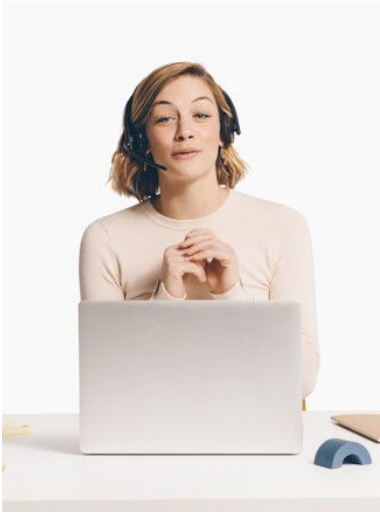


Zendesk AI

Unlocking the power of AI across the entire customer service experience





Unlock the power of AI across your entire service experience

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01 Customer service under pressure

At a time of sky-high customer expectations, staffing shortages and economic uncertainty, AI helps customer service teams scale – and stay nimble.



Customer service has reached a tipping point, where AI has the potential to revolutionise how companies engage with customers.

You've probably heard about innovations like ChatGPT, and seen a plethora of new AI applications show up in the ecosystem of customer experience solutions.

Your customers have caught on: **71% say AI helps them get faster answers.**

At the same time, it's getting harder to give customers the experience they expect. You're being asked to ramp up productivity while keeping costs down – and managing high ticket volumes amidst economic uncertainty.

Customer service teams need tools that free agents from repetitive tasks, so they can be more productive and focus on high-value conversations that really need a human touch, while customers get the opportunity to find answers on their own without needing to open tickets.

That's where Zendesk AI comes in.

02

AI to the rescue



60%

of customers say they now have higher standards for customer service



81%

of service teams expect ticket volume to increase over the next 12 months



70%

of agents don't feel empowered to do their jobs

AI is the perfect solution for today's challenges. For customer service teams under pressure, AI offers agility, resilience and scale. At a time when businesses need to stay nimble while keeping a lid on costs, AI helps service teams be more efficient by automating repetitive tasks and allocating human resources to the things that really need a human touch.

AI-powered insights also help agents and admins understand customers and identify the best action to resolve an issue. Service teams are able to do their jobs more quickly and more effectively, amounting to huge savings in time and effort.

But the kind of AI you need has been out of reach. That's because many AI solutions out there in the market are slow and expensive, requiring heavy IT spend, lengthy implementation processes and highly specialised resources, just to get started. Others are incomplete, designed to work on only narrow parts of your CX and frustrating for your customers, who have to deal with clunky bots that just get in their way.

As a result, most CX leaders say their plans for AI are ad hoc, not strategic.

Any business can benefit from AI, though. What if you're a small business that's growing very fast and needs to scale its customer service to keep up? Allocating the budget, time and expertise to setting up AI is likely to be a challenge.

For that matter, what if you're a large corporation that also needs to scale quickly and can't afford to wait nine months for the solution to be in place?

Zendesk AI is the solution.

AI is the perfect solution for today's challenges. For customer service teams under pressure, AI offers agility, resilience and scale.

03

Powerful AI within reach

Zendesk is making AI accessible to small startups, large enterprises and everyone in between. AI is traditionally very complex, but at Zendesk we've taken a different approach. We've created a solution that's ready to use right out of the box, so service teams get value immediately.

A new approach to AI

Conventional AI solutions provide a technical platform that businesses can use to train AI models and embed them in their software. Take, for instance, an e-commerce company that wants to recognise and automate common issues like refunds, order status and return requests. In the past, the company would identify 50 to 100 examples of each type of request, and use those to train the AI model, which can be a painstaking process.

With Zendesk's new advanced AI, we're building a new way to help. It's enterprise-grade AI for customer service that allows your business to tap into powerful intelligence in minutes – not months – and deploy across your CX operations.

You can automatically get customers the right answer based on what they want out of the interaction, without involving an agent. Our intelligence lives at your agents' fingertips, working alongside our easy-to-use tools to put every agent on the fastest path to resolution.

And by continuously learning with your CX organisation, it grows better at serving your customers.

A world where your customers get fast, accurate, 24/7 answers on any channel is within reach. With the right tone, context and incentives to keep them coming back. Aided by AI, agents are freed up to focus on more hands-on work, prevent them from spending time on boring, repetitive work – which can actually increase job satisfaction, resulting in less turnover.

And AI works automatically behind the scenes to improve your operations. You get to manage all your customer interactions at scale from one place in a highly flexible system, while optimising workflows in response to customer feedback, trends and insights. So you can finally make AI work for you.

PRODUCT



Cristina Fonseca
VP, Product

“At Zendesk, we believe AI should be simple to use, beautifully designed, and fast to deploy, so customers can get value from day one.”

What makes Zendesk AI different

Our AI is a game-changer for customer service teams. It's built on our own aggregate knowledge, integrated with our products beautifully and simply. You toggle it on, and it starts working in a matter of minutes, not months. That's a game-changer for customer service teams.

- **Accessible to anyone:** Powerful AI that works from day one and is ready to go in minutes. No need for developers, heavy IT spend or months of lead time.
- **Bots that make service smarter:** Bots that come pre-configured to detect the most common types of customer issues facing CX teams in your industry, eliminating the manual work of training a bot to identify what your customers want.
- **Designed with agents in mind:** Intuitive for agents to use and available alongside all their tools in a centralised workspace, our AI empowers your agents to be more productive and frees them to focus on meaningful work.
- **Optimised for excellence:** Based on trillions of data points from real service interactions, Zendesk AI is fine-tuned so you can achieve service excellence. And it only gets smarter over time, meaning you can keep improving at every step.



Where can I find a size chart for your urban shoes collection?



Hi, welcome to Shoe La La. Here are a few articles to help you get started:

- ✓ Sizing guide for trainers
- ✓ Shoe care tips and tricks
- ✓ Returns and exchanges

04

Connect the dots with AI

Zendesk AI is an intelligent layer that sits on top of your CX solution and generates insights to make your business more efficient.

The combined power of AI with human support helps customer service teams work smarter. Agents and admins are supercharged to handle tasks like deflection, triage, intelligent workflows and knowledge management more efficiently.



A screenshot of a chat interface. The chat is set against a white background with a dark green header. On the right side, there are two circular profile pictures of a woman wearing a white cap and a yellow shirt. The chat history shows: a customer message in a light green bubble asking "What's the status of my order?"; a "Shop bot" response in a white bubble; a customer message in a light green bubble asking "Can I have your order number?"; a human agent response in a light green bubble with the name "Alex" above it and the number "6137701818"; another "Shop bot" response in a white bubble; and a customer message in a light green bubble stating "Your order is located in Antarctica". Below this is an image of three penguins on a snowy field. At the bottom, there is a text input field with a vertical ellipsis icon on the left and the placeholder text "Type a message".

Combining the power of AI with human support helps customer service teams work smarter. Agents and admins are supercharged to handle tasks like deflection, triage, intelligent workflows and knowledge management more efficiently.

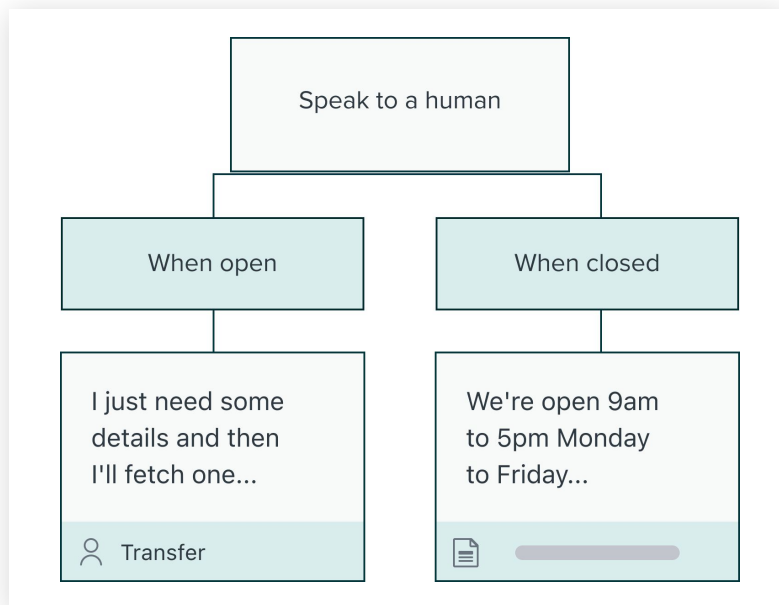
Smarter self-service

Bots are a support agent's best friend. They're extremely effective at taking repetitive questions and tasks – like password resets and refund requests – off a service team's plate, enabling agents to focus on higher-value conversations. Bots powered by Zendesk are easy to set up and deploy across all messaging channels, and they're also easy to customise and change on the fly.

Bot builder: The key to this flexibility is Zendesk's bot builder, a click-to-configure tool that doesn't require any code. Admins can customise the responses the bot uses to address individual customer issues with preconfigured messages, articles from your help centre, and more – no coding or developers required. You get to determine how the bot interacts with your customers in a way that makes most sense for your business.

Advanced bots: Enhanced bots for messaging and email that leverage the most extensive database of customer intents. These are specific to CX teams in your industry for more personalised and accurate responses, higher agent productivity and faster setup

[Learn more about our bot building tools here](#)



Intelligent workflows

As customers engage with bots and submit questions across channels, **Intelligent Triage** automatically classifies and categorises incoming customer conversations based on their intent, sentiment and language.


This allows support teams to automatically prioritise and route those issues to the right agent. Zendesk AI also integrates with your CRM to gather the context from customer conversations, so agents have all the relevant information at their fingertips to jump in and help.

Agent assistance

Intelligence in the context panel surfaces these AI-powered customer insights in the agent's workspace and suggests the relevant responses to apply to solve the customer's issue. This puts agents on the fastest and most efficient path to resolution. On average, Intelligent Triage and Intelligence in the context panel save 45 seconds per ticket, which can add up to hours saved.

[Learn more about Intelligent Triage and intelligence in the context panel](#)

Intelligent triage

- Incoming new request**
 -  Hello, I still haven't received my order confirmation. What's the status of my order?
- Enrich with prediction**
 - Intent: What's the order status?
 - Language: English
 - Sentiment: Negative

Knowledge management

PRODUCT



Cristina Fonseca

VP, Product

“Knowledge management is very often neglected, and it’s such an important component of the entire AI ecosystem.”

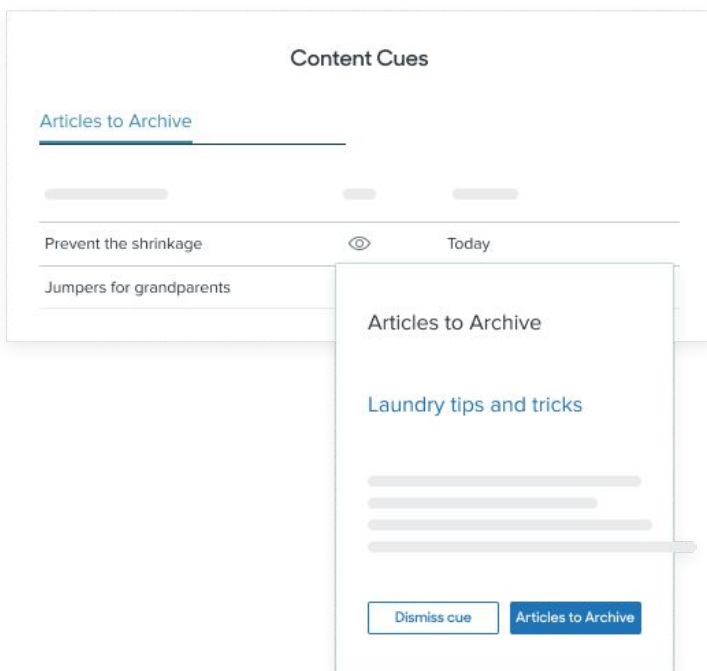
Zendesk AI can surface relevant help centre articles in your customer conversations, and it can fill in the gaps where articles don’t yet exist?

Content Cues are friendly nudges for improving your knowledge base. Zendesk AI scans every inbound support request and collects those trending topics for knowledge management teams. If an admin sees a topic pop up, they can work with their knowledge management team to create a help centre article, so customers can get the answers that they need on their own.

Zendesk AI also surfaces the highest- and lowest-performing articles in your knowledge base. These signals enable admins to optimise or retire ineffective articles and ensure their hardest-working content stays relevant and up to date – a key ingredient for successful deflection

Macro suggestions for admins are new, AI-suggested shared responses which admins can create to help agents respond faster and more consistently. Our AI identifies gaps in existing macros and creates relevant responses to reduce time spent on analysing tickets and conversations.

[Learn more about knowledge management and suggested macros](#)



05

Higher productivity, agent agility, and CSAT

Zendesk AI allows companies to scale their customer service without compromising on quality so that everybody wins: customers get immediate responses to their common requests, agents are freed up to focus on complex tasks and businesses become more productive and agile.

Productivity

AI boosts productivity by identifying manual work that can (and should) be automated, and letting agents handle requests that really need the human touch. At most companies, 50 to 70 percent of customer service requests are driven by just 20 to 30 topics. Using real-time intelligence to understand and automate responses to those topics helps businesses be as efficient as possible.

Agility

Zendesk AI enables businesses to be more agile and resilient, especially in times of volatility or peak demand. By automating away common issues and removing that burden from their agents, service teams can adapt to sudden changes in ticket volumes and operate more effectively across their entire organisation. Zendesk AI's deflection and agent support also helps businesses on board and train new agents faster – a big advantage for teams facing staffing and hiring challenges.

Happy agents

The job of an agent can be very stressful. Zendesk AI makes their life a lot easier by shielding them from repetitive requests and helping them solve customer issues more effectively. Agents feel less overwhelmed and are freed up to tackle more complex, meaningful work – with a direct impact on job satisfaction and retention.

Loyal customers

AI elevates the customer experience. People want fast, effective support on every channel, from bots and agents alike. Feeling heard and seen has a direct impact on how customers perceive your brand – and whether or not they come back. More than 80 percent of customers say a positive service experience increases the likelihood they'll make another purchase.

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The future of AI in customer support

Insights to fuel growth

With Zendesk AI, customer service teams can focus on creating value rather than just keeping the lights on. Real-time intelligence creates a new and valuable source of insights that enables service leaders to work proactively to address operational issues across the customer service ecosystem and the business as a whole.

Empowering customer service leaders

AI empowers customer service leaders to be proactive by helping them prioritise and respond to business-critical issues. Consider an e-commerce service team that notices an uptick in the number of customers contacting support because they can't complete a transaction.

By using AI-powered insights to prioritise those tickets and resolve the problem quickly, the service team has a positive impact on the customer experience as well as the company's revenue.

Moreover, by creating an automated workflow to manage the same issue in the future, the service team helps the business improve its efficiency and customer experience. More conversations mean the AI gets smarter, which will have even more benefits in the long run.

This is a new approach – a new vision of AI for customer service teams. At Zendesk, we believe AI should be accessible to everyone. It's easier than ever before to implement and start seeing great results. We know exactly where customer service teams can drive value, and we're excited to show you the way with AI.

“Armed with the insights surfaced by AI, customer service leaders now have a seat at the table and can inform where the business should focus its investment and efforts.”

Cristina Fonseca
VP, Product

Learn more about Zendesk AI

With Zendesk, our easy-to-use AI helps service teams scale and simplify support. Deploy quickly to start solving issues right away, surface relevant insights to aid your team, reduce repetitive work, and start building better bots.

[Get started today](#)

