

The SNIPER Framework: A practical guide to AI adoption

88% of businesses globally use AI already, but adoption alone isn't enough. The real question is what makes AI successful.

Learn the SNIPER Framework: Strategy, Need, Investment, People and Processes, Environment, and Risk.



CHALLENGE 1

Business impact is still missing

95%

AI projects show zero P&L impact

Most AI projects are being adopted, but they haven't yet translated into measurable business results or bottom-line value.

CHALLENGE 2

AI is still focused on efficiency

80%

organizations focus AI primarily on efficiency or cost savings

For many organizations, AI is still being used mainly to improve efficiency and reduce costs, rather than drive broader transformation.

CHALLENGE 3

CX volume is rising fast

24%

year-over-year rise in volume

CX teams are facing a sharp increase in customer volume, adding pressure to people, processes, and systems.

Sniper framework

S	Strategy (Alignment)		What is your core business strategy, and how does AI directly advance it?
N	Need (Root Cause)		What exact operational problem are you solving, and what is its business impact?
I	Investment (Value and ROI)		What is the full cost of ownership weighed against total revenue and CX impact?
P	People (Culture)		How prepared are your team, leadership, and workflows for AI adoption?
E	Environment (Integration)		Are your systems, data, and APIs ready to power AI without losing context?
R	Risk (Governance)		Does your implementation fully meet internal security, compliance, and legal standards?

STRATEGY Define your corporate, competitive, and departmental strategy to establish your AI North Star and secure executive buy-in. 3.6x more likely to see profit	NEED Identify the specific business problem, its root cause, and the impact of seasonal spikes or contact volume. 95% GenAI projects fail	INVESTMENT Calculate total cost of ownership against qualitative and quantitative returns across CX, agent efficiency, and revenue. 1.7x revenue growth and 1.6x higher EBIT margins compared to laggards
PEOPLE Redesign workflows, evaluate agent/customer readiness, and provide L&D training so employees can adapt to AI-centric roles. 70% success comes down to people and processes	ENVIRONMENT Assess your technical architecture, API connectivity, and data readiness to feed clean knowledge into your AI engine. 3.6x more likely to have a unified data model to overcome the 63% of businesses that lack AI-ready data practices.	RISK Mitigate the "Black Box" liability by ensuring compliance with legal, privacy, and IT security policies 80% of CX leaders warn that failing to govern and connect siloed knowledge will cause AI to give inconsistent answers that erode customer trust.

NEXT

15% Overall decrease in AHT across all contacts	92% One-touch resolution rate	11% Further decrease in email AHT (Zendesk AI)
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WHAT CUSTOMERS SAY

"Our successful experience with Zendesk AI has given artificial intelligence credibility across all of our business. For many of us, it's the first AI tool that's lived up to the hype and actually delivered."

Raz Razaq
Head of Customer Contact Experience Technology, NEXT

[Read Customer Story](#)

INDUSTRY INSIGHTS

Tech AI readiness checklist

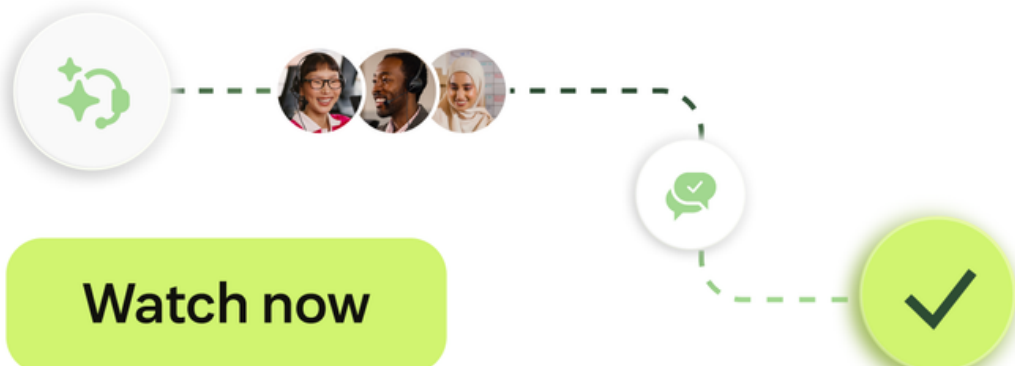
Complexity scales with your product. This checklist shows whether your data foundation is ready for AI to resolve issues, not just respond to them.

Area	What to look for	Check
Unified ecosystem	Do connected systems and a unified knowledge base give AI and human agents the context to resolve incidents?	☐
Customer data	Can you see subscription tier, product usage, and contract status in one place across channels?	☐
Incident clarity	Do you know why customers reach out, not just how often? Can you tag billing, bug, and feature requests at intake?	☐
Resolution visibility	Can you tell when an incident is fully resolved without follow-up, re-open, or repeat effort?	☐
Automation clarity	Do you know which incidents AI can resolve versus which require escalation?	☐
Next actions	Can your data point to 1-2 concrete changes you should make to improve resolution right now?	☐

zendesk AI masterclass

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AI FOR CUSTOMER SERVICE

AI that gets better with every resolution

Contact sales