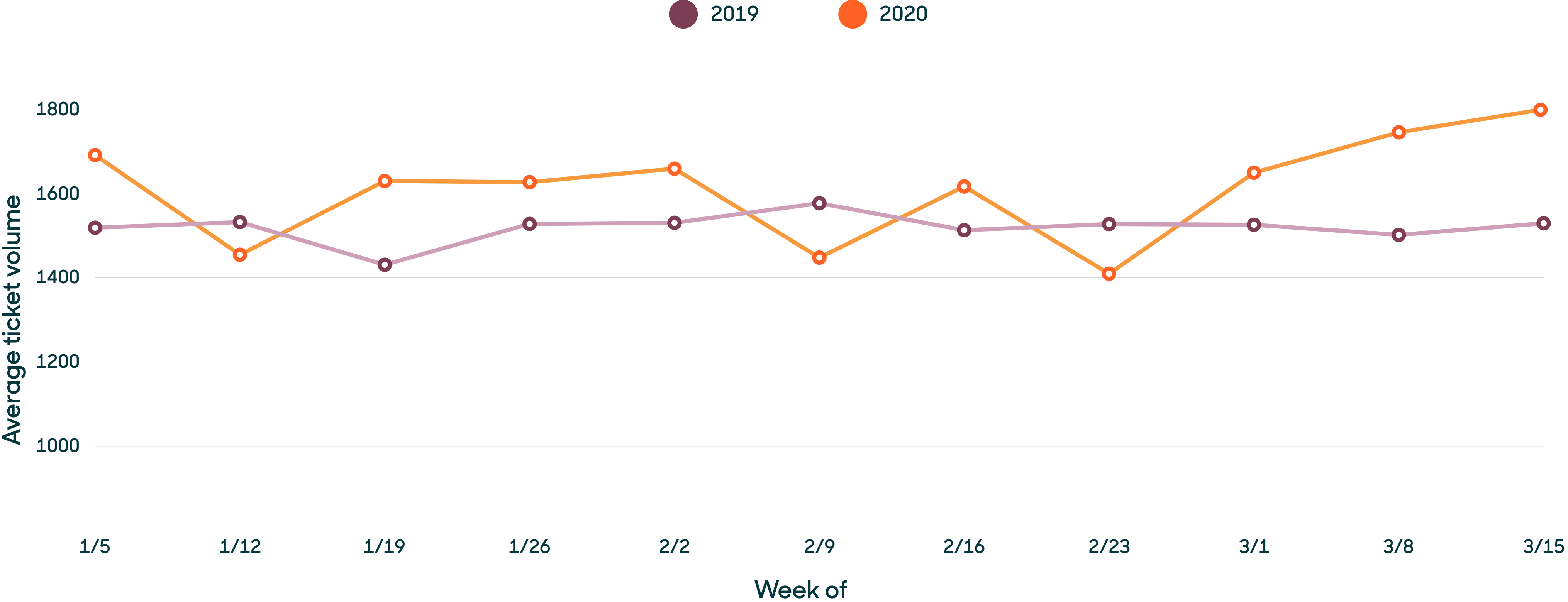


ZENDESK'S BENCHMARK SNAPSHOT

# The impact of COVID-19 on CX

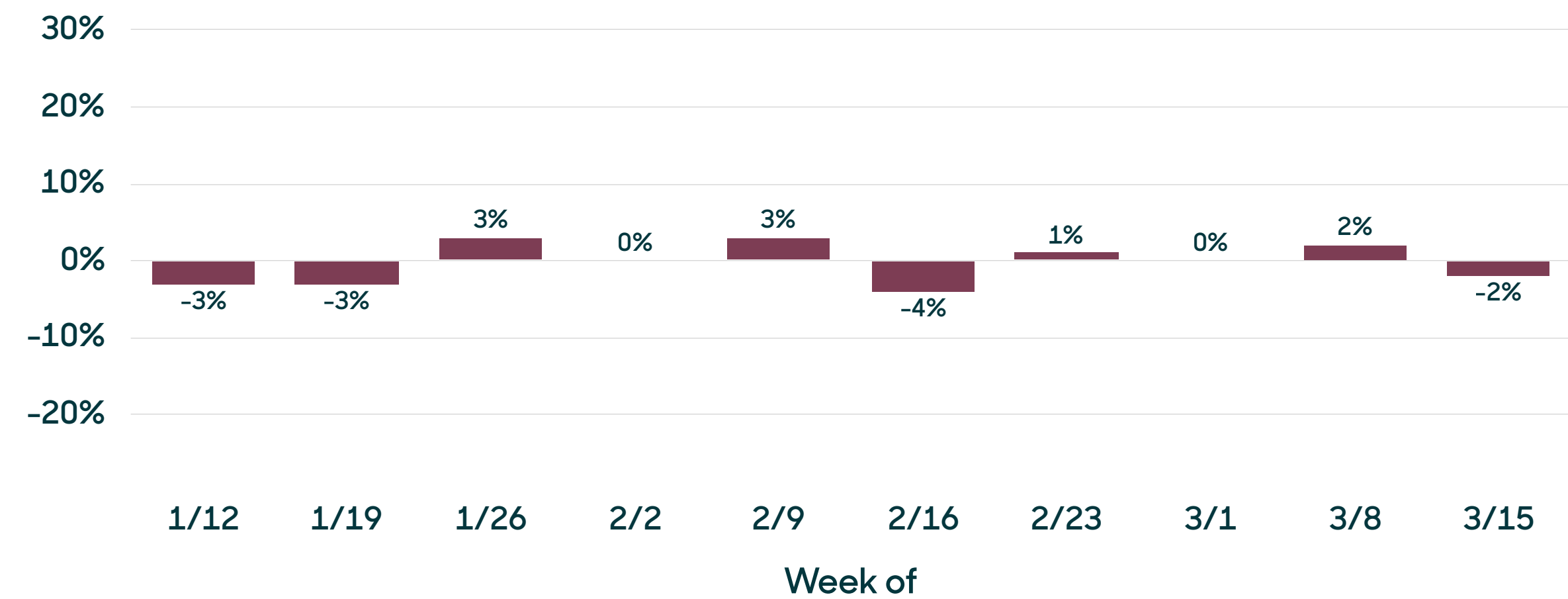


# More volatility in 2020, with tickets up 20% compared to 2019 for the last week of March

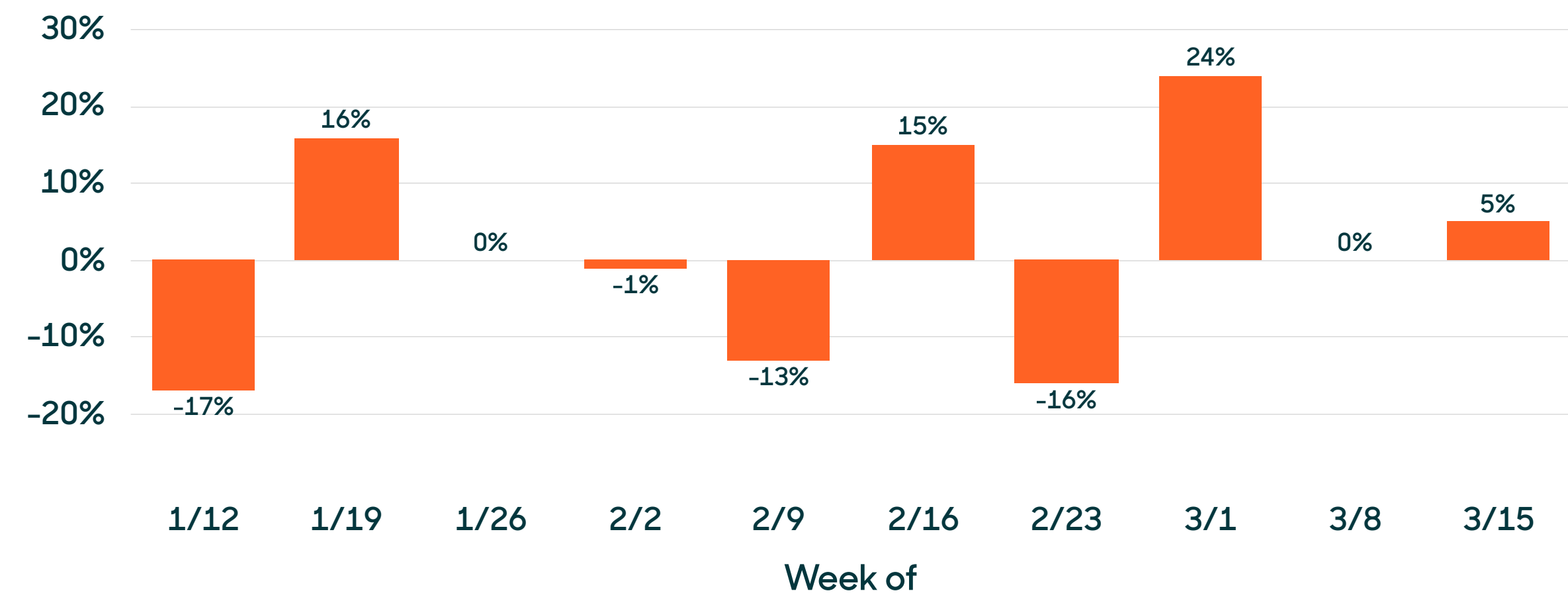


# Companies see more dramatic changes week to week in 2020

**2019**  
% DIFFERENCE  
IN AVERAGE  
TICKET VOLUME



**2020**  
% DIFFERENCE  
IN AVERAGE  
TICKET VOLUME

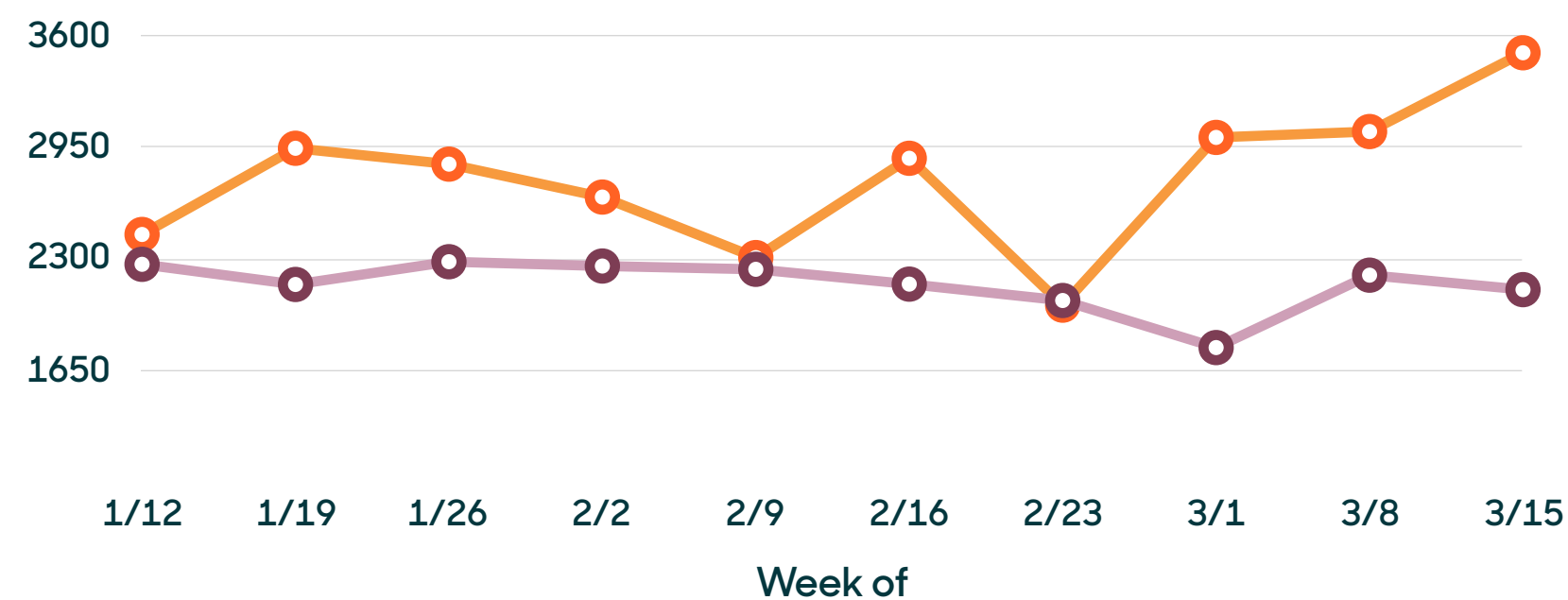


# Weekly tickets are up 16% in LATAM and 7% in AMER since the start of March

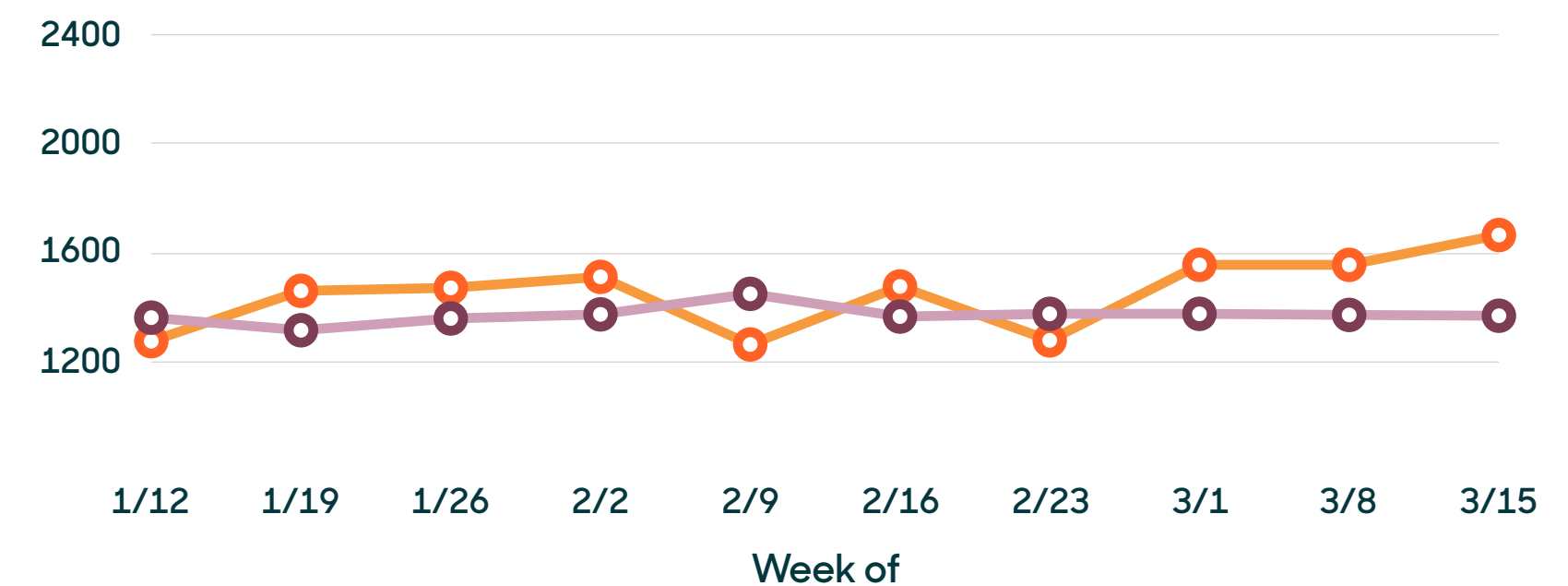
2019

2020

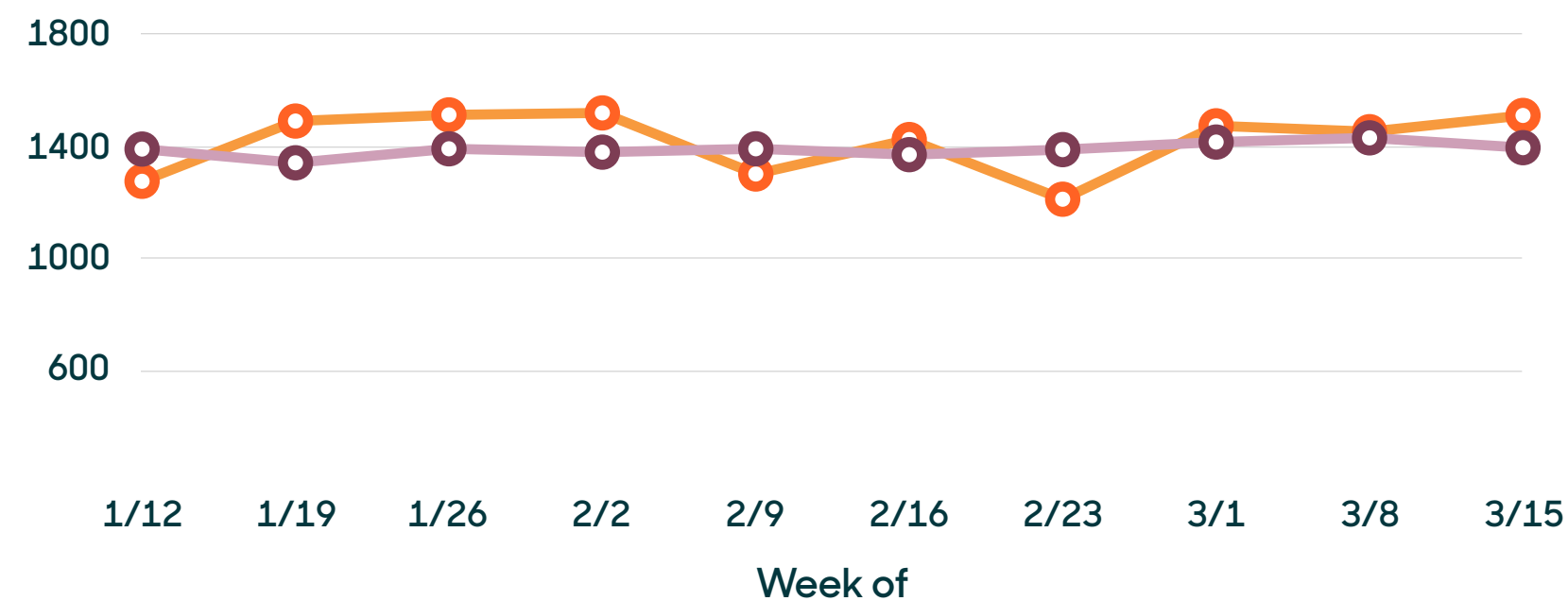
## AVERAGE TICKETS IN LATAM



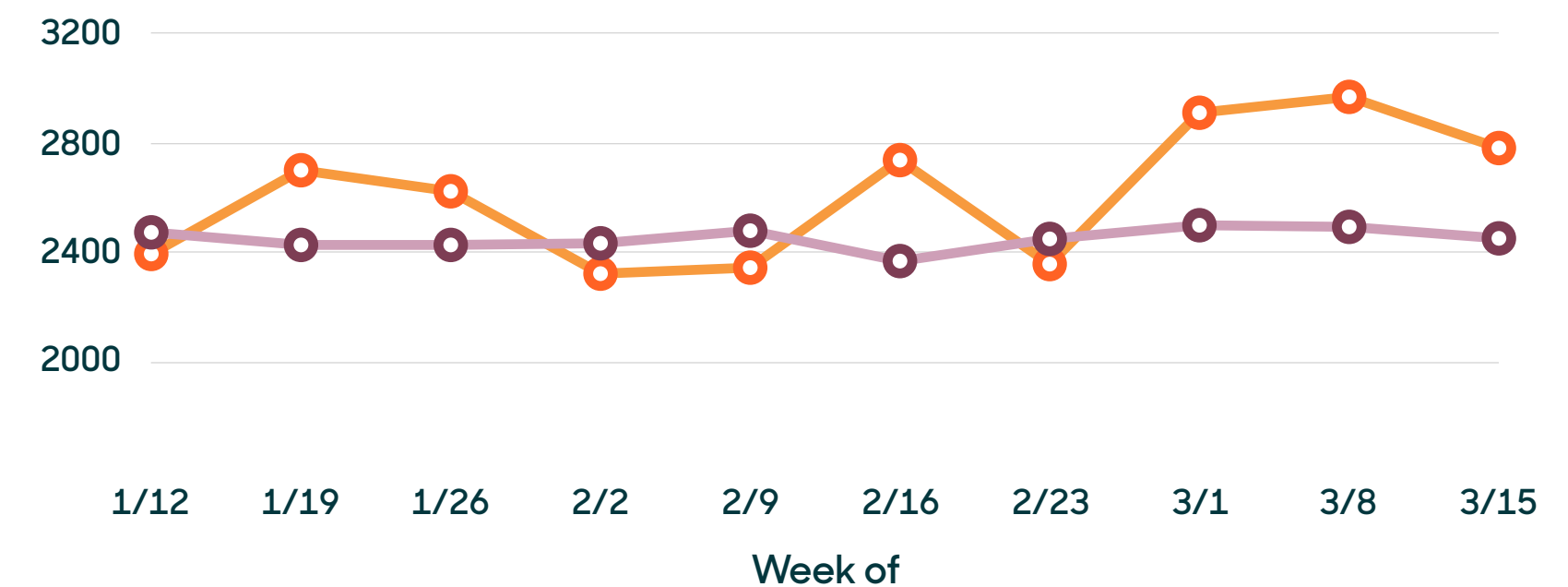
## AVERAGE TICKETS IN AMER



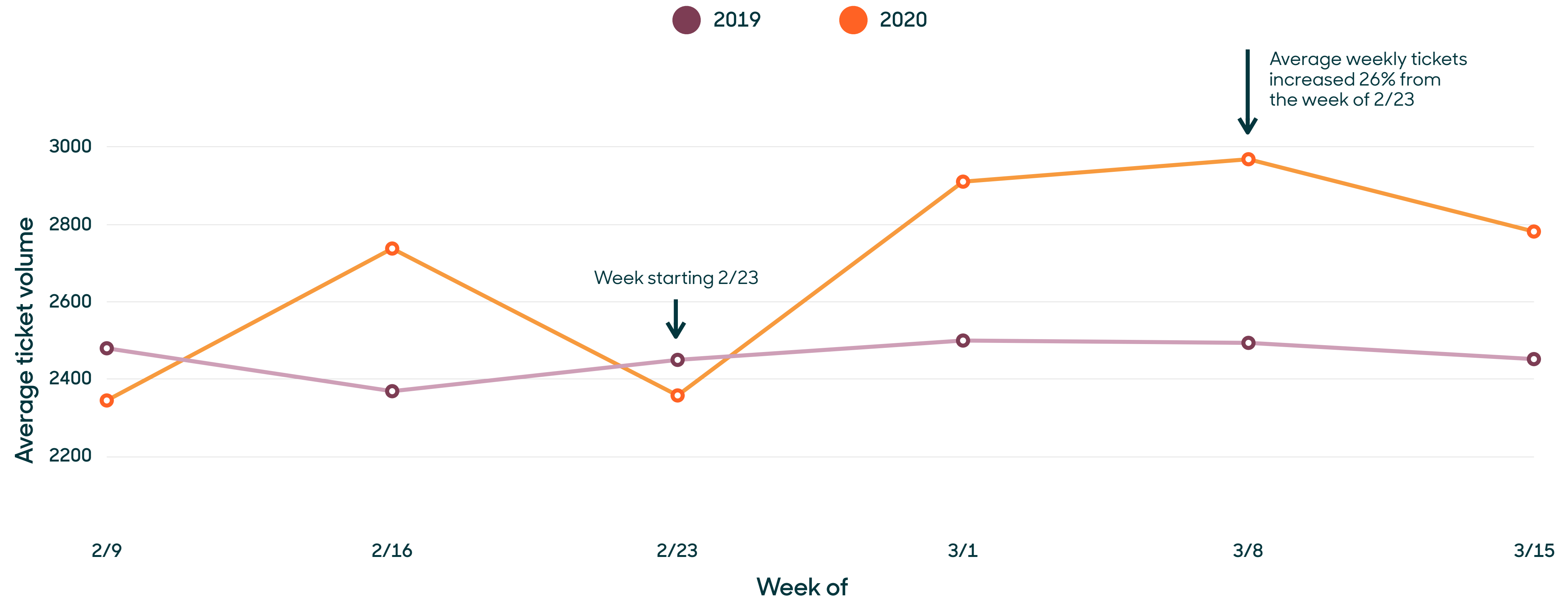
## AVERAGE TICKETS IN EMEA



## AVERAGE TICKETS IN APAC



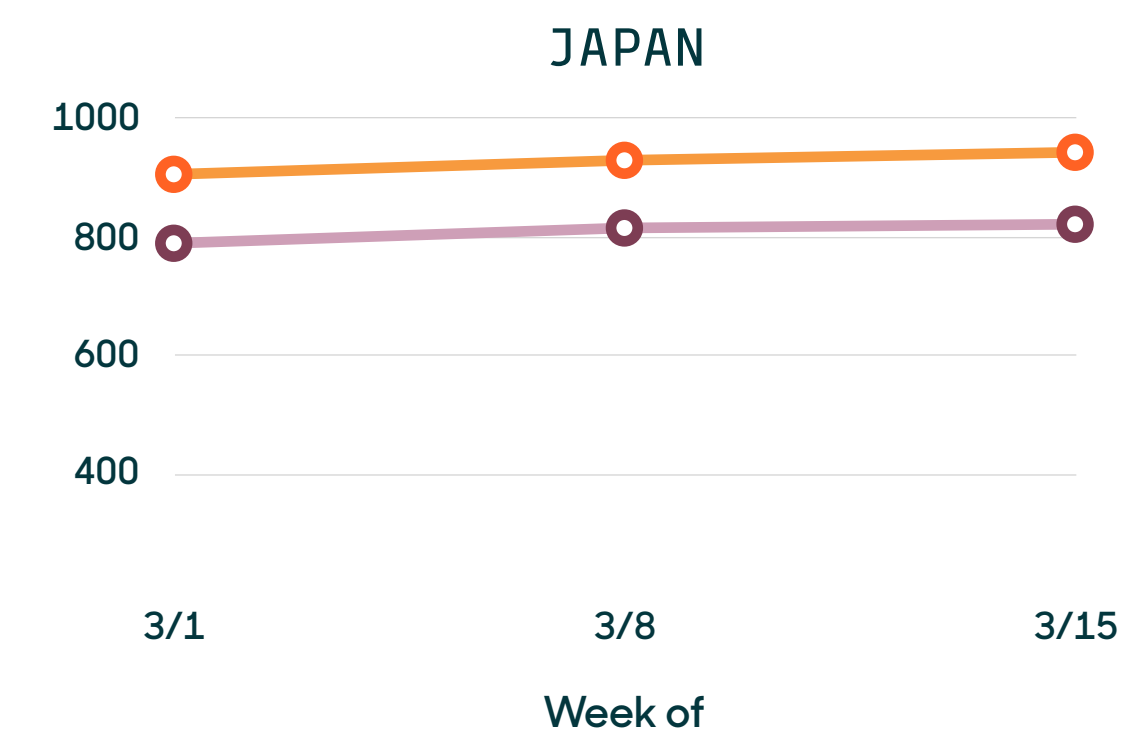
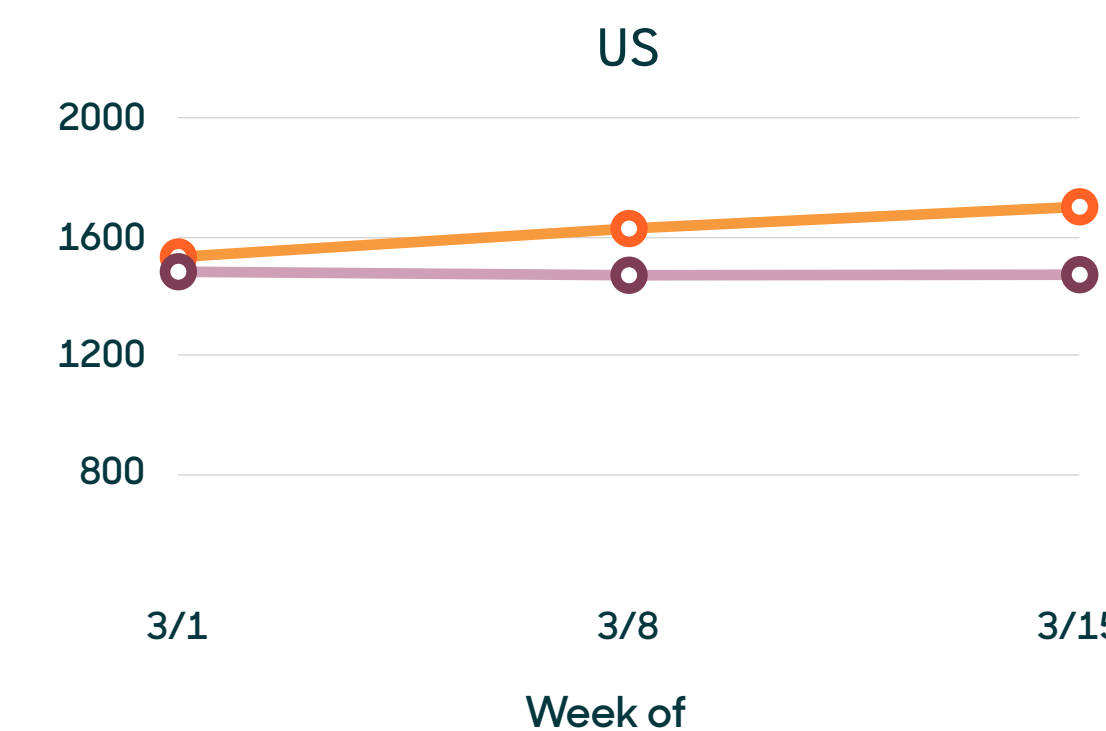
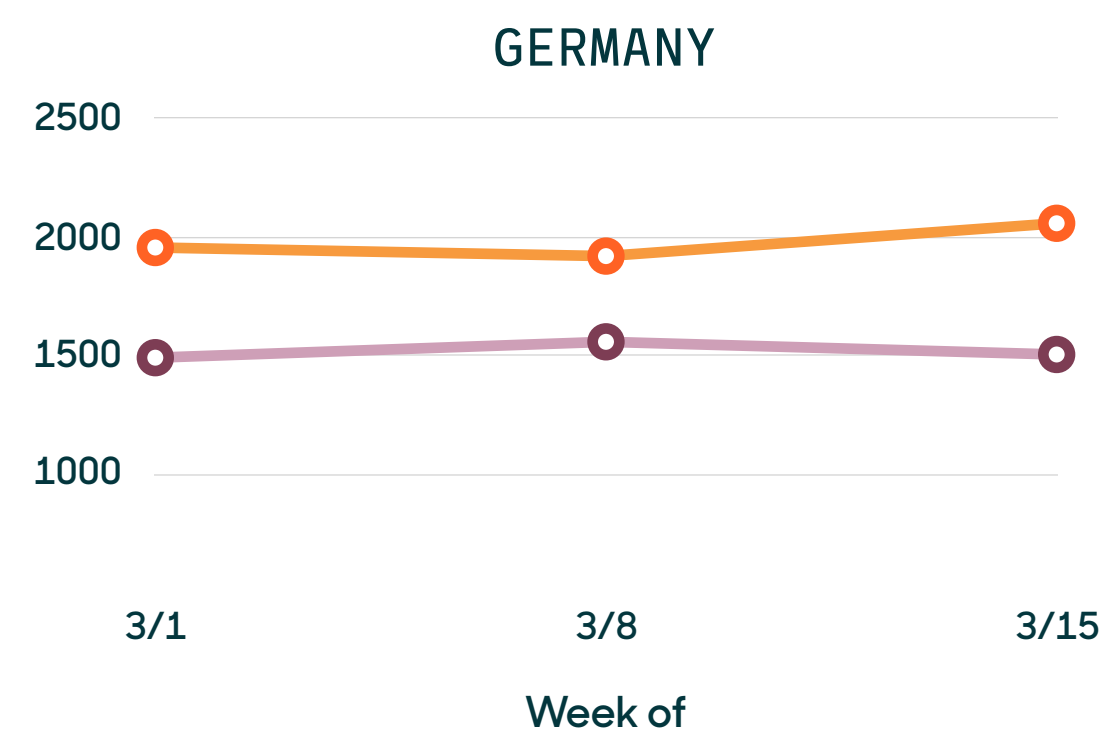
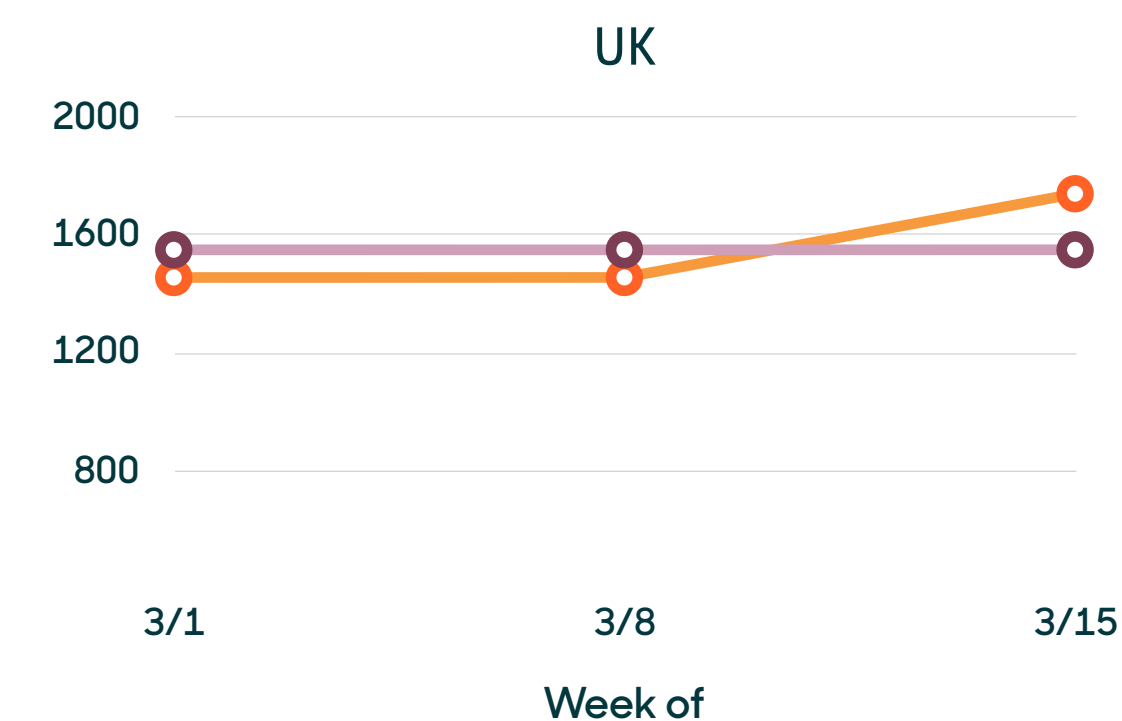
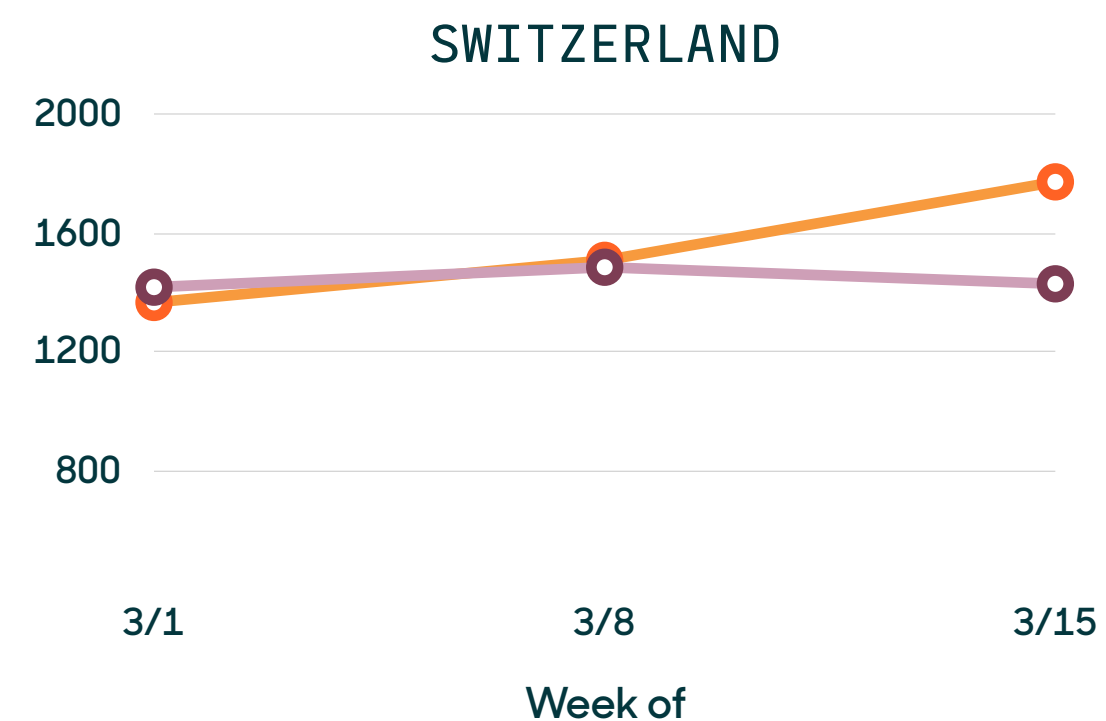
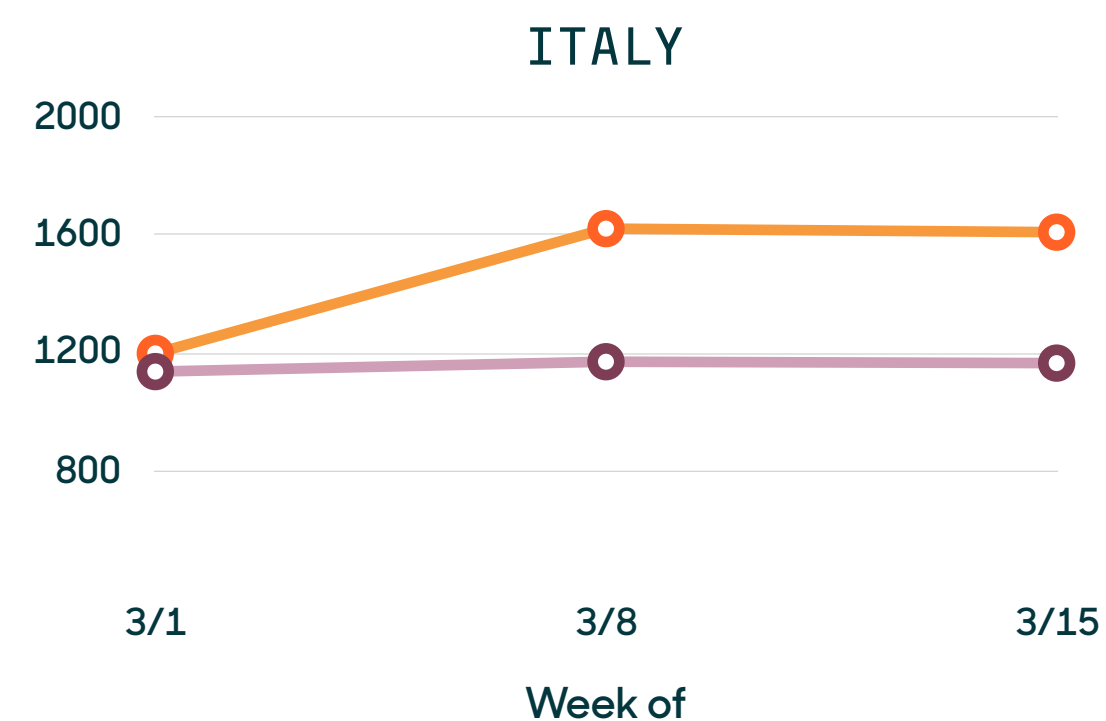
## Unlike other regions where tickets are still spiking, APAC saw tickets peak the second week of March



# Italy leads the way in growth in average tickets, with weekly tickets up 34% since March 1

2019

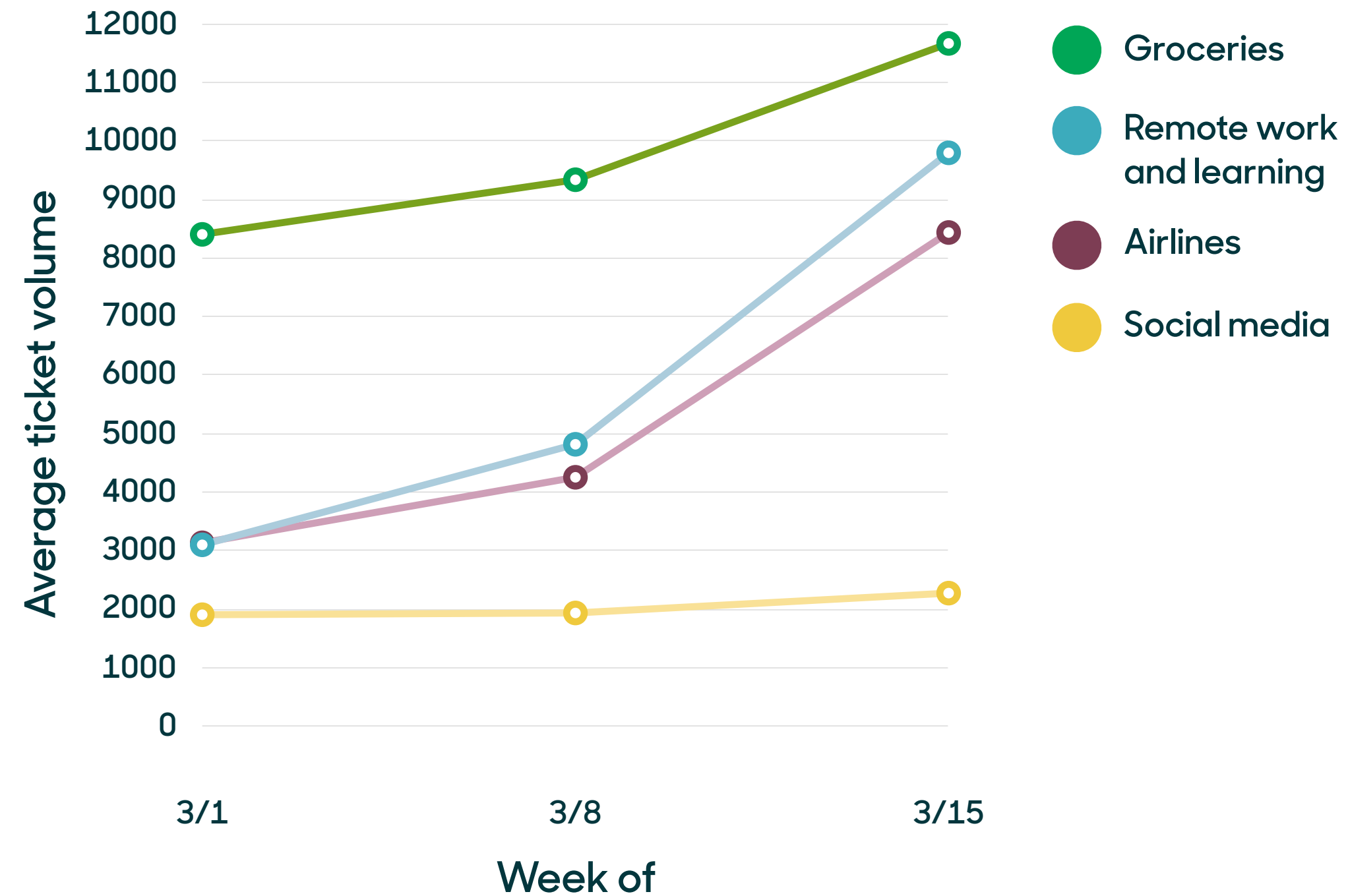
2020



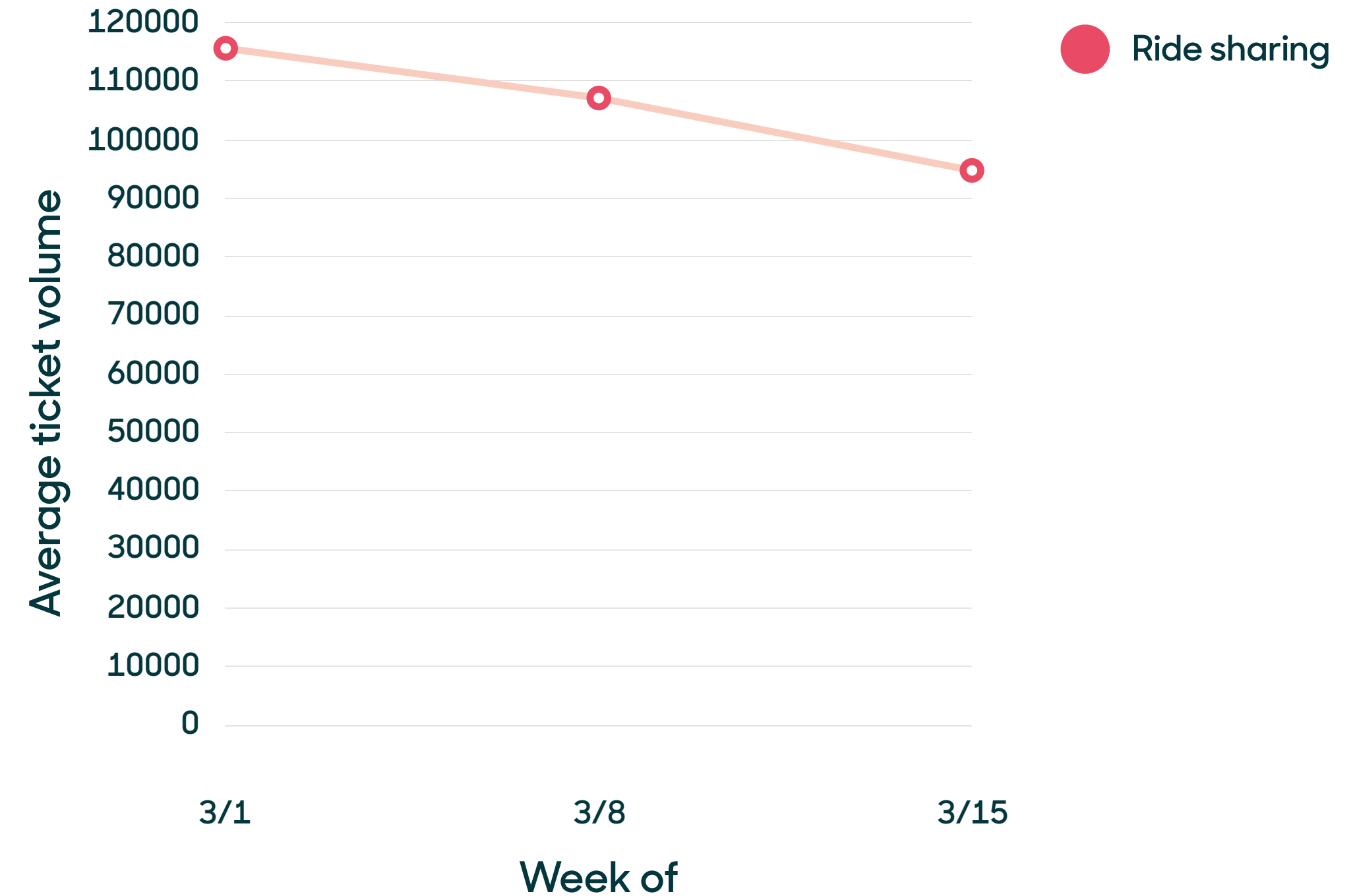


# Remote work and learning companies and airlines have seen the sharpest spikes in tickets

KEY INDUSTRIES  
FACE INCREASED REQUESTS



RIDESHARING COMPANIES  
SEE TICKETS DECLINE



# Customers are waiting longer on replies across affected sectors

