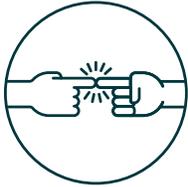


# Referral Partners

Zendesk builds software for better customer relationships. It empowers Consultants, integrators and IT professionals focused on customer engagement to help their clients better understand their customers.



## Connect

Help your clients develop more meaningful relationships with their customers by referring them to Zendesk.



## Build

Your employees can add new customer engagement skills by taking advantage of our training curriculum.



## Grow

Earn referral fees for telling us about opportunities. We manage the sales process, you focus on your strengths.

### Software to improve customer relationships

Good relationships take work. They require knowledge and the tools to get the job done right. That's what Zendesk is for. Our products allow businesses to be more reliable, flexible, and scalable. They help improve communication and make sense of massive amounts of data. Above all, they help you turn interactions into lasting relationships. Zendesk products give organisations the flexibility to move quickly, focus on innovation, and scale with their growth.

Zendesk was built upon a simple idea: make customer service software that's easy to use and accessible to everyone. The company has expanded on that idea, and now offers a growing family of products that work together to improve customer relationships, and can be embedded and extended through an open development platform. Build your credibility with your clients by representing a customer service company Gartner placed in the "Leader" quadrant for CRM Customer Engagement Centres.

### New revenue streams with minimal investment

Our Referral program is ideal for consultants, integrators and IT professionals focused on customer engagement. Refer your existing clients and prospects to Zendesk and earn referral fees.

There are two levels to our Referral Program—Authorised and Premier. Both levels have access to complimentary online training and Zendesk Partner Connect, our partner portal. Companies often join at the Authorised level and move to Premier as they become Zendesk experts and their capabilities increase. The Authorised level is ideal for those who are just starting their Zendesk practice.

To participate in our Referral program, tell us about yourself by completing and submitting our online application. If we determine your company is qualified, we'll ask you to complete online training and get started!

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We're looking for partners who share our vision, culture and passion for customer service to work together to improve customer relationships. Apply online and start recommending Zendesk to your clients.

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Apply online at [www.zendesk.co.uk/partners](http://www.zendesk.co.uk/partners) or email [partners@zendesk.com](mailto:partners@zendesk.com)

# zendesk partners

We offer a flexible and rewarding partner program framework that provides opportunities to refer, resell, implement, embed, or integrate Zendesk. Choose the program that is right for your business and is consistent with your desired level of investment.

	REFERRAL		SOLUTION PROVIDER		BUSINESS SERVICE PROVIDER	
	Authorised	Premier	Authorised	Premier	Authorised	Premier
<b>BENEFITS</b>						
Discount			●	●	●	●
Referral fee	●	●	●	●	●	●
Zendesk Partner Connect	●	●	●	●	●	●
Use Zendesk marks, logos, and URLs	●	●	●	●	●	●
Online sales training	●	●	●	●	●	●
Online product training		●		●	●	●
Marketing funds				●	●	●
Partner manager		●		●		●
Incentives		●		●		●
Lead distribution		●		●		●
Instructor-led product training				●		●
<b>REQUIREMENTS</b>						
Apply online	●	●	●	●	●	●
Sign agreement	●	●	●	●	●	●
Actively promote Zendesk		●	●	●	●	●
Joint business planning		●		●	●	●
Manage end-customer billing			●	●	●	●
Minimum seats sold per year			●	●	●	●
Provide level 1 customer support				●		●
Service and support enablement						●
Partner sales training	●	●	●	●	●	●
Partner product training		●		●		●
Named partner manager		●		●	●	●