Increasing operational efficiency with Agent Workspace

Customer service teams face a lot of challenges, like managing increasing ticket volume across multiple channels, and being asked to do more with limited resources. Alongside this, customer expectations are higher than ever. Finding a CX solution to fit these needs can be difficult.

To meet these changing demands, there's Agent Workspace. Agent Workspace brings together data, AI, and customer context in one, unified interface so your agents can deliver effortless customer experiences.

In a single, unified view, agents can connect with customers where they prefer, while maximizing productivity with powerful collaboration tools.

To learn more about how dynamic and adaptable Agent Workspace can be, read on to learn more about new, customizable features that will have your agents working smarter and harder.
# Layout builder for custom interfaces

Design the perfect workspace and improve your workflow with custom layouts, enabling you to find critical information faster and spend more time focused on priorities.

<table>
<thead>
<tr>
<th>Default UI</th>
<th>Custom layouts</th>
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</thead>
<tbody>
<tr>
<td>• Limited to a default layout with static ticket fields on the left, conversations in the middle and customer context on the right</td>
<td>• Quickly increase efficiency for teams that require apps to be front and center</td>
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<tr>
<td>• Often, the critical information agents need to see can be hidden under icons and lists</td>
<td>• Achieve speedy resolutions with default settings for the right workspace size</td>
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<tr>
<td>• This meant agents must click multiple times to access their most used custom app – every single time, for every ticket</td>
<td>• Empowers teams to decide which information is visible to different agents or agent groups with contextual workspaces</td>
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<tr>
<td>• Agents are bogged down with unnecessary information that interrupts their workflows</td>
<td>• Configurations based on conversations and workflows, with the context and interface of the workspace dynamically adapting based on the conversation or workflow. It saves agents time, increases productivity, and</td>
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![Custom layouts example](image-url)
Custom objects to capture unique data without the heavy lifting

Custom objects allow you to connect and store data from third party systems. This means you can tailor your Zendesk data and capture relevant information to get a 360-degree view of your customer and your business.

Until recently, customer service teams created custom objects with our API – but it required a lot of technical expertise.

Our new and improved custom objects early access program puts control back in the hands of admins.

Low to no-code experience for setting up and management.

Bring in business context on day one in a centralized view that's natively built within the Agent Workspace.

Create powerful workflows by pairing custom objects with triggers based on your unique data.

Use lookup fields to build reports on data with advanced analytics.
Status updates for better insights and routing

Teams need to have effective internal processes in place that make it easy to monitor agent status, capacity, and workload, all in real-time.

And operational efficiency will only continue to grow in importance. Our latest CX trends report showed that:

73% of CX leaders have seen increasing ticket volumes this past year, but first response time has increased by 11%. Efficiency is lower, but customer expectations are higher, with

72% of customers reporting that they expect immediate service when they reach out.

Agent Status

Monitoring agent status is key to your team being agile. And part of that is enabling your agents to set the right status based on your business workflows. Previously, agents could choose from a few preset statuses – online, away, transfers only, and offline. Agents can now create a custom status in a single place across multiple channels. This streamlines
Bots should also be able to connect to other business systems (like your knowledge base, ecommerce platform, or scheduling platform). They should work on your high-value channels, like messaging or email, whether they’re a social channel like WhatsApp or your own home-grown web and mobile messaging. These bots can be built out-of-the-box, with click-to-configure responses that don’t require coding. But they can also be as sophisticated as you need them to be by integrating data from across your organization for a bespoke, automated experience. How agents manage statuses across channels while giving managers real-time visibility into agent availability.

**Custom ticket status**
Ticket status is now more flexible, enabling teams to better represent unique conversation lifecycles. Previously, agents could select from five default statuses throughout the ticket journey: New, open, pending, on-hold, and solved. With custom ticket statuses, agents can better represent where the ticket is holding, both to the customer they’re helping and to their organization for better visibility.

**Workflow-based status**
Workflow-based statuses allow support teams to create and display custom statuses to specific agents for specific workflows. This streamlines operations by ensuring every request is delivered to the right agent and the right team.

72% of customers expect immediate service when they contact your support team.
Intelligent triage and skills-based routing

Ensuring every query is delivered to the right agent and team is critical. With omnichannel routing, support teams can automatically route conversations across channels within Agent Workspace, based on factors like agent status, capacity, and conversation priority.

To take this capability further, we are introducing skills-based omnichannel routing to ensure conversations always end up in the right place, balancing agent workloads and increasing efficiency, consistency, and personalization.

In order to save more time for your agents, they can also take advantage of AI-powered intelligent triage, removing the need to manually read and sort through tickets. They are automatically categorized by customer intent, sentiment and language before being routed to the right agent or team.
Deeper reporting, analytics, and data-driven insights

Data-driven insights are crucial to any CX organization’s ability to adapt in a changing world. But not every team uses a data-driven approach, as it can be difficult to collect data between silos and poor habits. Without a proper strategy in place, CX organizations suffer.

With Zendesk, real-time analytics help you measure and improve CX. With customizable, out-of-the-box dashboards, you can get insights from your service data immediately. With this, you can fine tune your operations with key metrics at your fingertips, knowing exactly where you can improve, optimize, and reduce customer wait times. You can better monitor agent performance and activity across channels to explore opportunities for improvement. Most importantly, you can better learn who your customers are and leverage your conversations to make data-driven decisions.

Alongside new features like custom agent and ticket statuses, you can now gain real-time insights with omnichannel agent status reporting. With this, your teams can make quick adjustments based on workload and availability, monitor individual agent performance, and celebrate top performers.
Group SLAs to improve accountability across the organization

Group SLAs allow you to measure SLA targets across teams to increase accountability and maintain good customer relationships.

Previously, CX teams lacked visibility when tickets were handed off to other departments. For example, a ticket regarding a refund moves from a customer service agent to the finance team, but only your customer service team is accountable to the SLA.

With Group SLAs, CX teams maintain efficiency as they become more cross-functional. When tickets are reassigned to another group, they will have their own SLA for handling time, ensuring accountability across the ticket lifecycle.

Group SLAs make it easy to identify bottlenecks across internal teams and processes, giving your team the transparency needed for more reliable, scalable service.
Agent Workspace is an adaptable, dynamic interface for your agents

Every business has unique needs, but tailoring your support system can be challenging. Between extensive resourcing, limited control amidst shifting priorities, and sacrificing speed for customizability, finding the right solution is difficult. But it doesn’t have to be this way.

Zendesk is easily customizable to fit your CX needs. Our dynamic, adaptable Agent Workspace is a unified interface that serves as a home for all of your conversations and tickets from every channel, alongside crucial bits of data and applications. You can optimize your agent workflows, solve issues faster, and view all of your conversations in a single view – keeping everything and everyone together.

With Agent Workspace, and drive innovative customer experiences that evolve with your business.

Click here to take a tour Agent Workspace, and learn how you can create custom interfaces that suit your business’ unique needs.