



Helping grow  
Saskatchewan's  
tech sector.



LIVESTREAMING FROM SASKATOON

# CX-LED GROWTH & TRENDS

## LEARNINGS FROM ANALYZING 4,400 EARLY-STAGE COMPANIES

**PRESENTED BY** Adam O'Donnell

Strategic Partnerships, North America with Zendesk

Zendesk reviewed 4,400 early-stage companies to see how CX tactics / strategies at high-growth companies were different from slower growth startups. The data shows that while there is no one-size-fits-all approach, startup success stories have one thing in common: the ability to provide more holistic support to customers from the beginning.

Founders and CX leaders will walk away with tactical steps to implement into their CX immediately.

### JOIN US IN PERSON (**LIVESTREAM**)

Wednesday, October 13

11:30 am

Boardroom B

the Terrace | 10 Research Drive

Lunch and refreshments will be provided

### OR JOIN US ONLINE

Wednesday, October 13

11:30 am

Meeting link to be provided

**REGISTER**

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If you choose to attend this event in person, you will be required to provide proof of vaccination or a negative COVID-19 test result (dated within 72 hours of the event).