



2021 Gartner Magic Quadrant for the CRM Customer Engagement Center

Zendesk recognized as a leader, 2021 Gartner Magic Quadrant

Zendesk is named a Leader in the 2021 Gartner Magic Quadrant for the CRM Customer Engagement Center for the sixth consecutive year. According to Gartner, Zendesk placed as a Leader based on ability to execute and completeness of vision.

About the Gartner Magic Quadrant

This Magic Quadrant examines the global market for customer service and support applications ‘used to provide customer service and support by engaging intelligently — both proactively and reactively — with customers by answering questions, solving problems and giving advice.’

According to Gartner, ‘The orchestration of intelligent customer service processes through a CEC application involves both assisted and self-service moments within customer journeys. A CEC is typically built around case management records and processes, but also extends to emerging approaches such as conversation-based customer engagement. CEC applications must be designed for a common platform with the applications used by customers. Leading CEC applications are expected to control customer master data during customer interactions. Built around a CEC application’s support for case management,

They evaluated 16 vendors—please see below.

Figure 1: Magic Quadrant for the CRM Customer Engagement Center



Source: Gartner (June 2021)

workflow management and knowledge management, are other features and functions: Digital engagement channels, Voice-of-the-customer functionality, Proactive (digital) engagement through continuous intelligence, Predictive customer service analytics, Adaptive business rule engines, Automation of engagements, Internet of Things (IoT) connections.'

The 2021 report recognizes the impact of the COVID-19 pandemic on customer support organizations, including the need to take immediate action to adjust and continue operations in times of disruption and uncertainty. 16 vendors were evaluated in this Magic Quadrant.

Zendesk point of view on Zendesk

For the sixth year in a row, Zendesk can be found in the Leader quadrant, which we consider a reflection of the global success of our 170,000+ customers.

As companies continue to make seismic shifts in how they connect with customers, Zendesk is focused on releasing updates and key features that make an immediate impact, including automated conversation orchestration across channels and workforce management. In light of the COVID-19 pandemic, we also offered licensing relief, faster availability of digital customer service capabilities, a remote support bundle, and the Zendesk Vaccine Management Solution (in partnership with TCS). We made notable pricing improvements, too, with pre-built packages inclusive of omnichannel support as well as new add-on options. While we have continued to innovate, we have maintained our ease of use, customization, and administration so businesses can better serve their customers.

170,000+ customers and growing

Zendesk is a customer service software company with support and sales products designed to improve customer relationships. We serve 170,000 customers across a multitude of industries in 160+ countries. We power some of the world's most innovative customer experiences for global brands like Slack, Shopify, Netflix and more.

The Zendesk Suite (Zendesk for Service) brings together the critical components of delivering truly great customer experiences allowing customer support organization to:

- Make it easy for your customers by providing personalized, effortless, conversational experiences across any channel and device.
- Set your teams up for success with a powerful workspace that centralizes all conversations and empowers agents with the tools they need to solve the issue at hand.
- Keep your business in sync with built-in analytics, integrations, and workflows that allow your support operation to stay agile and in sync with the rest of your business.

All of this is built on top of our open, flexible and secure platform, so that it respects your current investments and works with your tech stack.

**For the full report,
click [here](#).**

**Learn more about Zendesk
and see a [demo](#) today.**

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Magic Quadrant for the CRM Customer Engagement Center
Published 15 June 2021
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