91% of users think that a human touch helps answer their questions.

---

**Events**

- 30 October
  - Techweek Dallas
  - Dallas, TX
  - 2 November
  - Trends in Customer Care Executive Roundtable Event
  - Atlanta, Georgia
  - 8 November
  - Ft. Lauderdale Customer Thought Leadership Event
  - Ft. Lauderdale
  - 9 November
  - Washington Wizards Thought Leadership Event
  - Washington, DC

---

**Talk facts**

- 80% of respondents said they prefer self-service over phone support.

---

**Guide facts**

- 91% of users think that a human touch helps answer their questions.

---

**Chat facts**

- 79% of live chat conversations receive a positive satisfaction rating.

---

**Talk facts**

- 80% of websites will offer live chat by 2018.

---

**Guide facts**

- 67% of customers would use a knowledge base if it met their needs.
Customer support operations run on know-how. Know-how is all the knowledge your agents have about customer issues, and the best way to solve them. It's incredibly valuable.

But here's the problem: you might not be getting all you can from it. Agents may be wasting time repeating themselves. Self service articles might be out of date. And you might even lose some of your know-how if an experienced agent leaves the company. That's why Zendesk created Guide, a smart knowledge base that's intuitive to use and easy to deploy. The content you publish in Guide can be shared instantly on your Help Center or in a mobile app. And because it's powered by machine learning, the more you use it, the smarter it gets.

Chat is headed for the big leagues. With the new Enterprise plan, businesses can use tools like skills-based routing, roles and permissions, and public and private apps to make their Chat a lot more powerful. Chat is now available on desktop and mobile apps, and can be integrated with Facebook, Twitter, and other social media platforms. What's more, it's designed to help your business scale, with support for unlimited users and features like skills-based routing and team collaboration.

It's practically guaranteed that a customer or agent encounters the same problem again. With the new Knowledge Capture app, agents can turn their prize-winning responses into articles in Guide. That means it's instantly accessible whenever a customer or agent encounters an issue. And the best way to improve your support response is to turn your prize-winning response into an article in Guide. That means it's instantly accessible whenever a customer or agent encounters an issue. And the best way to improve your support response is to make it accessible and searchable.

Learn more about Guide:
zendesk.com/guide
Nobody puts Zendesk in a corner.
We're a leader in the Gartner Magic Quadrant.

What we're talking about:
Chat is headed for the big leagues. With the new Enterprise plan, businesses can use tools like skills-based routing, roles and permissions, and public and private apps to make their Chat a lot more powerful. Chat is now available on desktop and mobile apps, and can be integrated with Facebook, Twitter, and other social media platforms. What's more, it's designed to help your business scale, with support for unlimited users and features like skills-based routing and team collaboration.

It's practically guaranteed that a customer or agent encounters the same problem again. With the new Knowledge Capture app, agents can turn their prize-winning responses into articles in Guide. That means it's instantly accessible whenever a customer or agent encounters an issue. And the best way to improve your support response is to turn your prize-winning response into an article in Guide. That means it's instantly accessible whenever a customer or agent encounters an issue. And the best way to improve your support response is to make it accessible and searchable.

Learn more about Guide:
zendesk.com/guide
Nobody puts Zendesk in a corner.
We're a leader in the Gartner Magic Quadrant.

What we're talking about:
Chat is headed for the big leagues. With the new Enterprise plan, businesses can use tools like skills-based routing, roles and permissions, and public and private apps to make their Chat a lot more powerful. Chat is now available on desktop and mobile apps, and can be integrated with Facebook, Twitter, and other social media platforms. What's more, it's designed to help your business scale, with support for unlimited users and features like skills-based routing and team collaboration.

It's practically guaranteed that a customer or agent encounters the same problem again. With the new Knowledge Capture app, agents can turn their prize-winning responses into articles in Guide. That means it's instantly accessible whenever a customer or agent encounters an issue. And the best way to improve your support response is to turn your prize-winning response into an article in Guide. That means it's instantly accessible whenever a customer or agent encounters an issue. And the best way to improve your support response is to make it accessible and searchable.

Learn more about Guide:
zendesk.com/guide
Nobody puts Zendesk in a corner.
We're a leader in the Gartner Magic Quadrant.
What's Happening

Keep it simple

As customer experience grows more complex, simplicity still comes first.

Briefings

From Answer Bot to new Chat features, we've got plenty to talk about.

Customer Stories

Read how Fossil and NYX Gaming are using Zendesk.