

MESA 2022

# How the metaverse will transform CX

May 19, 2022

Hollywood Innovation and  
Transformation Summit



Ryan Lowe

SENIOR MANAGER,  
ENTERPRISE SALES  
Zendesk

MEET ZENDESK

# Champions of customer service

Powering the world's most  
innovative customer  
experiences



San  
Francisco  
Headquarters

130,000+  
Customers

16  
Global offices

160+  
Countries

5,000+  
Employees



60  
Languages



NYSE : ZEN

The best media experiences are built with Zendesk



# Agenda

The customer is evolving

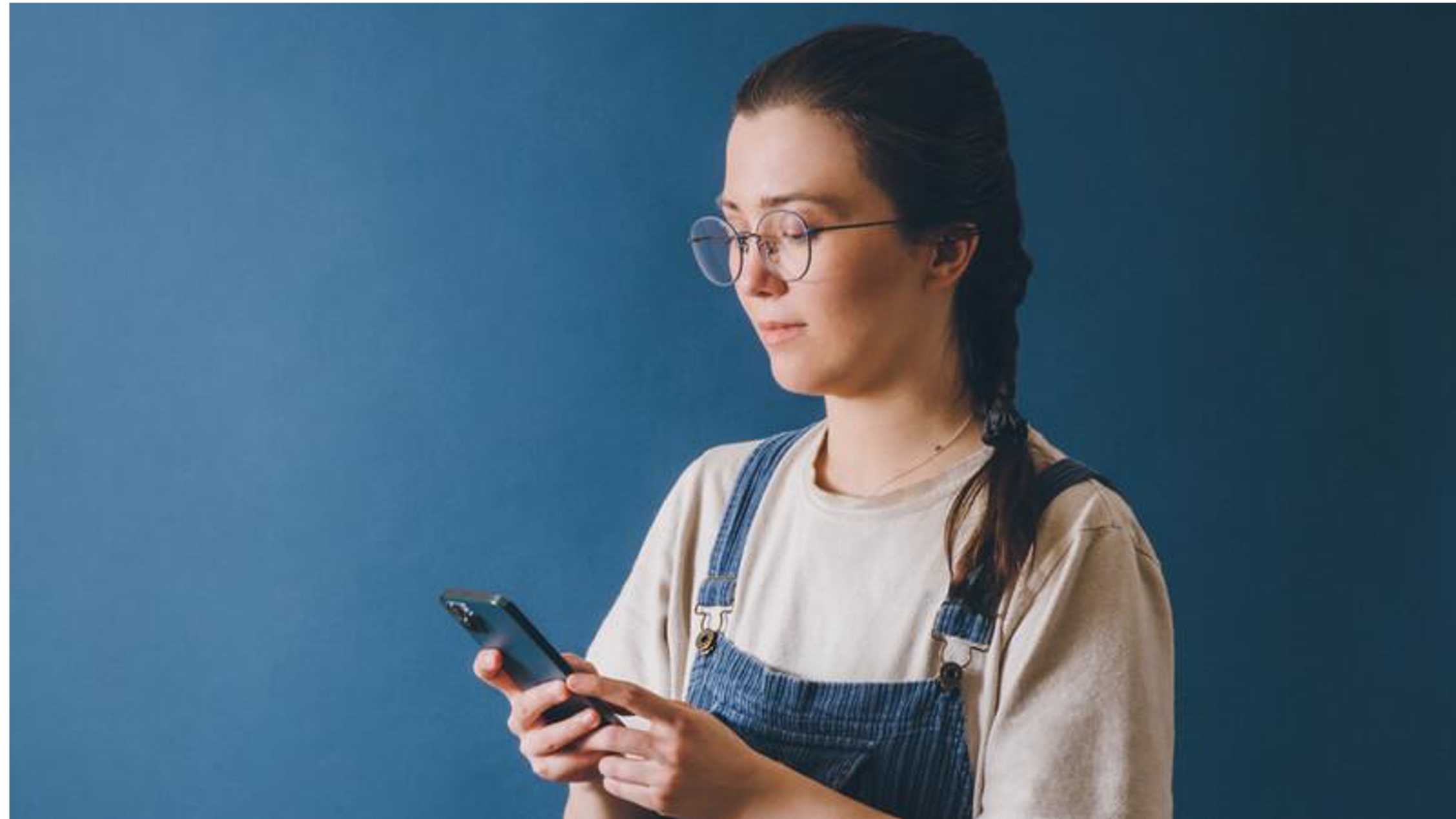
The new realm of customer experience

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



# The truth behind the VR goggles





# How customer relationships will look different in the metaverse



“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



# How the metaverse will change the customer experience in gaming



## 6 ways the metaverse will impact the future of CX

Brand experiences  
will become global

The metaverse will  
be critical to  
retention

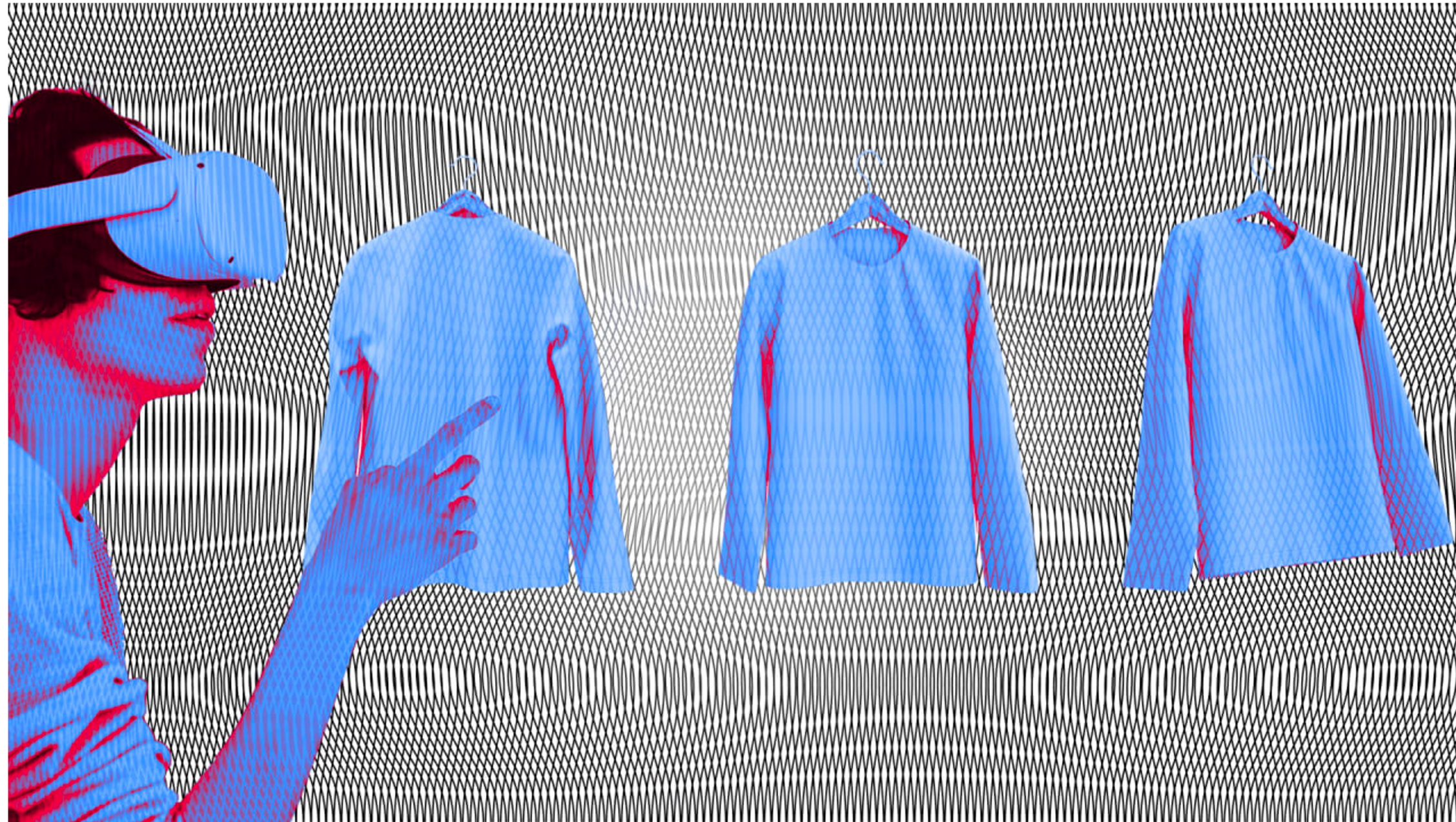
Blurring the line  
between self-  
service and  
contact centers

Competition will  
upend slow movers

Adding a new  
channel to the  
omnichannel  
customer  
experience

Doubling down on  
digital

# 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



**thank you**







Bye bye slides

archive

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They deliver differentiated customer experiences

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 SQUARESPACE				 HENRY SCHEIN®	