

zendesk partners

Partner programme

Zendesk builds software for better customer relationships. It empowers service providers, business-process outsourcers, systems integrators and value-added resellers to improve customer engagement and help their clients understand their customers better.



Zendesk offers a flexible, value-based programme that provides the skills, tools and support you need to take advantage of a digitally transforming world, where your customer's business relies on delivering better customer experience.

- Value based, with increased benefits based on capabilities and contributions
- Flexible, to support your evolving business strategy
- Profitable, to grow and enable reinvestment in your business

At its core, the programme is designed to enable partners to build an industry-leading customer-experience practice, and rewards partners based on competencies and results. At the same time, the Zendesk partner programme offers the flexibility to support partners across multiple business strategies as they evolve.

Whether you're looking at earning revenue via the referral, resale or implementation of Zendesk products and services, finding new opportunities with existing clients or acquiring new customers, building out apps or delivering value-added services, or all of the above, the Zendesk partner programme provides the tools and resources to open new revenue streams and grow your business.



Referral partners

Take advantage of Zendesk's growing family of products that work together to improve customer relationships. Refer your existing clients and prospects to Zendesk, earning referral fees along the way, and be certain that they are in good hands with a customer-service company placed by Gartner in the 'Leader' quadrant for CRM Customer Engagement Centres.



Solution providers

Engage prospects and clients with innovative, market-proven customer-experience solutions that are in high demand – and reap the rewards from successful go-to-market and resale activity.



Business-process outsourcers

Leverage Zendesk's leading customer-experience offerings to ensure that your services are delivering business value, while optimising your cost of delivery to provide the most profitability.



Implementation partners and developers

Implement, operationalise and customise the Zendesk platform via APIs, apps and mobile SDKs to generate profitable client engagement with great business outcomes.

Investment creates value, and mutual investment creates success.

Zendesk recognises that not all partners are alike, so Zendesk's value-based and flexible partner framework provides opportunities to refer, resell, implement, provide services, develop or integrate – and you are encouraged to participate in any combination of the above.

Choose the model that is right for your business and is consistent with your desired level of investment.

Affiliate Zendesk Partner

Ideal for new partners who are exploring a business strategy with Zendesk, or partners who have client opportunities that they would like to capitalise on via a Zendesk partner relationship.

Select Zendesk Partner

For the partner who sees a growing business with Zendesk, is interested in developing a CX practice, and actively seeking growth via new and installed-base client opportunities and engagements.

Master Zendesk Partner

At the deepest level of partnership, these are the partners who engage closely with Zendesk to drive significant business results based on the mastery of Zendesk products and services, demonstrated success and experience.



	Zendesk Affiliate Partner	Zendesk Select Partner	Zendesk Master Partner
Benefits			
Referral fee	Base %	Higher %	Higher %
Resale or BPO discounts		New, expansion and renewal	New, expansion and renewal
Rebate incentives			●
Access to the Zendesk partner portal	●	●	●
Use of Zendesk marks and logos	Zendesk partner logo	Select logo and marks	Master logo and marks
Access to the online enablement programme	●	●	●
Access to regional training	Space available	Priority	Top priority
Go-to-market resources	●	●	●
Technical support		Priority	●
Sponsored demo accounts		10 seats	10 seats
Lead distribution			●
Market funds		Eligible	Budgeted
Zendesk partner directory		●	Featured
Access to the partner management team	●	●	●
Named partner manager			●
Sponsorship opportunities		Available	Priority
Requirements			
Apply online	●	●	●
Sign agreement	●	●	●
Actively promote Zendesk	●	●	●
Joint business planning		●	●
Manage end-customer billing		●	●
ARR bookings or pro service hours commitment		●	●
Partner sales and product training	●	●	●
Sales and technical qualifications		●	●
Sales and technical certifications			●
Named partner manager		●	●



Comprehensive certification and accreditation programme

Zendesk provides a modern approach to enablement, allowing partners to gain a comprehensive understanding of CX market dynamics and trends, solution-based selling skills, technical expertise and best practice for customer success. All of this is offered via online, role-based, guided learning paths, as well as regular regional training, with qualifications and certifications awarded to support rapid skill development and a practice-based, go-to-market strategy. And, Zendesk is here to back you up. Whether in a sales opportunity or when implementing at a customer's site, Zendesk supports its partners to ensure the best possible outcome.

We're looking for partners who share our vision, culture and passion for customer service and engagement to work together to help your clients provide great customer experiences.

Apply online at www.zendesk.co.uk/partners, or email partners@zendesk.com