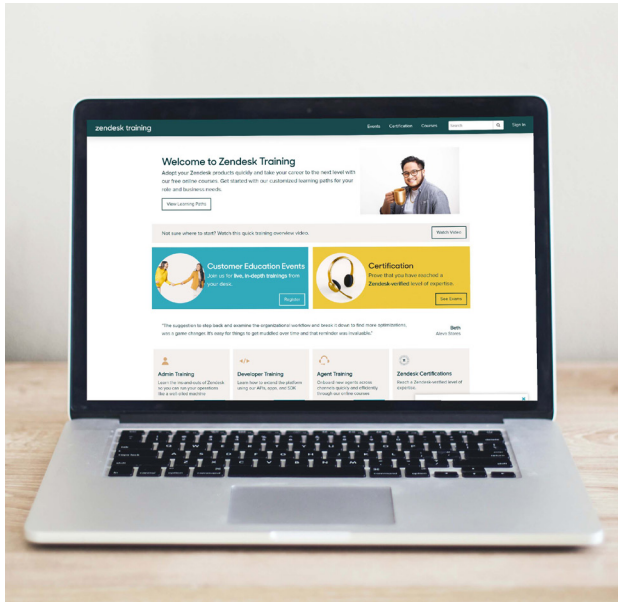# Zendesk Switches Customer Training to Skilljar & Sees YOY Learner Growth of 58%

Move from Another LMS Led to Improved Integrations and a Better Overall Admin Experience

"I have viewed Skilljar as much more than a vendor, but as a true partner. Our team has relied on our Skilljar counterparts for collaboration, idea generation, content strategy decisions, project management, and much more." – Emily Bastian, Program Manager, Customer Training, Zendesk

CHALLENGE

In 2016, Zendesk decided it was time to seek a new LMS vendor. Initially, they considered moving to a newer version of their previous platform, but felt it lacked an appealing interface and didn't offer a great admin experience overall. Also, they were experiencing issues with integrating some of their internal systems, such as their payment processor, MerchantE.

INDUSTRY
Customer Service Software & Sales CRM

EMPLOYEES
5,000+

HEADQUARTERS
San Francisco, CA

WEBSITE
www.zendesk.com

TRAINING PORTAL
Zendesk Training
Powered by Skilljar

TOP METRICS
2021 vs. 2020:
- 58% increase in active students
- 69% increase in course registrations
- 68% increase in course completions

INTEGRATIONS
- SFDC
- Eloqua
- Gainsight
- Tableau
- Examity
- Google Analytics
- Credly
- Cvent
- MerchantE

ABOUT ZENDESK
Zendesk enables any business around the world to take their customer service online, connecting 100,000+ brands with hundreds of millions of customers over telephony, chat, email, messaging, social channels, communities, review sites and help centers.

SOLUTION

Zendesk chose Skilljar as its new LMS because it was proving its leadership in the market, had a modern look and feel, and was able to easily integrate with other tools they were already using.

In addition to free courses across levels of experience and products, Zendesk offers customized training tailored to their customers' use cases through private training course options. Learners can purchase private training sessions through the Zendesk training site or their team of Zendesk Trainers, or opt in for one of their live training events ("Zendesk Training Days"), which bring together groups of customers to learn from each other.

RESULTS

In just six months, Zendesk's Customer Education team has launched eight new foundational learning paths, two new courses for Zendesk Developers, and are in the process of launching a brand new certification exam for Zendesk Agents. They have also recently localized 20 of their on-demand courses to reach customers around the world in five languages - Spanish, French, German, Japanese and Portuguese.

Skilljar helped Zendesk realize the following gains in 2021 versus 2020:

- 40.4k Active Students (+58% vs. 2020)
- 146k Course Registrations (+69% vs. 2020)
- 75.5k Course Completions (+68% vs. 2020)
- 68.6k Total Session Hours (+30% vs. 2020)

Advice to LMS seekers or switchers

Emily Bastian joined Zendesk in February 2021 as the Online Program Manager for Customer Training. She oversees their online learner experience including all of the content hosted on their training platform, powered by the Skilljar LMS. She works alongside a team to provide Zendesk Admins, Agents, and Developers an optimal learning experience at all stages of their journey.

Here is her advice to learning professionals who are looking for or want to switch to another LMS:

- Examine your entire Customer Education program goals and create a prioritized list of LMS "must haves" that tie back to your goals.
- Consider other key internal systems you use and how the LMS will integrate with those systems and processes.
- Think about where you want your program to be in 2-5 years and whether or not your LMS can grow with you.

"The Skilljar team was very collaborative throughout the process of switching platforms and helped us achieve all of our implementation goals." – Emily Bastian, Program Manager, Zendesk

Zendesk offers six certifications as part of the Zendesk Training experience. Skilljar enables their platform to integrate seamlessly with Examity for proctoring, Caveon for testing, and Credly for badging so users can start and finish their exam experience within one place, through one user profile.

Since implementing Skilljar they have granted more than 850 certifications and issued 743 badges in their certification program.