



Transforming the Customer Experience with Zendesk & TaskUs





Agenda

What is Digital Transformation?

7 Digital Transformation Benchmarks

TaskUs + Zendesk

Client Case Study

Audience Q&A

Speaker Bio



Experienced industry executive with extensive field and channel sales background. Demonstrated ability to think strategically and analytically about business, product, and technical challenges, with the expertise to convey compelling value proposition.

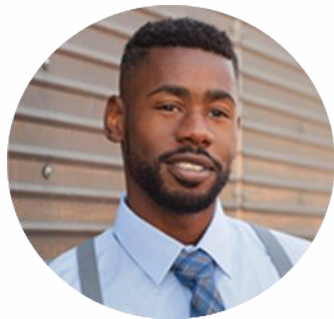
Scott Miller

Channel Sales Manager

zendesk



Speaker Bio



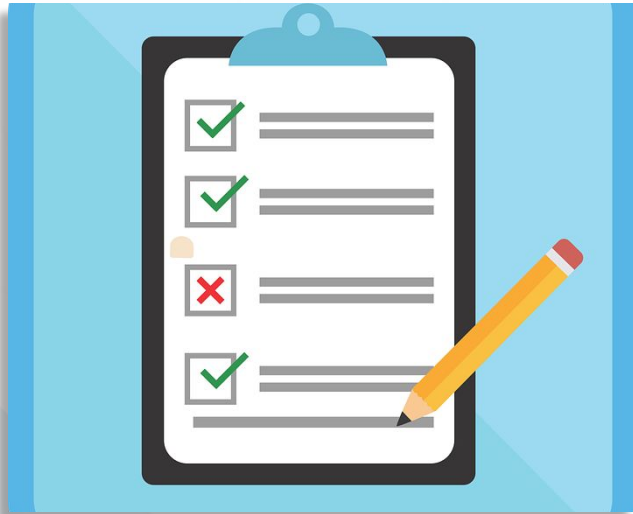
As Head of Client Technology Services at TaskUs, Michael oversees four core global technical disciplines driven to the execution of exceptional technical customer experience and support.

Michael Thigpen

Head of Client Technology Services



Webinar Housekeeping



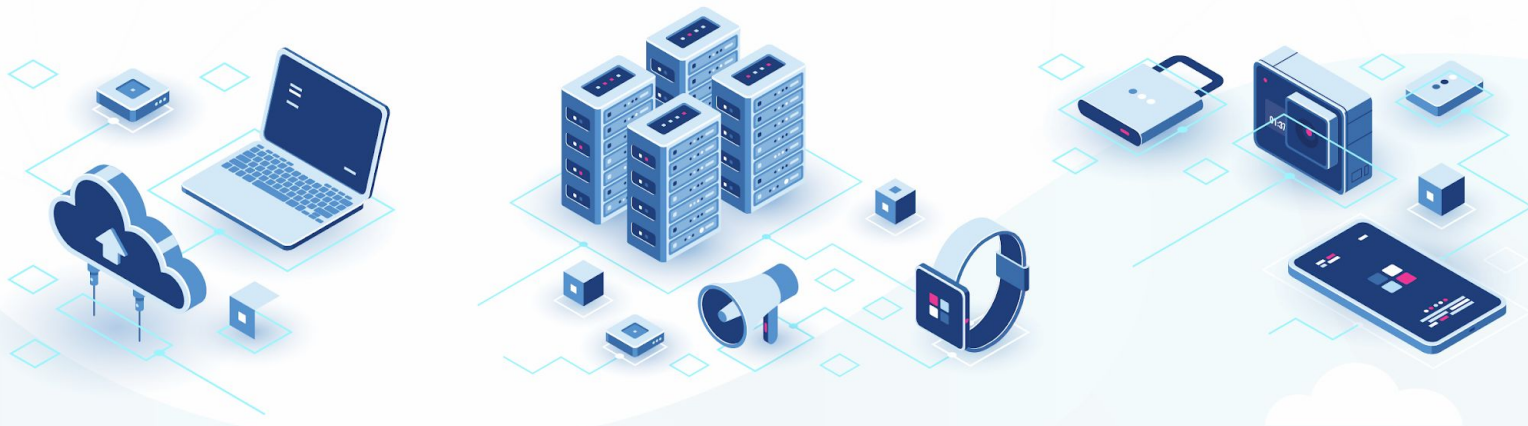
- Submit Q&A anytime
- Submit poll responses
- Webinar recording + slides emailed

What Does Digital Transformation Mean To You?

Please submit your responses via the Q&A tab.



What Is Digital Transformation?





TaskUs



7 Benchmarks for Digital Transformation

#1

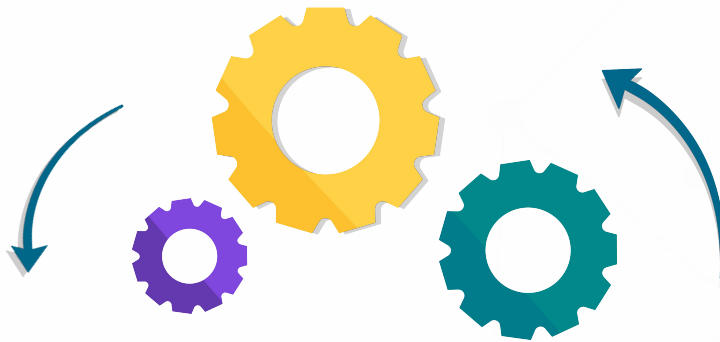


**Create a measurement
of success + a primary goal**

Collaboration is paramount to receiving buy-in support.



#2



Develop the new business processes needed to restructure the existing procedures

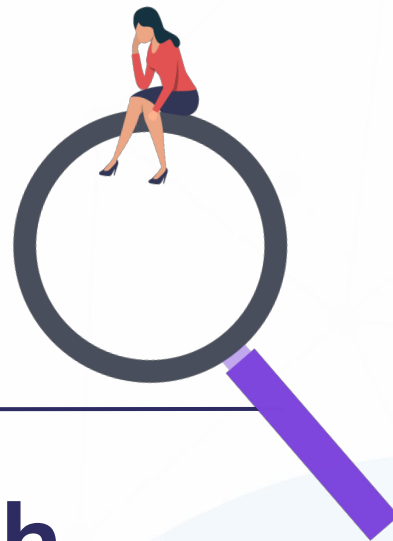
Changing processes through a
tell vs. partner approach.



Poll #1



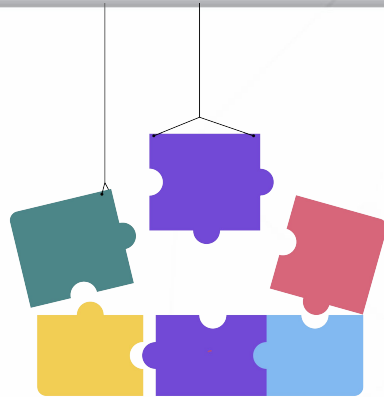
#3



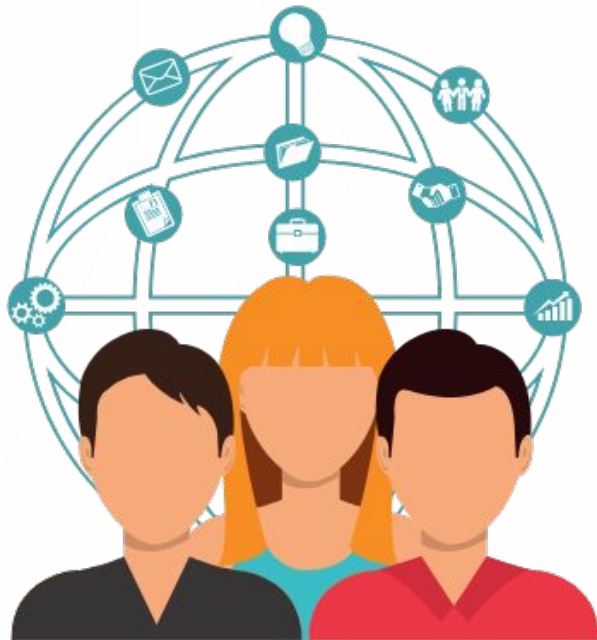
Survey and research for the priority technologies



#4



**Create a digital environment
you can trial and FAIL within**



A digital environment starts
with the right team.

Poll #2



#5

**Right skill sets,
Right infrastructure**





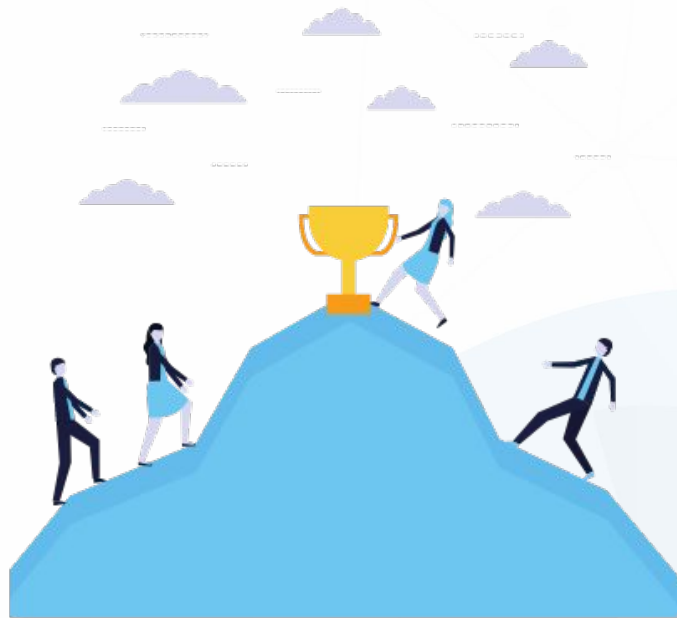
Putting together moving parts
for a clear infrastructure.

#6

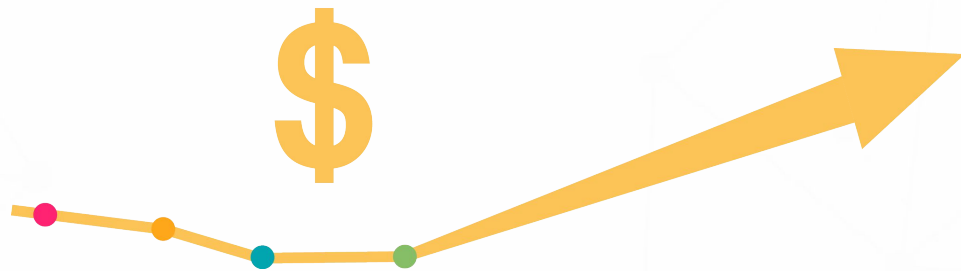
The path to success



How do I create a successful digital roadmap?



#7



**Determine your financial
model and metrics**



Poll #3





Takeaways: Digital influences can transform the ways companies interact with their customers.

A photograph of three business professionals (two men and one woman) gathered around a table, looking at a laptop and some papers. The image is overlaid with various digital graphics: a network of white dots connected by lines, several circular icons (one with a person, one with a gear), and a world map with percentage callouts (7%, 24%, 100%). The overall color palette is warm, with orange and yellow tones from the background lighting.

**Takeaways: Technology investments
will drive the future of
customer engagements.**

Poll #4





This is Zendesk

Zendesk makes better experiences for agents, admins, and customers. As employees, we encourage each other to grow and innovate. As a company, we roll up our sleeves to plant roots in the communities we call home.

Our customer service and engagement platform is powerful and flexible, and scales to meet the needs of any business. Even yours.





TaskUs is one of the fastest growing global tech-enabled business services companies. We deliver the customer experience, AI operations, and content security services that power the world's most disruptive companies.

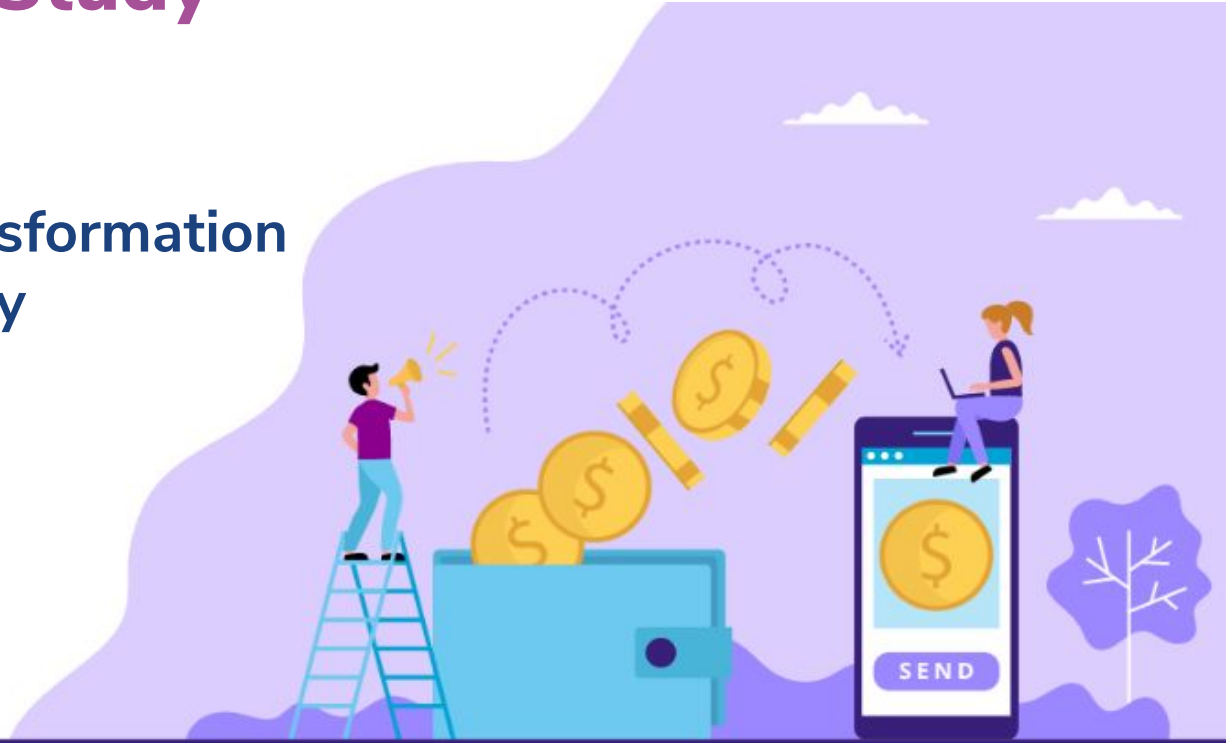




Customer Case Study

Customer Case Study

Delivering digital transformation
in the FinTech industry



Customer Case Study

**Balancing fiscal responsibility
with solid digital support**



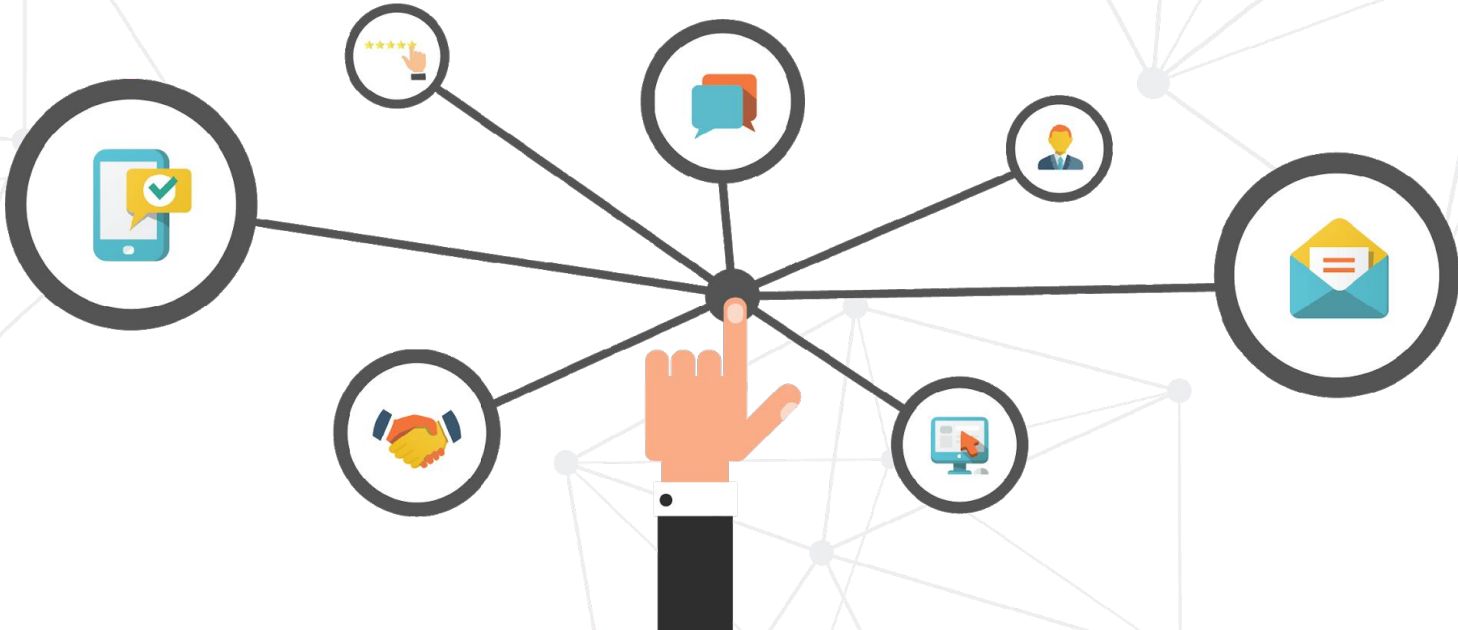
Audience Q&A





THANK YOU

for joining today's webinar!



TaskUs

