zendesk sunshine

Conversational Data Orchestration

Deliver smart, seamless CX

With Conversational Data Orchestration, you can build automated workflows and integrations between Zendesk and other systems so conversational data and experiences easily flow across them. Apply unique business logic to instantly respond to customer activity and initiate workflows based on events in Zendesk and other systems. Powered by Zendesk Integration Services, a set of prebuilt middleware for developers, Conversational Data Orchestration gives businesses a more unified customer view and delivers customers a richer, more personalised experience.

Automate across systems

Eliminate data silos and manual processes by building integrated workflows unique to your business.

Respond faster

Instantly take action in response to customer events across systems by defining workflows with customised business rules.

Personalise interactions

Personalise customer experiences based on profile and behaviour, applying the right level of automation every time.

Automate with agility

Get the flexibility you need to connect systems and automate workflows without relying on an army of developers or a separate integration platform.

☐ **Fast development**

Build customised flows in weeks not months with simple, declarative JSON and prebuilt middleware for API orchestration, conditional logic, authentication and more.

□ Rich customisation

Create integrated workflows perfectly tailored to your business and your customers by initiating workflows off of a wide range of events in Zendesk and other systems.

□ Simple and secure

Avoid the cost and complexity of third-party tools by building on the Zendesk platform with the security of SOC2 compliance and OAuth 2.0 authentication.

Create customised solutions

You know your business best. Build solutions that work for you and your customers with support for a wide range of use cases. See examples below.

Automate customer interactions and business processes

Connect with an e-commerce platform to grant refund requests for small amounts automatically, routing to an agent only if the refund exceeds a certain amount.

Enable customers to renew or cancel a subscription through a ticket form by connecting Zendesk to a subscription management system.

Act with a unified customer view

Apply tags to Zendesk users based on customer activity across systems, like by adding a 'Loyal Customer' tag based on total order value in an e-commerce platform.

Integrate with an order management system and automatically add order or service information to a ticket when it's created.

Customise Zendesk and how it fits into your stack

Close out duplicate tickets in Zendesk by checking for other Zendesk tickets with the same value in a specified field.

Add a comment to new Zendesk tickets and delete attachments on closed ones.