# TTEC Expands Strategic Partnership with Zendesk to Deliver Enhanced AI-driven Customer Experience Solutions

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*Partnership provides tailored Zendesk solutions, innovative migration tools, verticalized offerings, and full-stack implementation support for faster client value*

AUSTIN, Texas, June 11, 2025 /PRNewswire/ -- TTEC Holdings, Inc. (NASDAQ: TTEC), a leading global CX (Customer Experience) technology and services innovator, today announced the expansion of its strategic partnership with **Zendesk**, a pioneer in agentic AI-powered service. With hundreds of TTEC enterprise clients already using Zendesk solutions, this enhanced agreement builds on a long-standing partnership and unlocks broader capabilities across the Zendesk platform to further scale CRM and workflow optimization.



"This expanded partnership enables TTEC to tap into the full spectrum of Zendesk capabilities for existing and new clients. Additionally, it opens up exciting opportunities to broaden our reach together with joint go-to-market strategies and solution development," said Chris Brown, Chief of Staff, Office of Chairman and CEO, TTEC. "As the CX landscape becomes increasingly AI-driven, we have the deep technical expertise and the operational knowledge to create value for clients of all sizes and across multiple industries. We're excited about this expanded partnership and look forward to bringing end-to-end digital transformation capabilities to the market together."

As part of this enhanced collaboration, TTEC will:

- Serve as a full-stack delivery and implementation partner across the entire Zendesk platform, helping clients accelerate transformation and drive measurable results.
- Bring its world-class Amazon Connect integration capabilities to Zendesk implementations — unifying voice and customer data to deliver seamless omnichannel experiences.
- Harness Zendesk's AI and workflow capabilities alongside TTEC's CX transformation expertise to enhance automation, agent augmentation, and operational efficiency for existing and future clients.
- Build a suite of verticalized solutions for healthcare, banking, financial services, and the public sector, leveraging its proprietary software built on the Zendesk platform to meet industry-specific needs.

"Our partnership brings together the best of all worlds — Zendesk's advanced voice, AI, and customer experience technology," said Carrie Francey, SVP of Partner Sales at Zendesk. "Together, we're enabling organizations to deliver smarter, faster, and more connected customer experiences at scale. It's a collaboration that not only drives innovation but also simplifies digital transformation for our customers."

This partnership expansion follows Zendesk's acquisition of Local Measure, now Zendesk for Contact Center, a CCaaS and advanced voice solutions provider and AWS partner. TTEC's proven leadership across AWS, Zendesk, and CCaaS positions them as a key launch partner.

To learn more about how TTEC and Zendesk are transforming customer experiences together, visit www.ttecdigital.com/partners/zendesk.

**About TTEC**
TTEC (pronounced T-TEC) Holdings, Inc. (NASDAQ: **TTEC**) is a leading global CX (customer experience) technology and services innovator for AI-enabled digital CX solutions. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital technology, the Company's TTEC Digital business designs, builds, and operates omnichannel contact center technology, CRM, AI, and analytics solutions. The Company's TTEC Engage business delivers AI-enhanced customer engagement, customer acquisition and growth, tech support, back office, and fraud prevention services. Founded in 1982, the Company's singular obsession with CX excellence has earned it leading client, customer, and employee satisfaction scores across the globe. The Company's employees operate on six continents and bring technology and humanity together to deliver happy customers and differentiated business results. To learn more visit us at **ttec.com**.

**About Zendesk**
Zendesk powers exceptional service for every person on the planet. As a leader in AI-powered service, we offer the Zendesk Resolution Platform, designed to redefine customer experience with advanced tools that integrate AI Agents, a comprehensive knowledge graph, actions and integrations, governance and control, measurement and insights, and human expertise. Our purpose-built platform enhances service by combining automation and human insight for seamless interactions. Easy to use, easy to scale, and easy to get value from, Zendesk helps companies strengthen relationships, improve efficiency, and grow. Learn more at **www.zendesk.com**.

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