

Better conversations with Zendesk bots

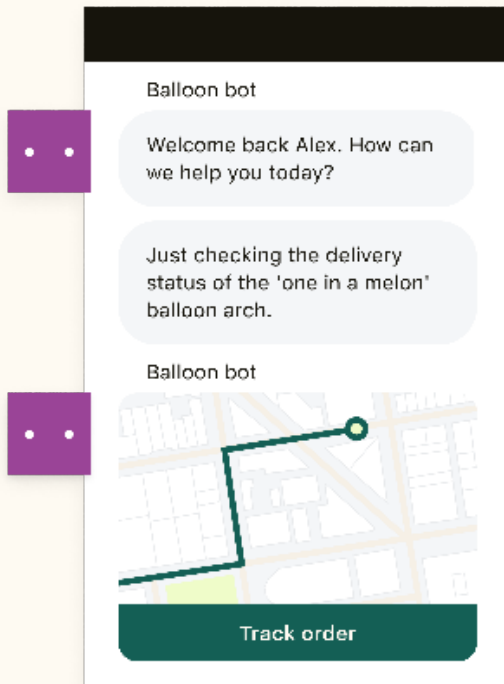


Better conversations with Zendesk bots

- 01.** Create better conversational experiences
- 02.** Make a good first impression
- 03.** Deliver instant answers
- 04.** Respond when everyone is offline
- 05.** Connect to external systems
- 06.** Collect important customer information
- 07.** Add the human touch
- 08.** A success story



01. Create better conversational experiences



70% of customers expect conversational experiences when they reach out to brands – and bots are often the first touch point in customer conversations

There are a ton of misconceptions about bots, but if one thing is true, it's that they're at the top of everyone's minds. It seems like bots are dominating the headlines like football, celebrities and politicians.

Beyond the hype, bots actually have a myriad of uses in customer service situations.

Firstly, they're usually the first line of defence when a customer reaches out. They can deliver instant answers 24/7.

Secondly, they can streamline and triage queries for agents by collecting key info.

Thirdly, bots are like an extension of your brand, conveying voice, tone and personality to create consistent, memorable, and personalized experiences.

Too bad bots are hard to build and deploy – with all the developer costs and the time it takes to train the bot on the latest language model – right?

Not so fast. With Zendesk, it's actually easy to build bots and create dynamic conversational flows.

To better visualize what bots can do for your business, we put together a few examples of what bots can do straight out of the box without needing to know any code.



First impressions are very important, so give your bots a chance to shine.

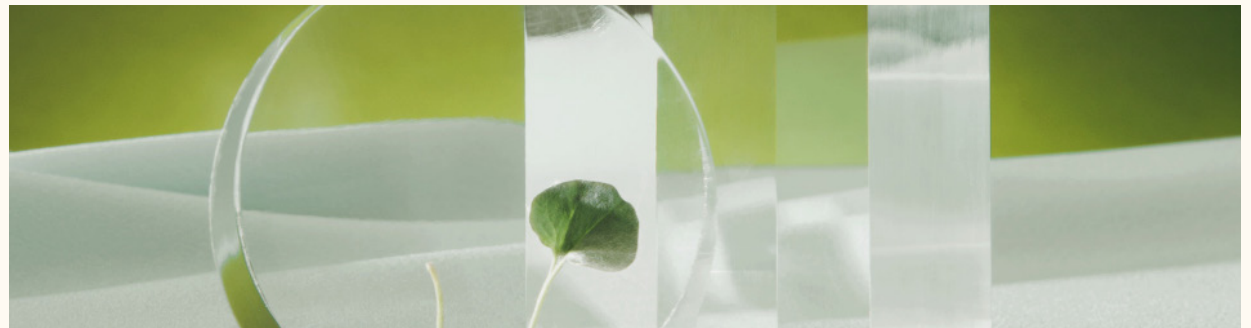
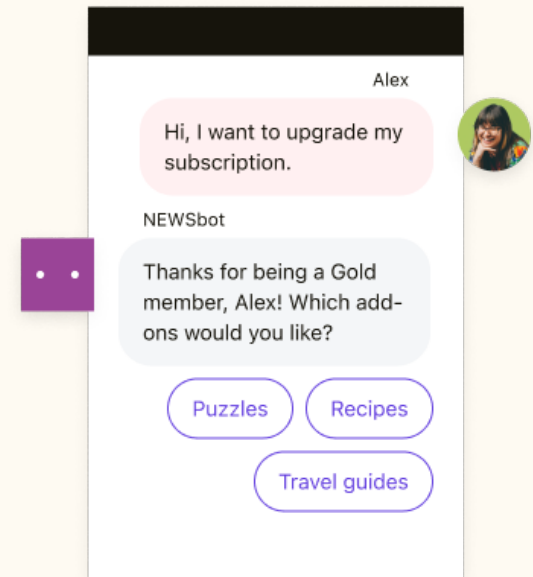
02. Make a good first impression

Bots are often the first point of contact between your customers and support.

That's why it's important to start off on the right foot.

You define how your bot responds to your customers' most common questions in a way that makes sense for your business.

With pre-configured messages, quick replies, and connections to your other business systems, possibilities are limitless.



03. Deliver instant answers

There are a lot of ways to help your customers help themselves with bots

One way is to surface knowledge base articles based on what your customers write. This can be automated article suggestions, or articles specifically chosen to address the issue.

Understanding what your customers need from you most often means being able to automate their most common queries. Anticipating and detecting their intent turns into less friction on the road to a resolution.

On the back end, you can analyze metrics like the engagement rate, containment rate, and feedback performance for each of the bot's answers to identify opportunities for optimization.



Guide your customers to resolutions by understanding their intent.

Generative replies

If the bot finds relevant articles

Generate a reply

Generate a reply

Bot persona

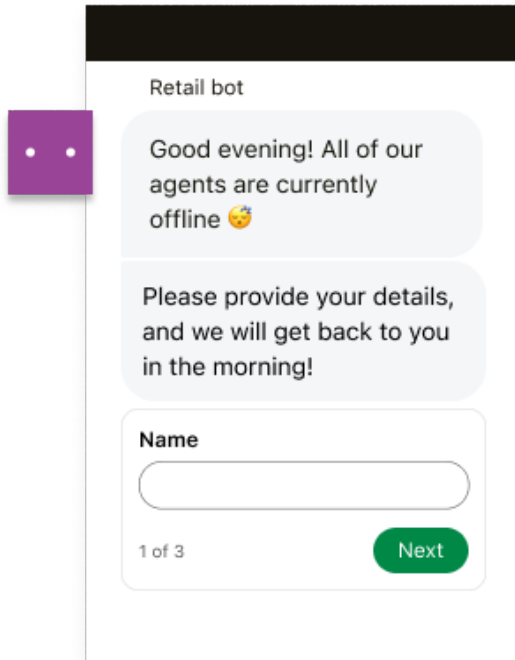
Apply a bot persona **AI**

Friendly
Casual and approachable

Professional
Polite and direct

Playful
Lighthearted and charming

04. Respond when everyone is offline



You can never be sure when customers will reach out.

Bots are a great way of keeping the wheels turning while your customer service team is offline. During normal business hours, your bots can help deflect FAQs and collect customer info to help your agents.

When your agents are offline but your customers are nocturnal, international, or both, you can configure your bots to respond differently than they would during the work day so that queries don't slip through the cracks.

Outside of business hours, your bot can help your customers self-serve by recommending articles (more on that soon) or collect information from your customers in order to continue the conversation when agents are back online.

That way, you can keep a cap on headcount while scaling customer service.



It's not realistic for many businesses to staff a contact center 24/7. Bots can help.

05. Connect to external systems

The screenshot shows a chat interface for a customer named Blake Norman, who is a VIP. A message from the customer asks for tracking information for confetti and glow-in-the-dark balloons. The chat window displays a 'Shopify' macro that provides the following information:

- Customer:** Blake Norman (with a 'View in Shopify' link)
- Order Summary:** Total order count: 12; Total amount spent: \$2540.00 USD
- Order ID:** #888
- Order Date:** Created: 05/05/2023; Amount: \$426.50 USD
- Status:** Fulfilled (indicated by a filled circle) and Paid (indicated by a filled circle)
- Tracking Numbers:** 5833921833 and 5833921844

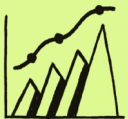
At the bottom of the chat window, there is an 'Apply macro' button with a dropdown arrow.

Bots as sophisticated as you and your business

Many of those reasons your customers reach out to your business can be automated to save time.

Customers often request information specific to them – think shipment statuses of orders or the wait time for live assistance. They might also request information about your business, like a phone number, address, or social media handles. They might ask about show times for films, product availability, or about flights.

This information lives in your other business systems – your ecommerce platform, your CRM, databases – and you can easily configure your bot to pull data for its responses.



Take advantage of the great tools you use in your business to go above and beyond

06. Collect important customer information

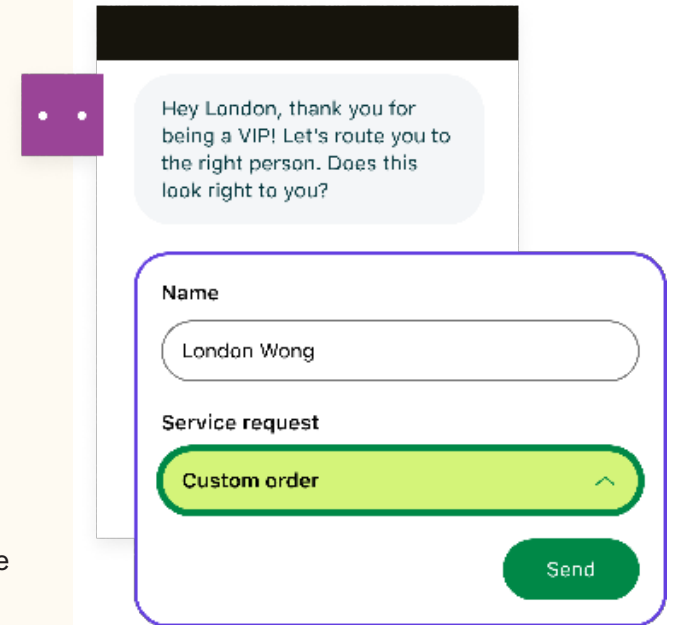
Collect information to create personalized customer experiences

The information your customers give you can help you create a more tailored experience, save time for your agents, and even generate leads.

You can configure your bot to collect details from your customers like their name and contact info, and create custom fields to capture other details that might be unique to your business.

If an agent needs to hop in the chat, they already have key bits of information to keep the conversation going without obligating the customer to repeat themselves.

Custom bots can go way beyond customer service. This feature can also be used to generate leads for your sales team, or by marketers to deliver content behind a gate.



Hey London, thank you for being a VIP! Let's route you to the right person. Does this look right to you?

Name

London Wong

Service request

Custom order

Send



Leverage your customer data to generate leads, save time for agents, or even surface marketing opportunities.

07. Add the human touch

Let your bots do the heavy lifting

Bots are excellent at removing repetitive, low value tasks, freeing up time for agents to focus on more complex queries that need a human touch.

According to our CX Trends report, the most frustrating conversational experiences involving bots happen when customers

- Can't get accurate answers
- Have to start over when they speak to a person
- Cannot get through to a human at all

That's why it's important to keep the line open for agents. Use them to deflect common

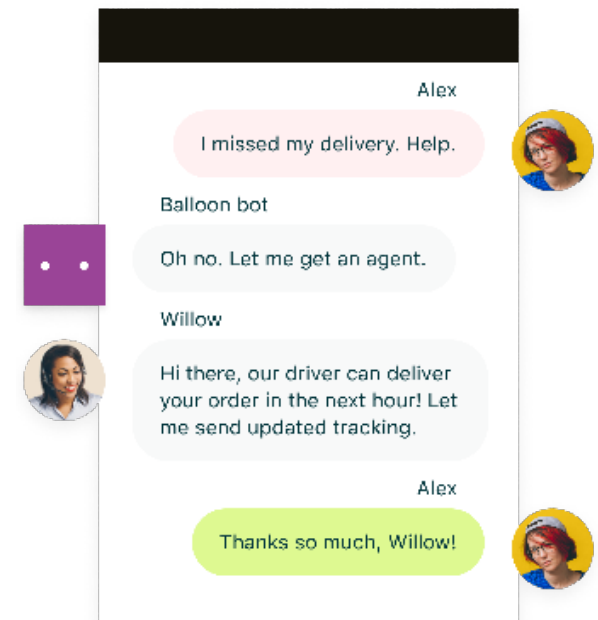
queries, automate the repetitive tasks, collect relevant information up front, and then escalate to a real person when necessary.

The entire conversation is surfaced in the agent's workspace, so they can pick up where the customer left off without the customer having to repeat themselves.

The bot can also be configured to route certain conversations to specific agents or departments, ensuring a seamless experience that leads to a solution.



Bots aren't meant to handle every request, but they sure do take a load off your agents' shoulders. Here's when to bring in the human touch.



08. A success story



It's easier than ever before to create great conversational experiences – and Zendesk makes it easy.

It doesn't have to be complicated

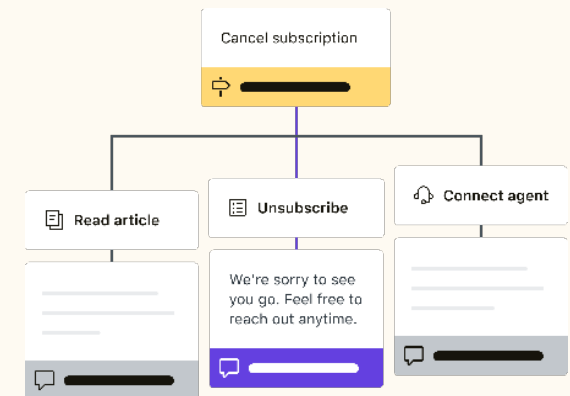
Zendesk's bot builder is a click-to-configure, tool to build bots that don't require any code. Straight out of the box. Bots can be built once and deployed anywhere to help scale your support operation on any messaging channel.

Bots powered by Zendesk are a cost-effective way to manage high volume and meet changing customer demands because they can serve more customers without adding headcount.

Your customers get the fast, personalized service they expect, you can maximize your agent productivity, and your business can scale support without extra costs.

Our customers who use our bots saw improvements in resolution time, customer satisfaction, and agent efficiency.

So what are you waiting for?





Subscription-based image and video hosting platform Photobucket has more than 70 million members worldwide. With users interacting with its site around the clock, the Photobucket team looked to its long-time partner Zendesk for a messaging solution with a bot to help deliver cost-efficient 24/7 service to its global customer base.


“The bot is perfect for our users that need help when our agents are offline. They can interact with the bot to get answers quickly. Instead of sending us an email and waiting until the next day to hear from us, they can get answers to their questions right away.”

Trishia Mercado

Senior Manager, Member Engagement



Success metrics

 **30%**

Decrease in annual tickets

 **17%**

Decrease in first resolution time

 **96%**

CSAT (Customer Satisfaction)

Artificial Intelligence made easy

It's easy to build the beautiful conversational experiences that your customers have come to expect. Bots powered by Zendesk help companies large and small scale their support operations with great features straight out of the box. No coding knowledge required.

[Get a demo](#)