



Customer Reliability Engineer

Jordan Reyes • San Francisco, CA

16%
~48 out of 300
Zendesk users

About me. As a Staff Customer Reliability Engineer (CRE), I focus on a small number of high-value customers, taking a proactive, relationship-driven approach. I build trust, lead regular check-ins, and analyze usage and performance data to anticipate needs. With just 2–5 accounts at a time, I deliver personalized guidance that drives real business impact.

Goals. Proactively support strategic accounts by anticipating needs and recommending actions like upgrade planning. Communicate effectively through Zendesk and other tools for full context. Tackle complex, long-running technical issues, often involving engineering. Meet SLAs for urgent tickets and manage resolution timelines. Use data to generate health checks and track key metrics like escalations and priority bumps.

“

I rely on Zendesk’s reliable ticketing framework and extend it with custom automations and integrations to support our proactive workflows. By enhancing portal self-service and automating key data tasks, I can reduce system-switching and focus on strategic customer engagement.



Zendesk interactions

Zendesk is our main platform for customer communication, not a reactive queue

Collaborate with Zendesk team on integrations like the Service Catalog

Manage complex, long-running tickets with many touchpoints

Handle tickets only for assigned strategic accounts using custom views

Use tags to support workflows and Power BI reporting

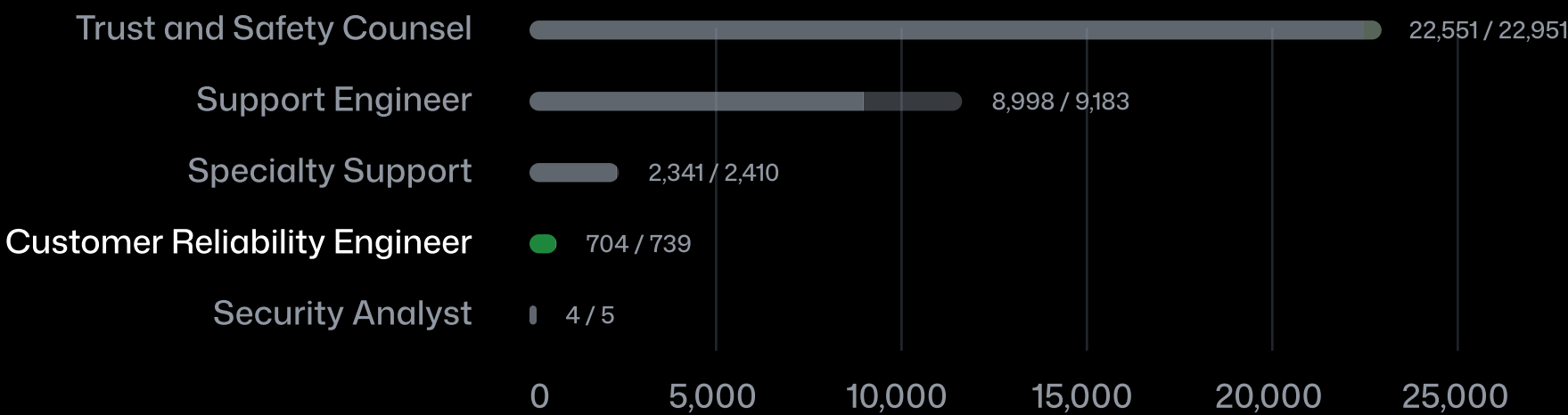
Open tickets proactively for planned activities like upgrades

Technical expertise: 4 / 5



Training needs: Low

Monthly tickets



Total tickets: 739

Resolved: 704 (95%)

Key challenges

Customer portal. Oversimplified view frustrates strategic customers; led to a separate portal project.

Data entry. Manual updates and inconsistent info due to irrelevant messages and lack of bulk-edit tools.

Automation. Feature requests often blocked or deprioritized, forcing manual workarounds or custom apps.

System design. Zendesk is built for reactive support, misaligned with our proactive, high-touch model.