



zendesk

Make voice your CX game changer

Smarter for agents and
better for customers



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Voice got overlooked, but not by customers

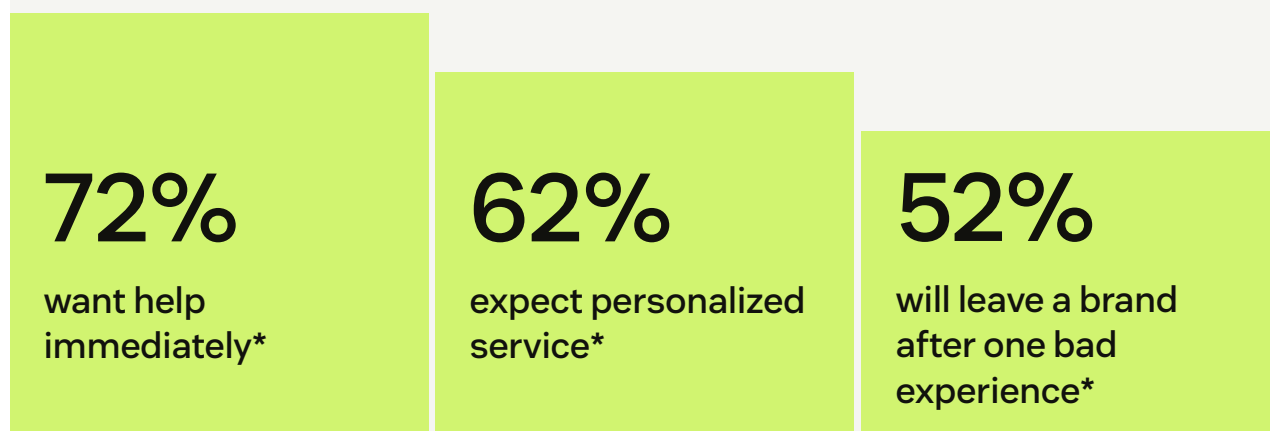
Your customer has waited for 10 minutes. They've repeated their account number three times. They're frustrated, and their problem still isn't solved.

That's the voice experience for too many customers today.

Not because voice as a channel is obsolete but because it's been neglected. In the race to modernize, leaders embraced digital messaging, chatbots, and automation. Voice? It got left behind.

But when things get emotional or complex, customers still want to talk.

That's why voice handles 65 percent of all inbound contact center interactions. And when customers do call, they expect more:



It's not the customers who've abandoned voice; it's businesses.

Legacy systems often leave customers stuck in rigid IVRs, forced to repeat information at every touchpoint—a frustration shared by **71 percent of customers**. Agents are left juggling tools that don't talk to each other, apologizing for lack of context and absorbing customer frustration with limited support. **Sixty-three percent of agents report burnout—and turnover in some contact centers hits 45 percent or higher.**

Voice isn't the problem. The problem is how it's managed by businesses.

Zendesk for Contact Center, powered by AWS, brings voice back into the heart of customer experience (CX), transforming your contact center into a modern resolution engine.

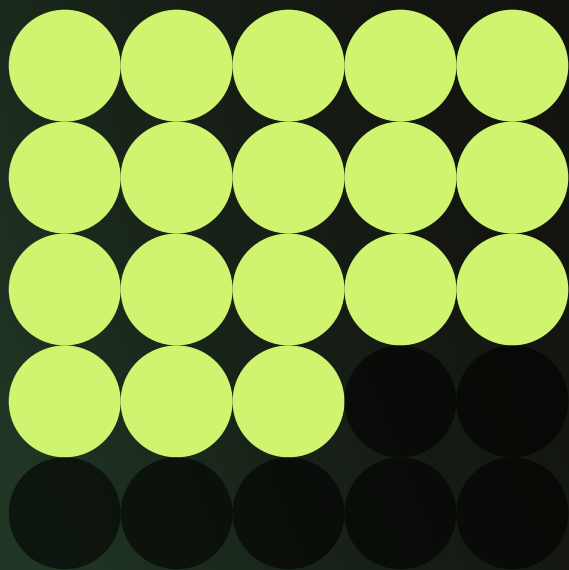
This ebook shows why voice still matters, how expectations have evolved, and how Zendesk helps businesses deliver the kind of experiences that create loyal customers.

* Deflieze, Margaret, "35 customer experience statistics to know for 2025," Zendesk, 2025.

The modern voice gap

Imagine you're a customer: You take a deep breath, bracing yourself, then hit "call." The breath isn't so much about the issue as it is the process. You're not just calling about a delivery or a bill. You're stepping into a system that too often feels designed to wear you down. The menu that doesn't quite match your problem. The hold music. The moment you finally reach an agent, only to explain everything all over again right from the beginning.

What customers want isn't complicated. They want to be recognized, understood, and helped quickly, without having to repeat themselves multiple times. They want to call and be greeted by someone who already knows their history—the last interaction, the product they're asking about, the ticket that never closed. No repeat questions. No channel confusion. Just a single, clear path to resolution.



Zendesk's 2025 CX Trends report found that

70%

of customers expect businesses they interact with to have full context. Yet only half of CX leaders feel equipped to meet that standard. The problem lies in outdated systems, designed to route not connect. These systems silo channels and leave support teams struggling to deliver modern experiences on outdated infrastructure.

Zendesk for Contact Center, powered by AWS, closes the gap between what customers expect and what most systems deliver. Intelligent, personal, and ready to resolve, it brings every interaction into one seamless experience. This is what support should feel like.

Zendesk for Contact Center

Voice, reimagined

Customers want fast, personal service. Businesses want efficiency, loyalty, and measurable returns. Zendesk for Contact Center delivers both. Built with a CX-first approach, it places live calls alongside chat, messaging, email, and ticketing in a single, intelligent workspace where agents can see the full interaction history across channels.



What if every channel felt like the best one?

Zendesk for Contact Center makes that possible by treating every touchpoint as part of the same continuous experience. It does this by using AI to remove the gaps between channels, agents, and systems, so resolution happens fast.

When a customer reaches out, AI understands their intent and connects them to the right person. No rigid menu trees, no guesswork. From the first word, agents see a full trail of recent activity, automatically surfaced across systems. No switching tabs. No scrambling for details. Just focused, human support.

As each interaction unfolds, transcription and sentiment cues help agents stay ahead. Smart summaries and follow-up prompts keep things moving with tickets updated and follow-ups queued automatically. No stitching together tools. No missing history. Just one thread, running cleanly from the first point of contact to resolution. It's all powered by prebuilt workflows, built-in compliance, and a turnkey setup that gets teams live in weeks, not months.

"Before we implemented Zendesk for Contact Center, we were often a bit slower to respond to our clients and didn't have the context that we would have liked. Now we have the tools at our disposal to deliver the experience expected of a luxury brand."

Leveice Reynolds, 2IC Retail Operations

Fewer tools, less training, less friction

Most contact centers are overstacked with separate systems for voice, chat, email, and ticketing. The result is too many tools to keep track of, slow onboarding, and support costs that rise faster than service quality.

Zendesk for Contact Center simplifies all of that.

- **AI designed for the entire service journey:** It identifies intent before the call connects, guides agents with real-time suggestions while they talk, and drafts summaries and follow-up actions the moment they hang up.
- **Built for resolution, not just routing:** Skills-based routing, live transcription, and sentiment cues keep interactions on track and customers off hold.
- **True omnichannel + native case management:** Voice sits in the same Zendesk workspace as chat, messaging, email, and social, so agents never switch systems and customers never repeat themselves.

Powered by **Amazon Connect**, Zendesk for Contact Center brings enterprise-grade voice into a modern CX-first design. Its cloud-based setup scales with your business, offers flexible pricing, and supports key compliance needs like SOC 2, HIPAA, and FedRAMP—right out of the box.



Business impact:

Hoag Health cut ticket-resolution time 86% and boosted CSAT 13 points after unifying voice and digital support with Zendesk.

Built to grow with your business

Scale with confidence and agility

Customer expectations aren't static. Your systems shouldn't be either. Scaling shouldn't mean reworking call flows, rewriting routing logic, retraining agents, and relying on IT to stitch it all together.

Unlike rigid legacy voice platforms, Zendesk for Contact Center scales smoothly as you expand—adding agents, expanding regions, or handling seasonal peaks and troughs—without expensive re-architecture or downtime. Built on Amazon Connect and integrated natively into Zendesk, it gives teams the power to evolve operations without starting from scratch.

Admins can adjust call flows or queue logic on the fly. Agents stay in the same intuitive workspace they already know. And as demand grows, the cloud-native architecture flexes to meet it—with built-in compliance and enterprise-grade security.

Customer spotlight: Five Iron Golf



Fast-growing brand Five Iron Golf needed a voice solution that could scale as quickly as it was expanding. With Zendesk for Contact Center, the business opened 11 new locations without added complexity—and cut telephony costs by

80%

along the way.



From the contact center to the C-suite adding value throughout the organization

Zendesk for Contact Center brings value to every corner of the organization and fits teams of every size and maturity level.



Digital-first teams wanting voice without rip-and-replace

Turn Zendesk into a complete contact center, without the hassle of starting from scratch. Handle voice interactions in the same place you manage chat, email, and more.



Supporting organizations that want to avoid IT bottlenecks whilst scaling

Add agents, expand into new markets, or support seasonal spikes—without hitting architectural limits or adding complexity for IT.



CX leaders who need seamless omnichannel customer journeys and unified agent workspaces

Give customers consistent, contextual support across every channel by empowering agents with a workspace that keeps voice and digital connected from start to finish.



Operations and IT teams seeking simpler stacks, better control, and fewer support tickets

Streamline support-stack sprawl. Zendesk for Contact Center simplifies call flow control, reduces ticket backlogs, and keeps your Zendesk instance easy to manage.



Your customers are ready to talk. **Are you?**

Zendesk for Contact Center: built for your team, built for your customers.

Ready to transform your voice channel into a true competitive advantage?

Let's talk

