Unlock personalized service at scale with a unified customer view

See how Zendesk's open & flexible platform makes personalization scalable by connecting customer insights with AI bots that can take action across different systems.

Great service relies on having a complete view of your customers. That means bringing all your support channels, workflows, customer data, and apps into a unified workspace so agents have the context they need for every customer interaction.

But businesses need to take the idea of a single customer view one step further. With automation and predictive intelligence in Zendesk, companies can act on customer data across different channels, systems, and teams to deliver personalized interactions on a much larger scale.

Move from data to action with a single view

Empowering your organization to act on a unified customer view is a journey. Starting with all your support channels in one place, you can easily expand capabilities as your organization grows, moving toward the ultimate goal of personalized service at scale.
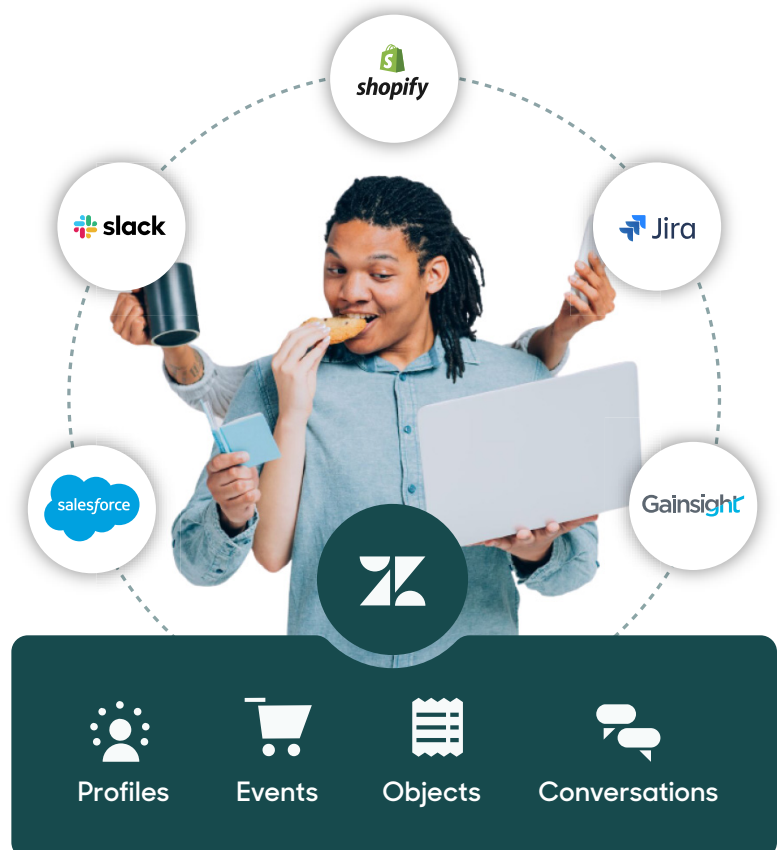
1 Create conversational experiences in a single view

Consolidate your channels, conversations, and support functions in a unified workspace, so customers get a faster and more seamless experience.

2 Empower agents with context and collaboration

Put external data and apps at your agents' fingertips and make it easy for them to collaborate across teams and departments.

3 Deliver personalized support with automation and intelligence

Make personalization scalable with automated workflows across systems, AI and connected bots that intelligently collect and act on customer data.

Choose your preferred way to integrate
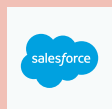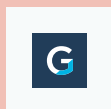
| OFF THE SHELF | LOW-CODE | PRO-CODE |

Zendesk Marketplace

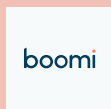Thousands of apps - installed with just a click

Sales	Success	ERP
Collaboration	Engineering	Feedback

Pre-built Connectors

Easily harness the power of iPaaS platforms
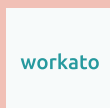
Boomi	Troy.io	Mulesoft
AWS	Workato	Azure

APIs

Programmatically integrate Zendesk - across the entire suite

Zendesk Application Framework

Create your own app - and do nearly anything

Conversational Data Orchestration

Build custom integrations and automations on Zendesk

Increase ROI with a unified customer view

With a unified view of the customer, you can increase the value of your CX investment. Your CX agents will have relevant customer data and context available in a unified view so they can quickly determine the best course of action. You can scale with AI-powered conversations and custom integrations that allow you to do more with less, while keeping customer relationships strong. The result is a smart, scalable CX operation that creates efficiency and adds value at every step of the customer journey.

Unlock personalized service at scale. Talk to a sales rep.