

## **New Satisfaction Index Reveals Most Satisfied Customers in the World**

*New Zealand and Australia come top in index based on 65 million consumers in 137 countries*

MELBOURNE – January 27, 2012 – Zendesk, the proven cloud-based help desk software, today introduced its new Customer Satisfaction Index, measuring customer happiness across 65 million consumers in 137 countries. This announcement comes on the heels of Zendesk announcing that it has signed its 15,000<sup>th</sup> customer.

“Our 15,000 customers use Zendesk to deliver superior customer service to more than 65 million people in 137 countries, making it the largest customer service network in the world, powering more than 100 million customer services interactions per year,” said Mikkel Svane, Zendesk’s CEO. “At a culmination of another great year for Zendesk, we are very happy to introduce our new Customer Satisfaction Index.

2011 was a stellar year for Zendesk with the company tripling its 2010 revenue and opening new offices in Melbourne, London and Copenhagen, to help support its customers around the world.

### **The Index**

To create the Zendesk Customer Satisfaction Index, the company analyzes data from the Zendesk’s Customer Satisfaction Rating feature. After a customer service request is solved, companies can automatically contact their customers through Zendesk to collect feedback on their satisfaction with the service that was provided. Not only is it a quick and easy way to track customer satisfaction and reduce customer churn, but also provides tremendous insight into customer satisfaction in aggregate.

Taking a look at the companies with high Gross Domestic Product (GDP), there is an interesting spread of customer satisfaction with New Zealand, Australia and Canada coming in at a very high 93% or above, and India and France coming in at the bottom with 70% and 57% respectively.

- New Zealand: 95%
- Australia: 93%
- Canada: 93%
- Germany: 88%
- United States: 87%
- United Kingdom: 83%
- Spain: 81%
- Italy: 81%
- Russia: 80%
- India: 70%
- France: 57%

The highest ranked companies in countries receiving a Customer Satisfaction Rating of 93% or more include New Zealand, Australia, Canada, Czech Republic, Ireland, and Thailand. The lowest ranked countries in Customer Satisfaction include Argentina, India, France, and Turkey.

“More and more organisations in Australia and New Zealand are recognising just how important providing a good customer service can be in not only attracting new customers but retaining existing ones. Together our customers in Australia and New Zealand process around 6000 queries every day through Zendesk, so we are very pleased see them ranked at the top of the table for customer satisfaction and look forward to helping them continue to provide an excellent service to their customers,” said Michael Hansen, Vice President and Asia Pacific Managing Director, Zendesk.

To see a real-time map showing from where customer inquiries are coming, go to [www.zendesk.com/map](http://www.zendesk.com/map)

Zendesk will begin publishing its Customer Satisfaction Index on a quarterly basis and will report on additional data such as customer service efficiency and quality in various industries, geographies and, company size.

For people who wish to subscribe to the upcoming complete Customer Satisfaction Index, please register at [www.zendesk.com/index](http://www.zendesk.com/index).

### **About Zendesk**

Zendesk is the leading provider of proven, cloud-based help desk software. For growing organizations, Zendesk is the fastest way to enable great customer service. More than 15,000 Zendesk customers, including Adobe, Sony, OpenTable and Groupon, trust Zendesk with their most valuable assets: their customers, partners, and employees. Founded in 2007, Zendesk is funded by Charles River Ventures, Benchmark Capital and Matrix Partners. Learn more at [www.zendesk.com](http://www.zendesk.com).

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