Go from CX Starter to Champion: How to level up your support

WEDNESDAY, OCTOBER 28

Time:

2:30 PM AEDT / 4:30 PM NZDT
9:00 AM IST

11:30 AM SGT
12:30 PM JST/KST
Exceptional customer experience sets your business apart, and Zendesk can help. Join us on 28 October when we share key takeaways to level up your customer support. We’re joined by research firm Enterprise Strategy Group (ESG) who gathered data and insights from over 1,000 global CX Leaders, including your peers throughout Asia Pacific.

The ESG analysts will present the 3 levels of Customer Service–Starters, Risers, and Champions–and the benefits Champions are seeing from industry-leading customer support.

We’ll also feature local Zendesk CX leaders for a conversation around customer support in the Asia Pacific region.

You’ll hear more about:

- What leaders need to move from Starter to Champion
- The keys to thriving through and embracing change
- How to plan for continued success in 2021

There may also be some surprises–like a pop-in by champion surfer Layne Beachley and her husband, INXS guitarist Kirk Pengilly. And don’t forget to connect at our Regional Booths for ANZ, India, Asia, Korea, and Japan. Engage with your local Zendesk Team of experts, check out cool new content, book a meeting, and ask a question or two.
Welcome

Sarah Reed
Sr. Director of Global Strategic Events, Zendesk

5 Big Bets for the future of CRM

Adrian Mcdermott
President of Products, Zendesk
What it means to be a CX Champion and why you should care

Adam DeMattia
Director of Custom Research, ESG

John McKnight
EVP, Research and Analyst Services, ESG

Beyond the research

Kathy Dalpes
Vice President, Customer Advocacy, Zendesk

Wendy Johnstone
Chief Operating Officer, APAC, Zendesk

Malcom Koh
Customer Experience Strategist, Zendesk
10 tips for better self care

Layne Beachley
7X WORLD CHAMPION SURFER

Kirk Pengilly
FOUNDING INXS GUITARIST
Sarah Reed
SR. DIRECTOR OF GLOBAL STRATEGIC EVENTS, ZENDESK

After almost two decades of running global contact centers, Sarah transitioned from the day-to-day leadership of hundreds (thousands) of customer service agents to talking nonstop about our need for better business and customer relationships. Her vast experience leading teams from many cultures, countries, and industries honed her empathetic approach, which she shares through thought-provoking writing, educational resources, and exciting live events.

As the Sr. Director of Global Strategic Events for Zendesk, she curates experiences that heavily promote optimistic relationships—whether it be with customers, colleagues, or the world around us.

Adrian McDermott
PRESIDENT OF PRODUCTS, ZENDESK

Adrian McDermott has led the product management and engineering teams at Zendesk since 2010. He is responsible for defining and leading global product strategy and product development.

Previously, Adrian served as chief technical officer at Attributor, where he managed web-crawling and content-identification systems for text, video, and images. Adrian was the first engineer hired by Plumtree Software and remained with the company through its IPO and subsequent acquisition by BEA.

Adrian is a Yorkshireman living in San Francisco. When he is not working, you can find him spending time with his wife and two children, or playing soccer.
Wendy Johnstone is the Chief Operating Officer for Zendesk APAC, based in Singapore. A business leader with more than 25 years' experience in the technology sector, Wendy is responsible for driving operational excellence across Asia Pacific and ensuring global and regional alignment for all of Zendesk’s business functions and offices in APAC.

Prior to joining Zendesk, Wendy led teams across both APAC and EMEA and worked at leading technology companies, including IBM, EMC, and Salesforce, where she was the Vice President of Marketing for APAC for three years. Most recently, she was the General Manager of Marketing and Operations at Microsoft Asia Pacific.

Kathy Dalpes is an innovative Vice President of Global Customer Support with more than 20 years of experience driving operations success for industry leaders like Spotify, EBay, Skype, AT&T, outsourcing leader SITEL Corporation, and Global leader in Connectivity Solutions, BELKIN.
Malcolm Koh
CUSTOMER EXPERIENCE STRATEGIST

Malcolm Koh is the Customer Experience Strategist for Zendesk APAC, working with some of our largest customers to help them scale their businesses through customer experience. Originally from the client side, Malcolm joined us as our “Customer-in-Residence”. He brings with him over 25 years of experience working with a myriad of customer-centric brands across hospitality, airlines, financial services, and tech industries, making him the perfect “outside-in” expert for Zendesk.

Adam DeMattia
DIRECTOR OF CUSTOM RESEARCH, ESG

Adam DeMattia leads ESG’s custom research practice and is responsible for designing and executing both quantitative and qualitative primary research projects. Adam has been researching and discussing a broad spectrum of technology topics -- including cybersecurity, cloud computing, customer experience, application modernization, and more -- for the past decade, helping ESG and its clients better understand and react to the demand-side dynamics of their markets.
John McKnight
EVP, RESEARCH AND ANALYST SERVICES, ESG

John McKnight leads ESG’s analyst team and is responsible for all analyst services and market research operations. Under his leadership, ESG has become an established, respected, and trusted provider of research and advisory services, strategic consulting, and custom content solutions for the global IT community. Over his tenure, John has grown ESG’s market research capabilities; developed a number of new product offerings; and helped lead ESG’s expansion into new coverage areas such as cybersecurity, cloud computing, enterprise mobility, data management and analytics, and the Internet of Things (IoT).

Layne Beachley
7X WORLD CHAMPION SURFER

Layne Beachley AO is widely regarded as the most successful female surfer in history. She is the only surfer, male or female, to claim six consecutive world titles (1998–2003). Layne then went on to win a 7th world title in 2006 before retiring from the ASP World Tour two years later.

On Australia Day 2015, Layne was awarded with an Officer of the Order of Australia for her distinguished service to the community through support for a wide range of charitable organisations, as a mentor for women in sport, and to surfing as a world champion competitor.
Kirk Pengilly is one of the founding members of INXS, which started back in 1977, and they have sold in excess of 50 million records worldwide. INXS have collected countless awards and trophies for their work from all over the globe, including 3 Grammy nominations, and have been inducted into the Australian Recording Industry Association (ARIA) Hall of Fame.

Kirk, undoubtedly the most recognizable member, has a definitive place in INXS, being the versatile ‘utility man’. As principle backing vocalist, saxophonist and guitarist, he contributed to a great deal of the music that INXS released. Kirk has also worked on many successful side projects during his action-packed musical career, including producing, writing and performing with other artists.