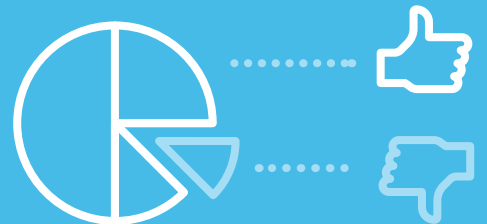
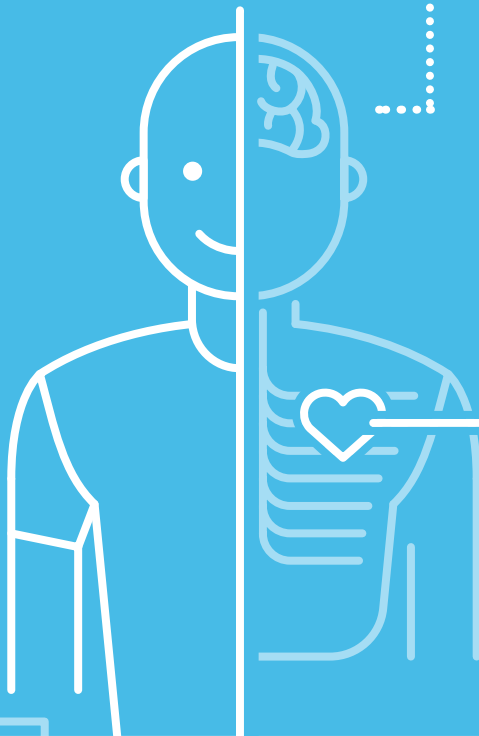
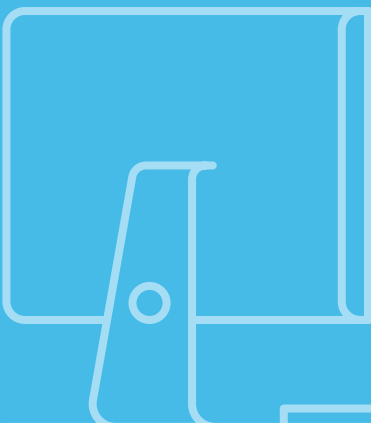
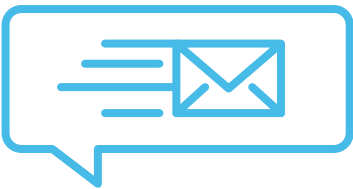


Q2
2015

THE ZENDESK BENCHMARK

IN FOCUS: CUSTOMER SATISFACTION



Q2 Customer Satisfaction: Movers and Shakers

Every quarter, we examine how companies by country and industry compare in terms of customer satisfaction. Honing in on the countries and industries that saw the highest uplift in their satisfaction rating and the largest contractions in customer satisfaction, here are our biggest movers and shakers from Q1 of 2015 to Q2 of 2015.



Most Improved Countries by Customer Satisfaction

COUNTRY	QoQ CHANGE*	Q2 SATISFACTION RATING	Q1 SATISFACTION RATING
1. TURKEY	3.3	73.8%	70.4%
2. THAILAND	3.0	89.5%	86.5%
3. CHILE	3.0	87.5%	84.5%

Countries in a Customer Satisfaction Slump

COUNTRY	QoQ CHANGE*	Q2 SATISFACTION RATING	Q1 SATISFACTION RATING
1. INDONESIA	3.8	80.0%	83.8%
2. VIETNAM	2.6	83.4%	86.0%
3. INDIA	2.3	83.4%	85.7%

Most Improved Industries by Customer Satisfaction

INDUSTRY	QoQ CHANGE*	Q2 SATISFACTION RATING	Q1 SATISFACTION RATING
1. TRAVEL	3.1	92.2%	89.1%
2. MARKETING & ADVERTISING	1.3	95.0%	93.7%
3. MEDIA & TELECOMMUNICATIONS	0.8	91.8%	90.5%

Industries in a Customer Satisfaction Slump

INDUSTRY	QoQ CHANGE*	Q2 SATISFACTION RATING	Q1 SATISFACTION RATING
1. SOCIAL MEDIA	1.0	84.6%	85.6%
2. MANUFACTURING & COMPUTER HARDWARE	0.9	93.9%	94.8%
3. REAL ESTATE	0.8	93.9%	94.7%

CUSTOMER SATISFACTION BY COUNTRY

Q2 (2015) COUNTRY	SINCE Q1 (2015)*	Q2 (2015) COUNTRY	SINCE Q1 (2015)*	Q2 (2015) COUNTRY	SINCE Q1 (2015)*
1. BELGIUM 97.8%	↑ 1.5	14. UNITED ARAB EMIRATES 94.1%	↑ 0.1	27. SINGAPORE 89.6%	↓ 0.4
2. NORWAY 96.6%	↑ 1.6	15. RUSSIA 93.6%	↑ 1.0	28. MALAYSIA 89.6%	↑ 1.6
3. NEW ZEALAND 96.3%	↓ 0.6	16. FRANCE 93.6%	↑ 0.5	29. THAILAND 89.5%	↑ 2.9
4. UNITED KINGDOM 96.2%	→ 0	17. MEXICO 92.6%	↑ 1.2	30. CHILE 87.5%	↑ 0.2
5. CANADA 95.8%	↓ 0.3	18. SWITZERLAND 92.5%	↓ 2.0	31. PHILIPPINES 83.8%	↓ 0.1
6. UNITED STATES 95.6%	↑ 0.6	19. DENMARK 92.2%	↓ 1.9	32. VIETNAM 83.4%	↓ 2.6
7. AUSTRALIA 95.5%	→ 0	20. GERMANY 92.2%	↓ 0.6	33. INDIA 83.4%	↓ 2.3
8. ITALY 95.2%	↑ 1.9	21. JAPAN 92.0%	↓ 1.6	34. CHINA 80.3%	↓ 0.7
9. SOUTH AFRICA 95.2%	↓ 0.7	22. ISRAEL 91.7%	↓ 0.5	35. INDONESIA 79.9%	↓ 3.85
10. FINLAND 95.0%	↑ 1.8	23. BRAZIL 91.7%	↓ 1.1	36. TURKEY 73.7%	↑ 3.3
11. IRELAND 94.7%	↓ 0.5	24. SPAIN 91.1%	↑ 0.9		
12. NETHERLANDS 94.6%	↑ 1.1	25. COLUMBIA 90.3%	↓ 1.1		
13. SWEDEN 94.3%	↑ 0.9	26. ARGENTINA 89.7%	↓ 0.7		

*CHANGE IN PERCENTAGE POINTS

CUSTOMER SATISFACTION BY INDUSTRY



Q1 (2015) INDUSTRY		SINCE Q4 (2014)*	Q1 (2015) INDUSTRY		SINCE Q4 (2014)*	Q1 (2015) INDUSTRY		SINCE Q4 (2014)*
1.	GOVERNMENT & NON-PROFIT 98.2%	↑ 0.1	7.	SOFTWARE 95.5%	↓ 0.2	13.	TRAVEL 92.2%	↑ 3.1
2.	IT SERVICES & CONSULTANCY 97.7%	− 0	8.	MARKETING & ADVERTISING 95.1%	↑ 1.3	14.	MEDIA & TELECOMMUNICATIONS 91.4%	↑ 0.8
3.	HEALTHCARE 97.1%	↑ 0.3	9.	FINANCIAL & INSURANCE SERVICES 94.7%	↓ 0.2	15.	RETAIL 89.4%	↑ 0.4
4.	EDUCATION 96.4%	↓ 0.1	10.	WEB APPLICATIONS 94.2%	↑ 0.1	16.	SOCIAL MEDIA 84.5%	↓ 1.0
5.	WEB HOSTING 95.9%	↓ 0.1	11.	MANUFACTURING & COMPUTER HARDWARE 93.9%	↓ 0.9	17.	ENTERTAINMENT & GAMING 83.7%	↑ 0.6
6.	PROFESSIONAL & BUSINESS 95.7%	− 0	12.	REAL ESTATE 93.9%	↓ 0.8			

*CHANGE IN PERCENTAGE POINTS

Global Customer Satisfaction, Q2 2015

94.94% ↓ 0.06 Points*