

# Optimize your service operations with Zendesk AI

Enhancing customer experience starts with refining your service operations, and your service workflows are a great place to start making AI work for you. Zendesk AI optimizes customer service workflows in three key ways: first, it helps triage and manage ticket queues with AI-informed routing, using features like Intelligent triage. It also allows you to create and maintain a knowledge base with minimal manual effort from human agents using Content Cues —one of our first AI innovations newly revamped for the AI era. Finally, it offers actionable suggestions and AI-powered reporting to improve service delivery and effectiveness.

Learn from longtime Zendesk customers who upgraded their investments in AI to optimize their service workflows and provide better customer experience.



## Freedom Furniture uses Zendesk to drive efficiency with AI-informed routing of incoming tickets

Streamlining the ticket queue is one of the biggest benefits of Zendesk AI. It's your support team's first line of defense, triaging tickets—to self-service articles, for example—and assigning and categorizing issues requiring 1:1 support. Categorizing tickets by common issues and topics improves agent efficiency and accuracy, ensuring customers and agents achieve resolution faster.

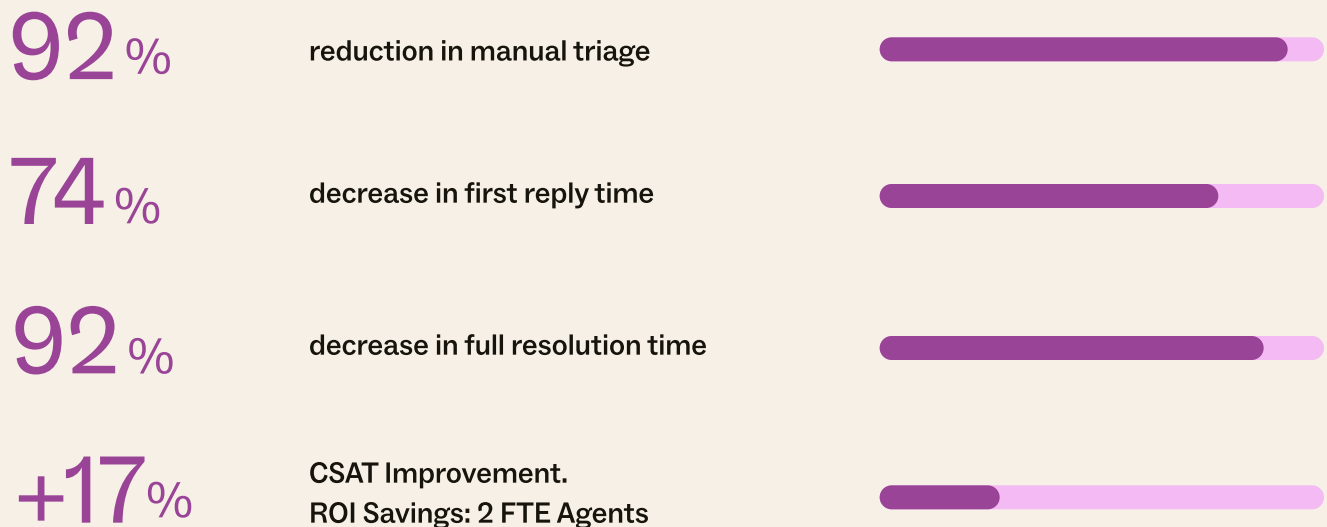
After four years as a Zendesk customer, Australian retailer Freedom Furniture recently invested in Zendesk AI to accomplish all of the above. With 60 brick-and-mortar stores and a growing catalog of more than 30,000 online exclusive products, the company was eager to streamline customer service operations. With the Intelligent triage feature of Zendesk AI, manual triage time significantly reduced, improving efficiency by 92 percent. As negative-sentiment tickets are automatically routed to specially skilled agents alongside an auto summary for complex issues, agents can spend less time getting briefed on the issue—or, worse, asking the customer to fill them in—and get to work on a resolution.

“I no longer have to read every single part of the conversation, because now we can auto summarize. With the click of the button, I can see exactly where the ticket is, understand the issue, and see what my next steps are.”

—Stacey Zavattiero, Customer Experience Manager at Freedom Furniture



## With Zendesk AI, Freedom Furniture achieved:



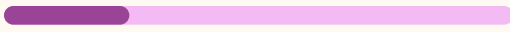
## White Wall rolls out Zendesk AI for better efficiency

White Wall, a German photo lab and custom printer, also wanted to streamline their customer experience with AI. A Zendesk customer since 2013, the company already unified chat and voice channels on the platform. They most recently invested in Zendesk AI and are already seeing significant improvements in customer service efficiency. With intelligent triage routing incoming requests to the right agents, response times are reduced by 30 to 90 seconds, customer satisfaction scores are 80-85% and rising, one-touch resolution rate is more than 80 percent, and Net Promoter Score is more than 70 percent.

**“Zendesk Advanced AI has simplified the lives of our agents, particularly in challenging situations, and simultaneously reduced administrative costs”**

– Bertram Lüdtkke, Head of Operations at White Wall.

### With Zendesk AI, White Wall achieved:

**30sec** 

AI reduction in response time

**>70%** 

Net Promoter Score

**80-85%** 

CSAT



## Enhance your service workflows with Zendesk AI

Zendesk AI is revolutionizing customer service operations, especially in terms of improving customer service workflows. Take it from companies like Freedom Furniture and White Wall, which are already tapping into the transformative potential of Zendesk AI, improving resolution rates and customer satisfaction. Act now to harness the power of intelligent customer service.

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