

Press release

2nd February 2021

KEYRUS
insight into value



Keyrus and Zendesk join forces to accelerate their development within the customer service engagement market with major accounts and medium-sized enterprises

Levallois-Perret, 2nd February 2021 – **Keyrus**, an international player in the fields of Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, has announced its global partnership with [Zendesk Inc.](#), a CRM platform software company, dedicated to support, sales and customer engagement, as Select Zendesk Partner.

Zendesk has developed an agile, AWS-native, open-source CRM platform to facilitate customer service and engagement, which allows companies to offer an optimised, unified customer experience. Fast and simple to deploy, this omnichannel, cloud solution has been designed to scale and automate customer service and offer a personalised customer experience. Flexible and easily customisable through its marketplace, a one-stop shop to find apps and integrations, the platform benefits from an innovative outgoing messaging system, which can be integrated with key market players, such as WhatsApp, Messenger and Instagram.

Zendesk's solutions add to **Keyrus's** Digital expertise, including its various Customer Care, Business Transformation and Customer Experience offers.

By relying on **Zendesk's** solutions, **Keyrus** can concentrate fully on consulting and advising its customers on their challenges related to Change Management, end-to-end integration and developing tailored solutions.

Since the beginning of their relationship in 2019, **Keyrus** and **Zendesk** have come together to work on numerous initiatives. **Keyrus** has built a team dedicated to the vendor's solutions, which works closely with their experts in order to benefit from the latest innovations. The two entities have also organised several activities and events together, in order to tackle customer service issues, particularly those relating to the Covid-19 crisis in recent months.

Through this partnership, **Keyrus** and **Zendesk** are currently working on 10 projects for medium-sized enterprises and major accounts. They have also completed 5 major customer service transformation projects in the transport, distribution, banking, public and software publishing sectors.

This global partnership will allow **Zendesk** and **Keyrus** to accelerate their joint activities in France, and develop more quickly in other regions around the world, particularly Belux and the Middle East.

*"This key partnership is a concrete illustration of our ambition to provide a comprehensive offering, combining consulting and advisory services, while relying on a market-leading solution. Our close proximity with **Zendesk's** teams allows us to offer our customers simple and innovative solutions, perfectly aligned with the vendor's roadmap",* comments **Jean-Philippe Clair**, Digital Director at **Keyrus**.

"We are incredibly excited about this partnership with Keyrus. Working with Keyrus as a Select Zendesk Partner, will accelerate our deployment in France and around the world and offer a market-leading solution to large account customers and mid-sized companies, helping them with their successful digital transformation", adds **Gabriel Frasconi**, Regional Vice President, Enterprise Sales, Europe at **Zendesk**.

ABOUT KEYRUS

Creator of value in the era of Data and Digital

An international player in consulting and technologies and a specialist in Data and Digital, Keyrus is dedicated to helping enterprises take advantage of the Data and Digital paradigm to enhance their performance, facilitate and accelerate their transformation, and generate new drivers of growth and competitiveness.

Placing innovation at the heart of its strategy, Keyrus is developing a value proposition that is unique in the market and centred around an innovative offering founded upon a combination of three major and convergent areas of expertise:

- **Data Intelligence**

Data Science – Artificial Intelligence – Big Data & Cloud Analytics – Business Intelligence – EIM – CPM/EPM

- **Digital Experience**

Innovation & Digital Strategy – Digital Marketing – DMP & CRM – Digital Commerce – Digital Performance – User Experience

- **Management & Transformation**

Strategy & Innovation – Digital Transformation – Performance Management – Project Management

Present in 20 countries on 4 continents, the Keyrus Group has 3,000 employees.

Keyrus is listed in compartment C of the Eurolist of Euronext Paris.

(Compartment C/Small caps – ISIN Code: FR0004029411 – Reuters: KEYR.PA – Bloomberg: KEY:FP)

Further information at: www.keyrus.com

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