ADVANCED AI

# Harness the power of AI for customer service

We are in the midst of an AI revolution – but when it comes to customer service, most companies haven't yet had a chance to see the benefits. That's because they're not using AI built for customer service.

Everyone has heard of chatbots, but that's only hitting the surface. AI built for customer service reaches far deeper that because it feeds into the entire experience. It enhances every customer interaction so that your conversations are more intelligent, more efficient, and more helpful.

Zendesk AI works right out of the box, ready to go in minutes without needing developers, IT spend, and the lead time needed to train a custom model.

While other AI models produce generic recommendations, ours is built purposefully for CX. It's easy for agents to use because it fully integrates into their workspace, increasing producitivity.

Lastly, our bots actually work, creating natural, personalized conversations that lead your customers to real resolutions.
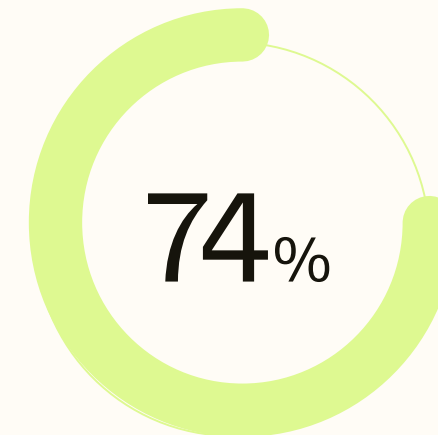
74% of agents believe having access to AI tools will help them better personalize their interactions
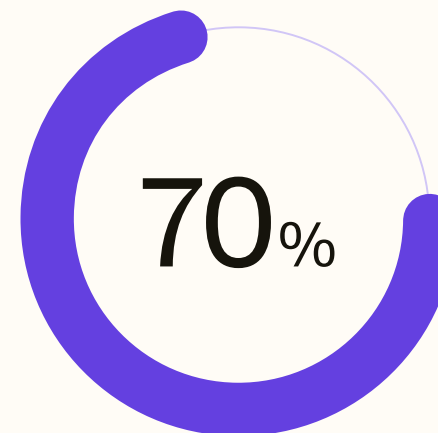
70% of customers believe the use of AI will lead to more effective customer support

Generic AI versus AI built for CX

Generic AI	AI built for CX
Requires tons of training It can take months to train a language model to nail down the right approach to customer service. That burden shouldn't be left to businesses.	**Accessible to everyone** It should work right out of the box, be ready to go in minutes, without needing developers, heavy IT spend, or months of lead time.
Offers generalized answers The hype around generative AI is promising, but bots need to know the ins and outs of your customer service organization in order to be effective.	**Optimized for excellence** Our AI is built to be accurate and effective across your CX operations, built on the learnings of countless service interactions, unlike most generic AI on the market.
Is not fully integrated AI should touch every part of the customer experience, but a mishmash of different solutions can unnecessarily complicate your agent experience.	**Boosts agent productivity** Zendesk AI is fully integrated into the customer experience, from bots that deflect and resolve queries to intelligence in the agent workspace. Agents are empowered to be more productive and focus on high-value tasks.

Read on to learn four ways you can make the most out of Zendesk AI to create amazing customer experiences
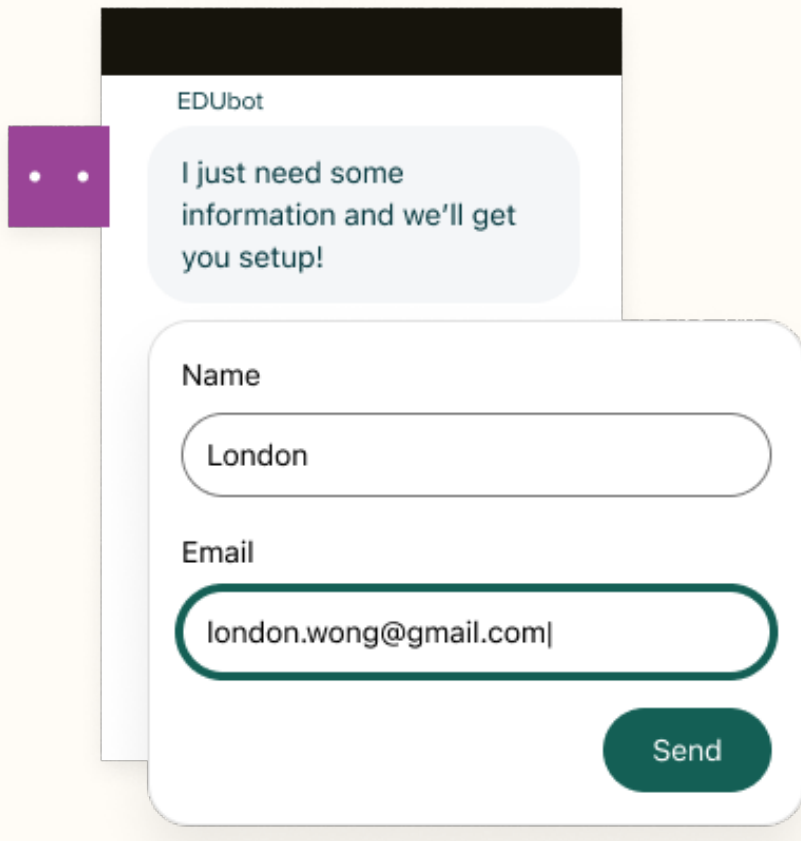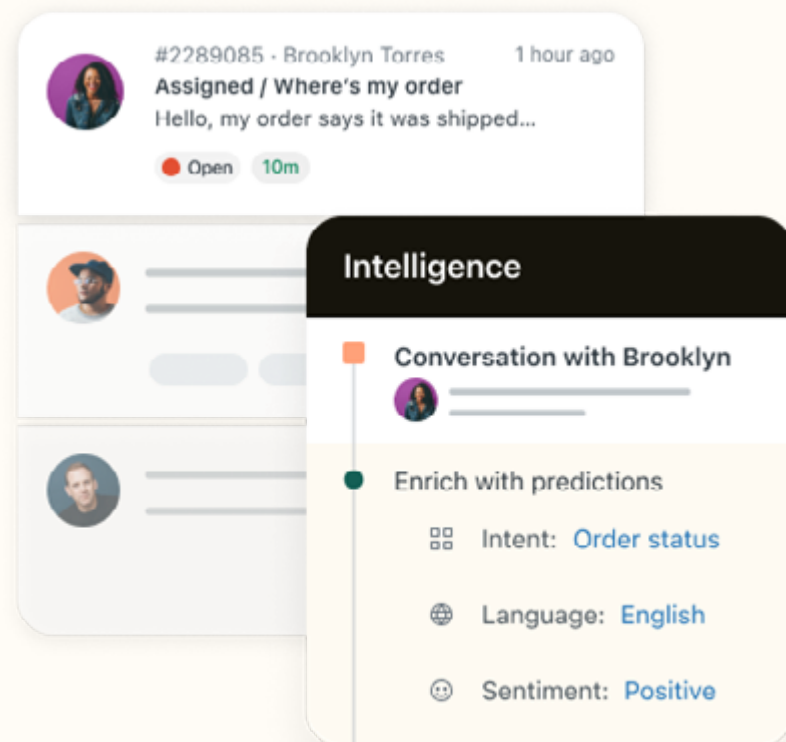
01 Eliminate manual triage to save time for your agents

When tickets appear in the agent's workspace, they need to figure out how to prioritize it against other conversations.

Agents can spend upwards of 45 seconds per ticket triaging to make sure it ends up in the right place, weighing factors like sentiment, language, and agent availability.

This is where AI can step in, saving time when tickets start to pile up. With intelligent triage, AI can determine the intent, sentiment, and language to ensure the ticket is dealt with efficiently.

To accomplish this, Zendesk has done the heavy lifting by training our AI on countless customer service interactions, leading to time saved and more efficient, agile agents.

02 Advanced bots with pre-trained intents

Our AI powered bots are better than ever, pre-trained on the most extensive database of customer intents specific to CX teams. This leads to more personalized and accurate responses, more productive agents, and faster setup.

Advanced bots can be set up on email or messaging, with codeless click-to-configure tools that connect every part of the customer service experience.

They analyze incoming requests to understand what customers are asking for and how they feel in order to deliver the perfect response.

Better bots result in time saved for your support team, higher deflection rates for your business, and most importantly: happier customers.
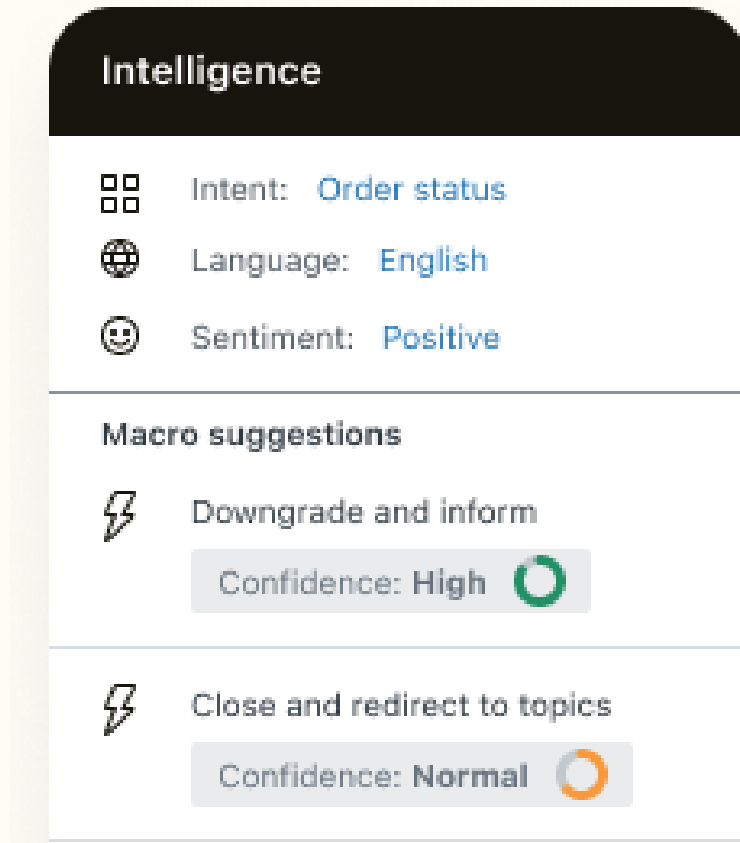
03 Intelligent agent tools to remove guesswork
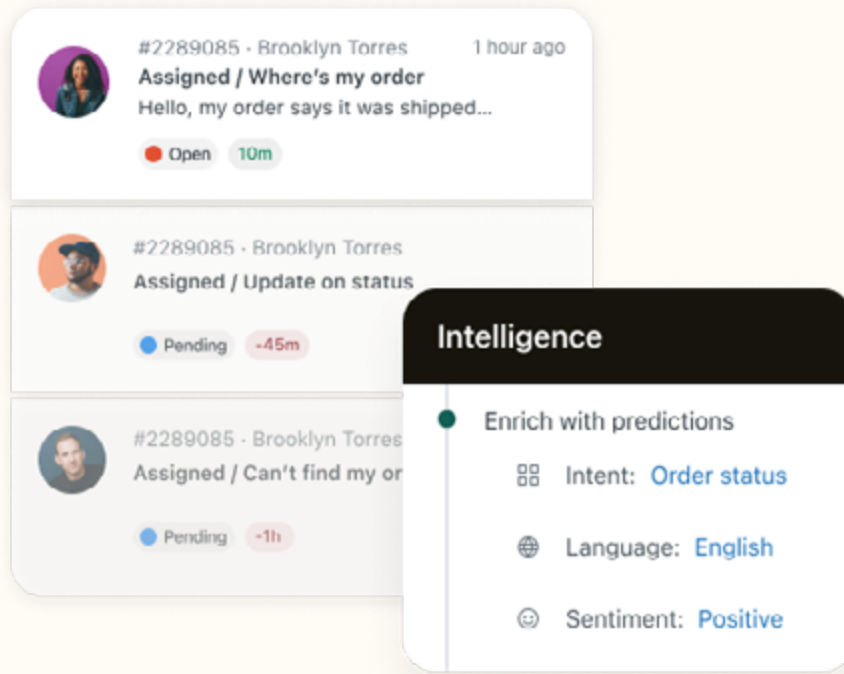
It's a common misconception that AI will replace customer service agents completely – but it's the human touch in support that take interactions from basic to memorable.

Empowering your agents with AI can look like surfacing intelligent insights in their workspace to help them do their job more efficiently, removing the guesswork and repetitive manual tasks.

Once conversations are routed and prioritized, agents can use intelligence in the context panel to glean insights about the customer and determine the best course of action in the conversation.

It makes interacting with customers easier with intuitive tools and suggestions that are accessible, reducing pressure on agents experiencing high ticket volumes.

Intelligence

- Intent: Order status
- Language: English
- Sentiment: Positive

Macro suggestions

Downgrade and inform

Confidence: **High**

Close and redirect to topics

Confidence: **Normal**

04 Streamline the creation of macros and suggested actions

A macro is a prepared response or action that an agent can manually apply when they are creating or updating tickets.

With AI-powered macro suggestions for admins, agents can respond faster and more consistently.

AI identifies gaps in existing macros and generates relevant response to reduce time spent on each ticket, while helping drive the customer to a resolution.

The same tool can be used to solidify your knowledge base, with AI scanning your customer conversations to identify opportunities to create and update content.

Doing so can increase deflection, as your customers can use your help center to help themselves before reaching out to your team.

Start making the most of AI today

Using AI for CX isn't new to us. At Zendesk, we've already helped our customers use AI in billions of customer service interactions – making customer service better, faster, and more productive.

AI is part of our DNA, with a layer of intelligence powering every aspect of the customer experience. We've trained our models on billions of conversations, because nobody knows CX like we do.

This helps our customers scale up support while keeping costs down, turning every agent into a top performer, and unlocking optimization every step of the way.

Our tools that help triage, analyze, deflect also make your service teams more efficient, while keeping customers happy. That's only the tip of the iceberg.

Companies trust Zendesk to deliver great, intelligent customer experiences.

Click **here** to view more in-depth information about how to get started with Zendesk AI today

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