

# Zendesk — One Pager

Klarix Competitive Intelligence

May 2026

company: Zendesk generated: 2026-05-31

ATTRIBUTE	DETAILS
Who They Are	<ul style="list-style-type: none"> <li>Mature, PE-backed Customer Service Software and CCaaS provider with ~5,700 employees</li> </ul>
Location	n/a
What They Make/Sell	<ul style="list-style-type: none"> <li>AI-powered customer service and engagement software</li> <li>Autonomous Service Workforce platform featuring Agent Builder, Copilots, and Omnichannel AI agents</li> </ul>
Market Positioning	<ul style="list-style-type: none"> <li>Differentiated by new "outcome-based pricing" (pay-only-for-verified-resolutions)</li> <li>Aggressive pivot toward agentic AI and autonomous service capabilities</li> <li>Recent momentum: Acquired Forethought (Mar 2026) and Local Measure (May 2025); launched AWS strategic collaboration (May 2026)</li> </ul>
Top Pain Points	<ul style="list-style-type: none"> <li>Integration complexity from recent acquisitions (Forethought, Local Measure) → Sample · Sales Intelligence delivers done-for-you competitor dossiers in 3-7 days to align GTM teams.</li> <li>Margin pressure and workforce reductions (5% cut in Mar 2024) → We provide decision-maker-ready battle cards and CI without adding internal headcount.</li> <li>Competitive pressure from AI-native entrants amid pricing model transition → We map competitors and build battle cards to equip sales reps for complex enterprise deals.</li> </ul>
Best Outreach Angle	<ul style="list-style-type: none"> <li>Target: Tom Eggemeier (CEO), Mark McGuire (CFO)</li> <li>Hook: Leverage the recent acquisitions and shift to outcome-based pricing to offer done-for-you competitive intelligence that enables their sales team without adding headcount.</li> </ul>
Next Step	<ul style="list-style-type: none"> <li>Send LinkedIn request to Tom Eggemeier referencing the Forethought acquisition, followed by Touch 1 email offering a sample AI-native competitor dossier.</li> </ul>