

# Monetizing Analytics for a New Era of Customer Service



**Customer Since:**  
2011

**Solution:**  
Powered by GoodData

**Use Case:**  
Advanced Analytics for  
Customer Service

**Favorite Metric:**  
Number of organizations that  
have upgraded

**Best Feature:**  
Seamless integration to distribute  
analytics to customers

**Results:**

- ▶ Seamlessly integrated actionable insights
- ▶ #1 reason customers upgrade
- ▶ 80% of Plus and Enterprise customers use daily

## The Story

40,000+ companies around the world use Zendesk to engage with their customers and provide a beautifully simple customer service experience. "It's hard work," said Sam Boonin, VP of Products at Zendesk. "To deliver great customer service, our customers require a deep understanding of their own customer interactions and internal support workflows."

In 2011 Zendesk knew that their customers needed more extensive reporting. They realized that delivering advanced analytics could be a game changer for their trial-to-pay business model.

## The Problem

Building the architecture to support premier analytics is no small investment, though. After some research, Zendesk found that it was significantly less expensive to partner with a third party to build their advanced analytics.

Seeking a cloud-based partner that could handle the scale of Zendesk's business, they ultimately chose GoodData.

The only outstanding question was, how would they leverage their new and improved analytics to enhance their trial-to-pay monetization model?

## The Solution

In just 90 days, GoodData built Advanced Analytics seamlessly into Zendesk's UI - a feature that is now the primary value add for their Plus and Enterprise plans. They quickly recognized the success of their monetization strategy, but over time have learned that it is also a significant competitive advantage. "From the day we introduced it, it became the #1 reason our customers upgrade," Sam explains. "We have better analytics than almost all of our competitors and a lot of that comes through our partnership with GoodData".

What's equally as impressive is the fact that 80% of Zendesk's Plus and Enterprise customers continue to use the Advanced Analytics every day - creating a more sticky relationship with the product and reducing the probability for customers to churn. Sam says, "Investing in a more seamless analytics experience has contributed to the growth of our premium business, and adoption of the platform by our highest paying customers."

Zendesk is all about improving the relationship between a business and their customers. Now with their Advanced Analytics, customers like ModCloth, Zuora, Elance, and WePay have immediate access to the insights they need to improve response times and, ultimately, their customer satisfaction.

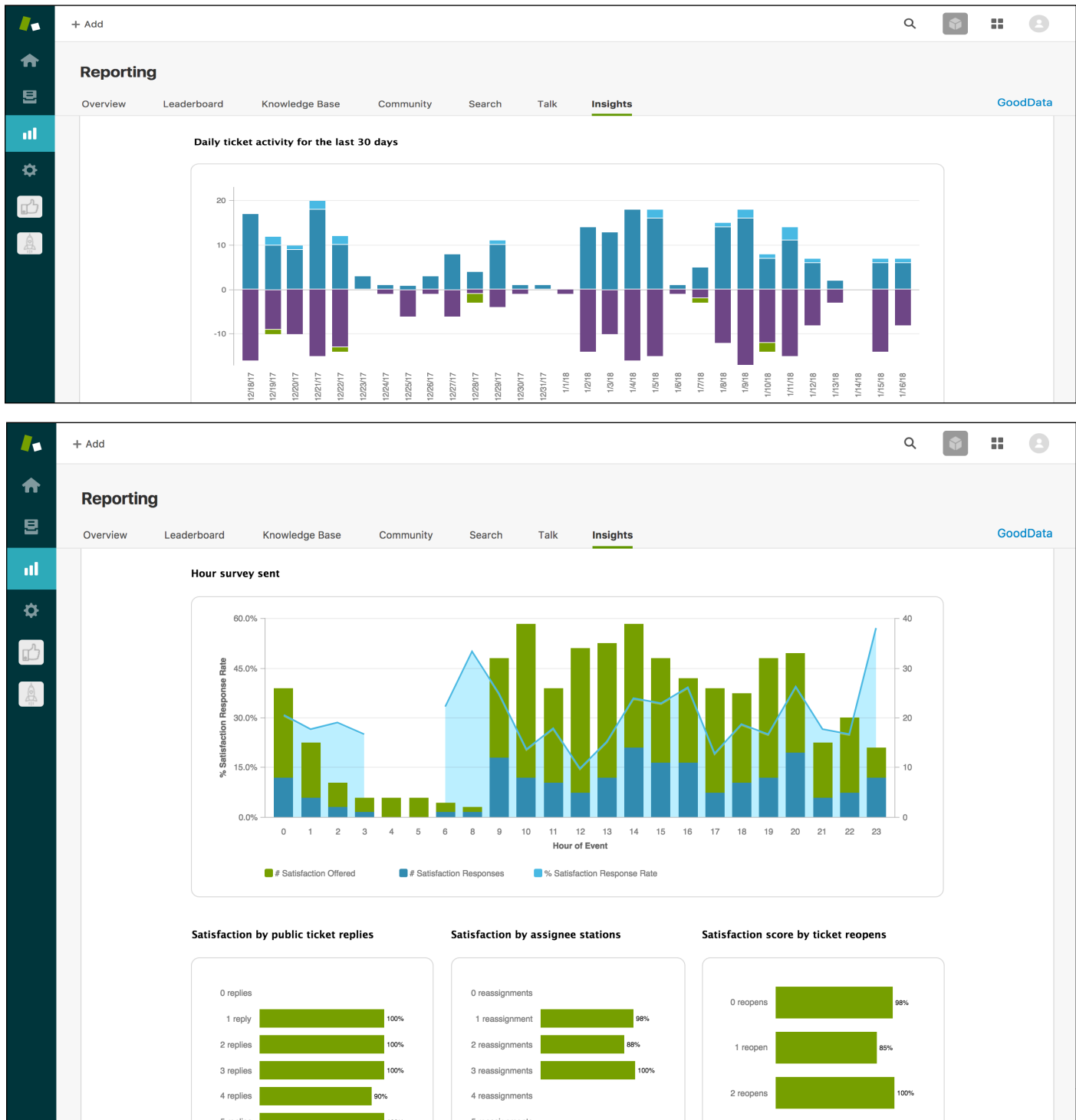
"Advanced Analytics has become the #1 reason our customers upgrade."

**Sam Boonin**

Vice President of Products,  
Zendesk



Zendesk dashboards. All data has been generalized:



# Why the world's top companies choose GoodData

At GoodData, we believe that traditional data tools are no longer enough. Our Data as a Service (DaaS) infrastructure is the future of analytics: real-time, open, secure, and scalable.

GoodData's leading cloud native analytics platform gives our customers the flexibility to build and scale any of their data use cases; from self-service and embeddable analytics, to machine learning and IoT — while maintaining the performance, cost-efficiency, and easy change management of such a central and integrated solution.

GoodData has teams and data centers in the USA, Europe and Asia, with customers including leading software companies (SaaS), global financial and payment institutions and multi-brand e-commerce platforms.

## The GoodData advantage

### Business:

1. One platform for all: internal teams, client companies, external partners
2. Self-service visualization for business users
3. Your own branding
4. Predictable pricing to suit your business, no pay-per-user
5. The highest data privacy and security certifications

### Technical:

1. Automated scaling to different departments and companies
2. Embedded dashboards in your application or software product
3. Streamlined multi-tenant change management
4. Abundant data-source options
5. Fully hosted or deployed as a container in your private or public cloud (on premises)

### Dive deeper into the GoodData platform

[Request a demo](#) and let our experts take you on a guided tour of the GoodData platform, while giving you a further analytics guidance. It's commitment-free.

