



Specialty Support

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11%
~34 out of 300
Zendesk users

About me. As a member of a specialized support team at GitHub, I serve as the primary point of contact for a dedicated customer segment, such as GitHub Education, GitHub for Startups, or the ACE program. My day-to-day revolves around direct customer interaction, ticket management, and acting as a key link between customers and internal teams like engineering, product, sales, and billing. While I occasionally engage in strategic or managerial work, my work is deeply connected to Zendesk.

Goals. Deliver fast, accurate, high-quality support for our program’s customers. Minimize friction—especially during onboarding—and meet SLAs tailored to our segment. Manage high ticket volume, prioritize urgent cases, and ensure quick resolution of straightforward issues to free up time for complex cases.

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With enhanced automation, seamless system integrations, and transparent reporting, I can streamline ticket workflows, meet our SLAs effortlessly, and focus my time on delivering exceptional, high-touch support to our program’s customers.



Zendesk interactions

- Review and triage incoming tickets, then assign, categorize, and respond as needed

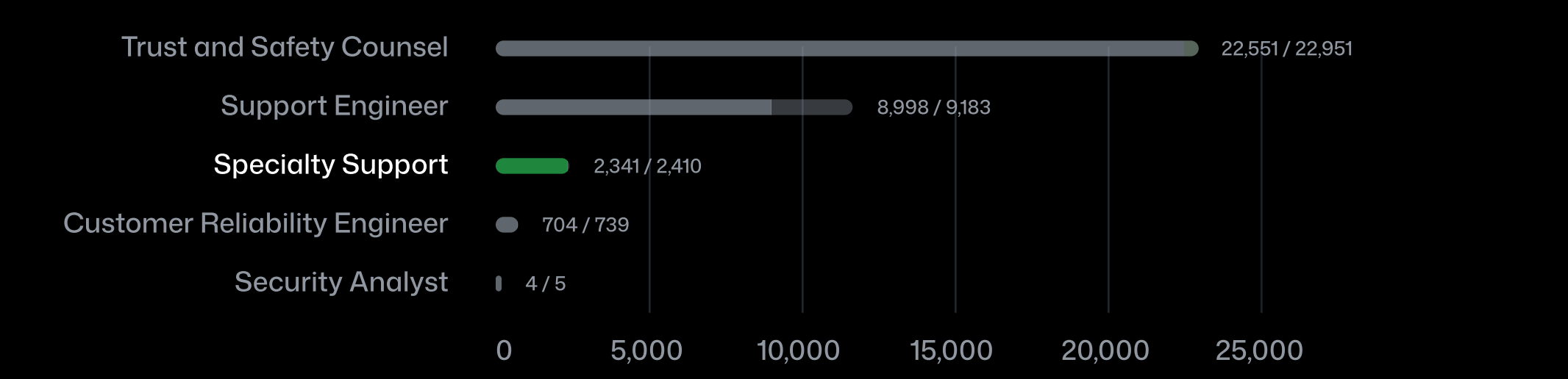
Develop and update shared responses and macros for team consistency
- Escalate internally or contact external partners when necessary

Cross-train with teammates to ensure knowledge sharing and coverage
- Communicate back-and-forth with customers

Technical expertise: **2 / 5**

Training needs: **High**

Monthly tickets



Total tickets: **2,410**
Resolved: **2,341 (97%)**

Key challenges

- Limited automation & AI. We lack advanced auto-responders or Copilot integration, which could resolve simple inquiries before they reach us.

Cross-system visibility. Difficulties tracking customer interactions across Zendesk instances and other systems (like Salesforce) lead to miscommunication and duplicated efforts.

Reporting limitations. Zendesk reporting is hard to customize, making team performance tracking manual and time-consuming.
- Training & knowledge sharing gaps. Inadequate training on advanced features hinders onboarding and coverage when teammates are away.

Email workflow gaps. Managing both email and Zendesk is inefficient; auto-generating tickets from emails would improve visibility and workflow.

Static categories. Updating ticket categories is cumbersome, and they don’t keep pace with product changes, impacting data accuracy.