

# Zendesk — Deep Research

Klarix Competitive Intelligence

May 2026

## Key Personnel

- **Tom Eggemeier** - Chief Executive Officer (CEO) *(Source: The AI Economy, Zendesk Newsroom)*
- **Craig Flower** - Chief Operating Officer (COO) - Appointed February 3, 2026 *(Source: Zendesk Press Releases)*
- **Mikkel Svane** - Co-founder and former CEO *(Source: The AI Economy)*
- **Emma Acton** - Vice President of Marketing, EMEA *(Source: Prospeo)*
- **Mozhdeh Rastegar-Panah** - Senior Director, Product Marketing *(Source: Zendesk Blog)*
- **Adrian Boerstra** - VP Strategic Services *(Source: Faye Digital)*

## Financial Profile

METRIC	VALUE	SOURCE
<b>Estimated Annual Revenue</b>	\$1,587,800,000	Prospeo
<b>Target Revenue</b>	\$3 Billion by 2027	Electro IQ
<b>AI Annual Recurring Revenue (ARR)</b>	\$200M in 2025; Targeting \$400M-\$500M by 2026	Built In, The AI Economy
<b>Estimated Valuation</b>	\$5,080,900,000	Prospeo
<b>Revenue per Employee</b>	\$214,000	Prospeo
<b>Revenue by Region</b>	US: 51.03%, EMEA: 29.23%, APAC: 10.01%	Electro IQ
<b>Investors</b>	Accel Partners, Partech, IN-Q-TEL, Fujitsu, Tenity, Stanford, Northmill, Singapore Economic Development Board, IrishAngels	Tracxn

## Competitive Intelligence

**Competitors \* Enterprise/Mid-Market CX:** Salesforce (Service Cloud / Agentforce for Service), Microsoft Dynamics 365. *(Source: Salesforce, Pylon)* \* **SMB/Ticketing Alternatives:** Freshworks (Freshdesk), Help Scout, Zoho Desk. *(Source: Salesforce, Pylon, Front)* \* **Modern/B2B/Omnichannel Support:** Pylon, Intercom, Front, Missive. *(Source: Pylon, Front, Missive)* \* **Ecommerce Support:** Gorgias. *(Source: Missive)* \* **ITSM/Service Desk:** SolarWinds Service Desk. *(Source: SolarWinds)*

**Known Clients \* Global Brands:** Staples, Polaris, Freshly, Standard Beverage, Lush, Stio, Lumen, Bentobox. *(Source: Zendesk Sell, Zendesk Blogs, Front)* \* **Indian Market (Top Brands):** Cars24, Dream11, Plum, Unacademy. *(Source: Electro IQ)* \* **Total Customer Base:** Over 160,000 customers across 160+ countries;

20,000 organizations currently using Zendesk AI. (Source: *Electro IQ, Built In*)

**Partners & Integrations** \* **Microsoft:** Expanded integration for secure, AI-powered employee service solutions (Nov 2025). (Source: *Zendesk Press Releases*) \* **AWS:** Strategic Collaboration Agreement to deliver AI-Powered Contact Center Transformation (Dec 2025). (Source: *Zendesk Press Releases*) \* **Telephony/E-commerce:** Out-of-the-box integrations with 90+ telephony providers; deep integrations with Shopify, BigCommerce, and Magento. (Source: *Zendesk Help, Missive*) \* **Messaging:** Slack, Microsoft Teams, Discord, Telegram, WhatsApp. (Source: *Pylon, Zendesk Blog*)

**Acquisitions (Recent)** \* **Forethought:** Completed March 26, 2026 (Self-improving AI Agents). (Source: *Zendesk Press Releases*) \* **Unleash:** Acquired December 18, 2025 (AI-first employee service). (Source: *Zendesk Press Releases*) \* **HyperArc:** Acquired July 14, 2025 (GenAI-Powered Analytics Platform). (Source: *Zendesk Press Releases*) \* **Local Measure:** Acquired May 20, 2025 (AI-Powered Voice). (Source: *Zendesk Press Releases*) \* **Unnamed Berlin AI Startup:** Acquired in 2024 (Service automation/chatbots). (Source: *Electro IQ*)

## Additional Intel

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**Workforce & Headcount Data** \* **Total Employees:** 7,318 - 7,327 globally as of December 2025 (12.3% YoY growth rate). (Source: *Revelio Labs*) \* **Employee Demographics:** Average salary is \$117.3k with an average tenure of 2.2 years. Over 80% of employees contributing to the global workforce are focused on/located in India. (Source: *Revelio Labs, Electro IQ*) \* **Workforce Instability:** Reports indicate targeted layoffs in 2025 and earlier reductions accompanying expansion moves, suggesting uneven headcount trends across locations. (Source: *Built In*)

**Product & Pricing Strategy** \* **AI-First Transition:** Zendesk is heavily pivoting to an "AI-first" operating cadence, launching the "Zendesk Resolution Platform" and "AI Dynamic Pricing Plan" (Outcome-Based Pricing where businesses pay for real results delivered by AI agents). (Source: *Zendesk Newsroom, The AI Economy*) \* **Suite Pricing (Annual):** Suite Team (\$55/agent/mo), Suite Growth (\$89/agent/mo), Suite Professional (\$115/agent/mo), Suite Enterprise (\$169/agent/mo), Enterprise Plus (\$249/agent/mo). (Source: *Zendesk Pricing*) \* **Sales CRM (Zendesk Sell) Pricing:** Sell Team (\$19/mo), Sell Growth (\$55/mo), Sell Professional (\$115/mo), Sell Enterprise (\$169/mo). (Source: *Zendesk Sell*) \* **Add-ons:** AI Copilot is priced at \$50/agent/month; Quality Assurance is \$35/agent/month. (Source: *Zendesk Pricing*)

**Market Positioning & Vulnerabilities** \* **Strengths:** High ease of use, fast deployment, massive proprietary CX dataset for AI training, and strong omnichannel capabilities. (Source: *Zendesk, Salesforce*) \*

**Weaknesses/Pain Points for Users:** Clunky automation workflows for complex B2B needs, high costs as usage/features scale, reliance on third-party integrations that fragment the rep experience, and a steep learning curve for smaller teams without technical resources. (Source: *Pylon, Faye Digital, Salesforce*)