MESA 2022

How the metaverse will transform CX



Ryan Lowe

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Hollywood Innovation and Transformation Summit

MEET ZENDESK

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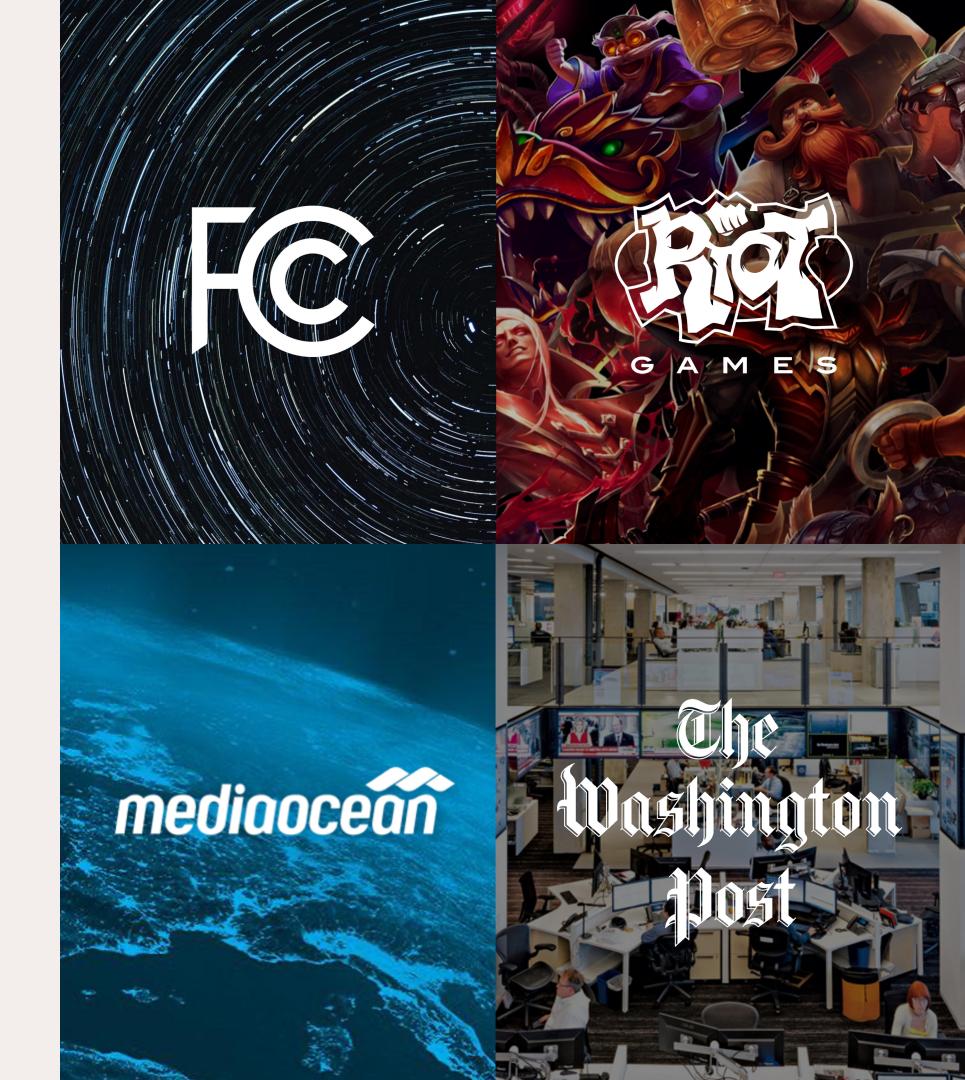
130,000+ Customers

160+ Countries **5,000+** Employees

60 Languages



The best media experiences are built with Zendesk



Adroll

FOURSQUARE

Agenda

The customer is evolving

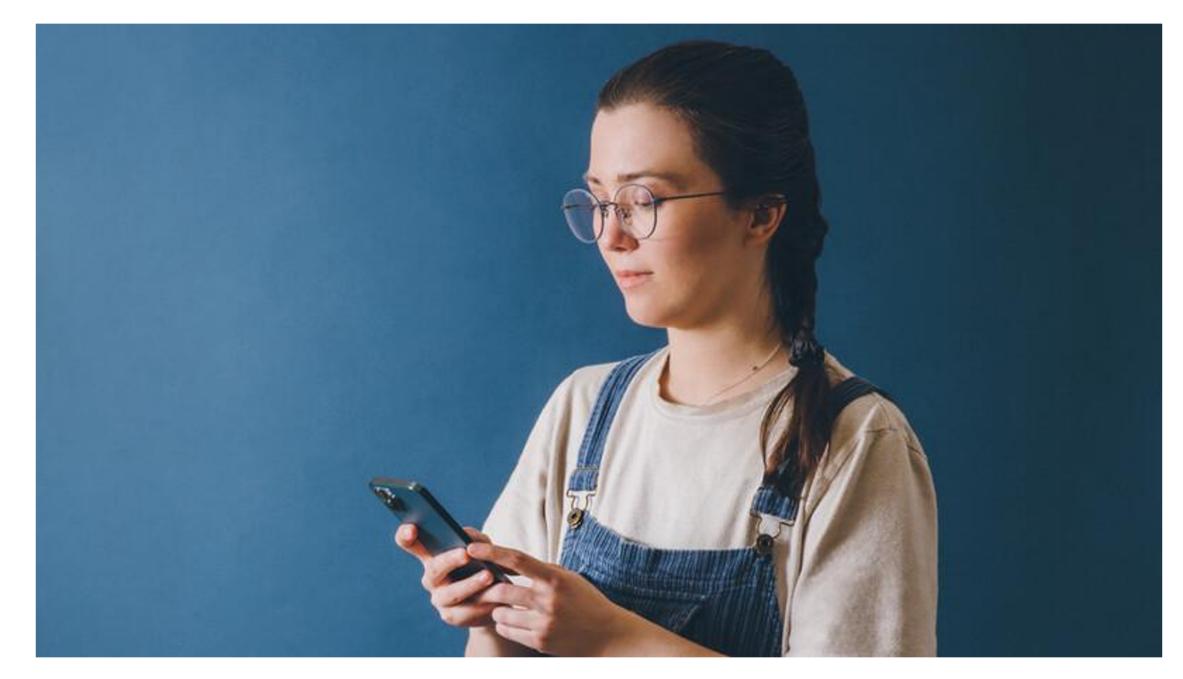
The new realm of customer experience

How metaverse is shaping experiences

How customer relationships will look in the metaverse

How customer support will work in the metaverse

The customer is evolving



"Despite consumer skepticism and the fact there isn't an actual metaverse, companies are still determined to stake their claim in it.

Keith Johnstone, VP and group research director, Forrester

How the metaverse is shaping experiences

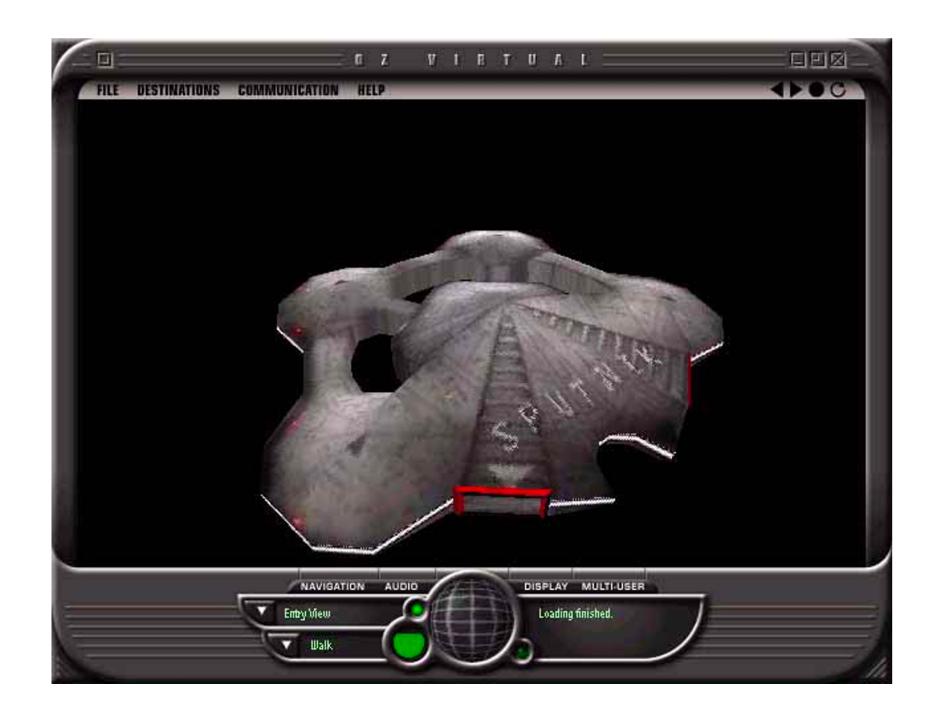


Image source: Digitalspace.com - OZ Virtual

The truth behind the VR goggles



Image source: Jessica Lewis | Unsplash.com

How customer relationships will look different in the metaverse



Image source: Aurich Lawson | Getty Images

"The goal is to keep people immersed in the metaverse, so companies need to think of support in terms of instant and efficient resolution."

Adrian McDermott Chief Technology Officer Zendesk

How customer support will work in the metaverse

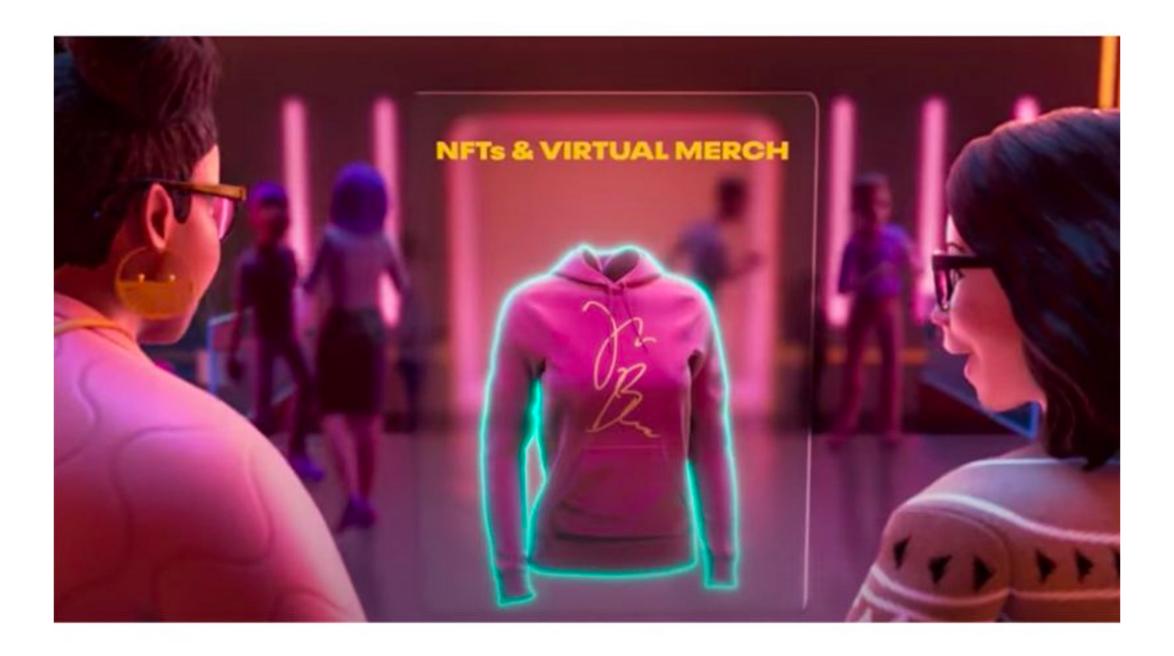


Image source: Meta

How the metaverse will change the customer experience in gaming



Image source: Epic games

6 ways the metaverse will impact the future of CX

Brand experiences will become global The metaverse will be critical to retention

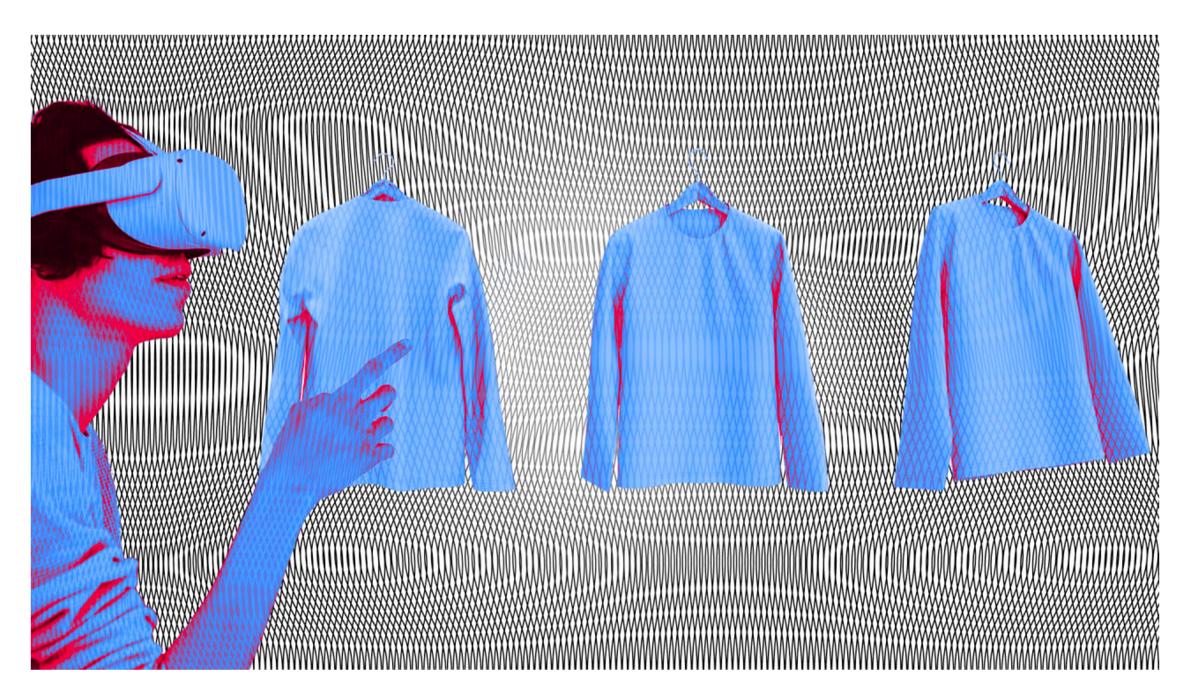
Competition will upend slow movers

Adding a new channel to the omnichannel customer experience Blurring the line between selfservice and contact centers

Doubling down on digital

Source: CX Today. WSJ/Deloitte

The future of customer experience in the metaverse is limitless



Join us for Zendesk Connect in Los Angeles on June 9th

Venue: Grammy Museum **Time:** 5:30pm - 7:30pm PST





Bye bye slides



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GROUPON	EVERNOTE	vodafone	5 STARLING BANK	Salud sa	WARGAMING.NET	Accent	Expedia [®]	FC
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