



Zendesk

# Empowering Your Team

Training is vital to your business, to attract and retain employees and grow your bottom line



Customers are less patient with companies that are slow to adapt to their changing needs—especially when it comes to great customer service experiences. Indeed, research has shown the critical role that customer service plays in driving better business outcomes through increased customer satisfaction and retention.



**66% of companies** report that customers are less patient when interacting with agents or service teams.



**64% of companies** say that customer service has a direct impact on business performance.



**81% of customers** say that a positive customer service experience increases the likelihood of repeat business.

While CX leaders think they're doing well, the reality is that they're struggling to maintain high customer service standards. Service teams are overwhelmed—more often than not—and aren't satisfied with their training, which is becoming increasingly apparent to customers.

## 20%

Small percentage of agents who are satisfied with their training

## 17%

Low number of agents satisfied with the frequency of their training

## 68%

Customers who feel businesses need to improve their agents' training

## Zendesk Training & Credentialing

Zendesk's training and certification program provides service teams with the necessary skills and knowledge to respond to changing customer needs, and provide top-level customer service experiences.

Check out <https://training.zendesk.com> for more information.



*"We believe that if you don't make that [development] investment in your Customer Care team and employees, your company's returning revenue is at great risk."*

**Jonathan Bolton, SVP of Operations, [BombBomb](#)**

## So why focus on training & certification *now*?



Learning's impact on **hiring, onboarding, and productivity**:

- Professional development perks attract better talent
- Onboarding programs with training gets new hires up & running faster
- Refreshing and building skills of existing staff enhances productivity
- Aligning learning with organizational goals



Education as a key component to **recognition, promotion, and retention**:

- Advancement opportunities tied to tiered training programs
- Credentialing as a means to showcase knowledge and mastery
- More cost-effective to reskill/upskill than hire new



Training's **contribution to the business**:

- Increase in product engagement and adoption
- Efficiency and productivity gains
- Knowledgeable and motivated teams provide better service
- Good CX contributes to customer retention

Zendesk has developed a best-in-class customer education program. Providing learning across the various budgets, skill levels, and use cases.

### Online Training

Zendesk continues to offer an array of FREE online training. With courses available for agents administrators,, and developers, learners can consume content at their own pace.

### Certifications

With 7 different exams ranging from Specialist- to Expert-level, our affordable certification program is the best way for users to prove they have reached a verified level of proficiency.

### Private Trainings

For a tailored curriculum with the inclusion of custom examples, private trainings with Zendesk experts are available at an affordable cost.

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