

# The Zendesk AI Effect:

Real brands, real results,  
outsized impact





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# Introduction

Picture this: A customer of yours receives a damaged item. An item they needed for their international trip – a trip they’re leaving for tomorrow. A now stressed-out customer contacts your company for help. Your customer support agent, empowered by an AI copilot, springs into action – offering a sincere apology and automatically expediting a new item to arrive before they leave for the airport.

Feeling the boost from this good news, your customer heads to their local coffee shop. They buy a drink for themselves, and one for the next person in the queue too. This unexpected, friendly act brightens the day of their fellow patron as well as the coffee shop owner – both of whom pay it forward in their own way.

**This is the Zendesk AI effect: a heartening chain of events caused by a single positive customer experience.** And our customers are achieving it with the transformative power of AI.

Zendesk has been reshaping customer experiences for nearly two decades. The past two years, in particular, have yielded incredible innovations. In 2024 alone, we launched more than 475 new capabilities, including our AI Agents and AI Copilots.

But it’s our decades-long history of transforming customer experiences that sets us apart in the AI for CX space. At Zendesk, we’ve built – and are continuing to build – customer service capabilities powered by customer service insights. That is, insights we’ve gathered from more than 100,000 customers and over 50,000 knowledge bases to deliver personalised, contextual and impactful AI solutions for CX organisations.

Powered by these service-specific AI solutions, Zendesk customers are gaining time back to elevate service with creativity and precision, achieving extraordinary results in quality, productivity and ROI. They’re also outpacing their competition. Having graduated from the pilot phase, they’re now scaling their AI strategies up and across the organisation – and doubling down on their gains by investing them back into the business to drive further growth and innovation.

We’ve gathered their experiences and insights to showcase the power of adopting AI to deliver elevated service – and achieve outsized impact – from those who’ve done it best. Keep reading to learn their stories and discover what it takes to realise high-impact results.

1.6x

Zendesk AI customers are 1.6x more likely to have integrated AI for over a year, giving them a competitive edge through experience and scalability

## Zendesk research methodology

Zendesk surveyed approximately 1,700 users of AI for customer experience, including 350 Zendesk customers, to understand the impact that AI tools are having on CX roles and organisations, and to identify their business value. This study included CX leaders, admins and agents in four countries: United States, Brazil, United Kingdom and Australia.

# Impact in action

First, let's take a look at the immediate and measurable value Zendesk customers are realising with AI – including incredible time and cost savings, as well as elevated customer satisfaction and service quality metrics. Just scratching the surface, these early results indicate there's much more to come.

## 7.3 hours

Customers are saving an average of 7.3 hours per week with Zendesk AI – freeing up teams to focus on strategic, high-value tasks.

## 86%

of CX leaders report that Zendesk AI has significantly improved customer satisfaction scores.

## 91%

of CX leaders report enhanced service quality, meeting rising expectations for speed and personalisation.

## 85%

of CX leaders see measurable cost reductions driven by AI insights and automation.



# The results are in: AI delivers improved service quality, productivity and ROI

Zendesk AI customers are seeing tangible outcomes in three key areas: improved **service quality**, enhanced **productivity** and measurable **ROI**.

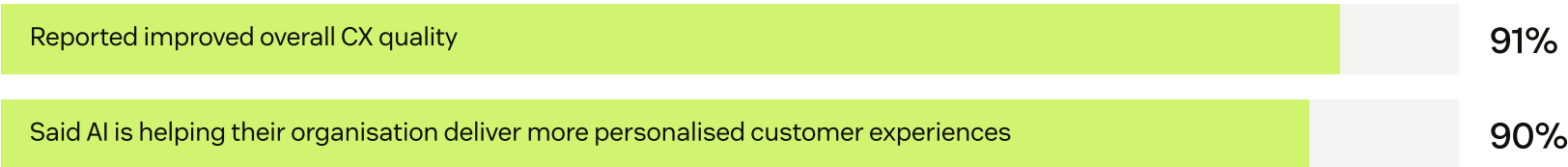
## Prioritising and personalising service quality

Service quality matters to today’s customers more than ever. And when you get it right, customers are immediately raving about you in their group chat or giving you a shoutout on social media.

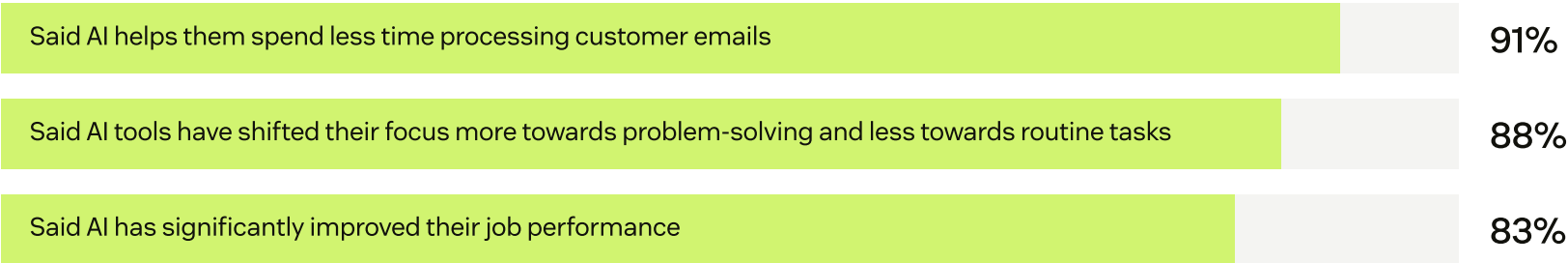
But, with rising customer expectations for personalisation and response rate, how do you continue to deliver experiences they won’t stop talking about?

Zendesk AI enhances customer satisfaction by personalising interactions and providing faster, more accurate responses. In fact, nearly all CX leaders agree that AI tools improve customer experience and boost customer satisfaction.

### CX leaders



### Zendesk agents with AI



Catapult Sports is one such organisation. With Zendesk AI, they’re empowering agents with time-saving tools, providing mission-critical support to their customers and improving customer satisfaction in the process.

Customer spotlight



# CATAPULT

## Catapult Sports scores an impressive 97% CSAT with Zendesk Advanced AI

Since 2006, Catapult Sports has helped athletes and teams reach their full potential. Now, Zendesk Advanced AI helps them do the same. Empowering agents with time-saving tools, Catapult has achieved a 50% reduction in first reply time, 21% decrease in full resolution time and a 14% reduction in average handling time – leading to a 1.8-point increase in average customer satisfaction.

Learn from Catapult Sports

Boosting customer satisfaction (CSAT) is just the start for organisations that embraced AI early. Those trailblazers are now looking to measure the impact of their AI efforts – and understand where to further invest. This is particularly true of those who’ve found success with AI agents. Those organisations are adopting new metrics, such as tracking Bot Satisfaction Score (BSAT), to fully understand how AI agents meet the needs of their customers – and where they can improve.

With AI’s support, teams are better equipped to understand and respond to unique customer needs, making every interaction feel more tailored and impactful.

## Zendesk AI helps organisations achieve broader accessibility

88%

of CX leaders reported overcoming language and communication barriers

85%

of CX leaders highlighted improved service for customers with disabilities



# AI helps CX teams with productivity and innovation

Remember that promise to get time back in your working week? We weren't joking: CX leaders, admins and agents who use AI are experiencing significant daily time savings, which translate into substantial cost reductions and operational improvements.

| AI gives you time back in your day |                     |
|------------------------------------|---------------------|
| Role                               | Time saved per week |
| CX leaders                         | 8.8 hours           |
| Admins                             | 6 hours             |
| Agents                             | 6.8 hours           |

These time savings are reinvested into higher-value tasks, such as analysing data, uncovering new insights and deepening product or service knowledge, ultimately enhancing productivity and reducing time spent on manual tasks.

Unity, the world's leading development platform, experienced this firsthand. After a year of explosive growth, they deployed Zendesk AI to reduce operational costs and introduce time-saving workflows – boosting agent productivity.



Customer spotlight



Optimising agent productivity with Zendesk AI, Unity renders \$1.3 million in savings

Unity needed to scale customer support without adding staff. Connecting a Zendesk AI agent to its knowledge base eliminated over 8,000 requests, and optimised agent capacity to tackle critical tasks.

Learn from Unity

As Unity’s agents could attest, Zendesk AI is a game-changer. According to our research, agents using Zendesk AI are two times more likely to spend saved time innovating solutions for customer challenges versus those who don’t use Zendesk.

And it’s not just agents seeing the benefit. Across roles, AI is transforming workflows, shifting focus from routine tasks to strategic, high-value work. Leaders using Zendesk AI are putting their extra time to good use: 47% said they use it to enhance AI tools and systems for better efficiency; 45% focus on their team’s learning and development.

The same goes for admins: those using Zendesk AI are 41% more likely to use AI tools to improve knowledge base content and 39% more likely to use AI tools to predict and prevent escalations, positioning them as frontrunners in operational excellence.

Zendesk AI is driving holistic changes across every organisation – alchemising time saved into strategy, innovation and career advancement. And at each level of the organisation, AI helps employees elevate their skill set, equipping them with the tools – and time – to think creatively and act with precision, and prepare for future success.

| What’s next for CX: elevated roles at agile organisations |   |  |  |
|---|---|--|--|
| Their role:   | The job they were hired to do:  | But with the help of Zendesk AI, they’re:  | Why it matters:  |
| CX leaders  | Oversee day-to-day CX operations  | Dedicating more time to strategic planning and decision-making   | AI enables CX leaders to steer their organisations toward innovation and long-term success |
| Admin   | Perform routine operational and management tasks  | Taking on higher-value tasks, such as improving customer experiences, identifying creative solutions to challenges and optimising workforce management | AI positions admins as operational architects of the CX organisation                       |
| Agent   | Resolve customer issues, including handling routine tasks and responding to all inbound enquiries | Feeling empowered to spend more time on complex customer issues and deliver exceptional service  | AI enables focus on more meaningful work – and greater satisfaction                        |

Indeed, AI is uplevelling the entire CX organisation, bringing every role into higher level tasks and positioning talent for the future.



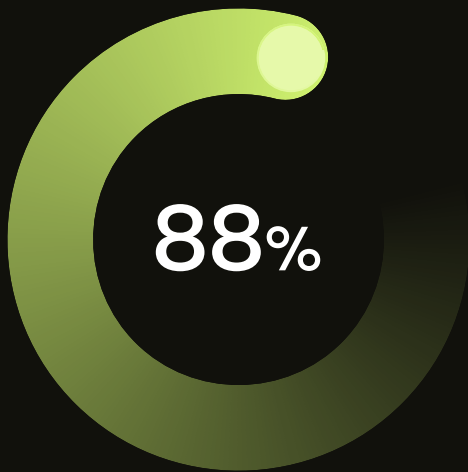
# Measurable ROI for the next generation of innovation

When it comes to ROI, Zendesk AI delivers clear financial benefits – garnering both cost savings and new revenue.

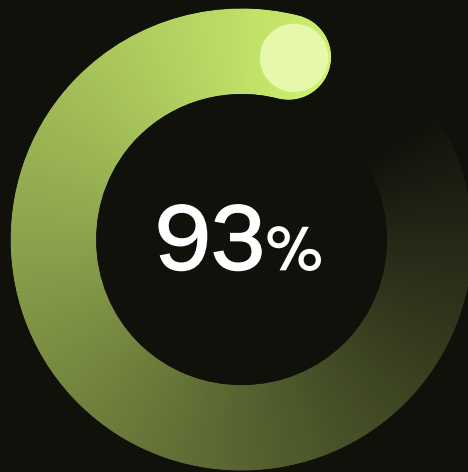
Enter: UrbanStems With Zendesk AI, they're streamlining their processes, improving customer satisfaction and realising incredible savings. And they're not alone: 85% of CX leaders reported measurable cost reductions due to AI.



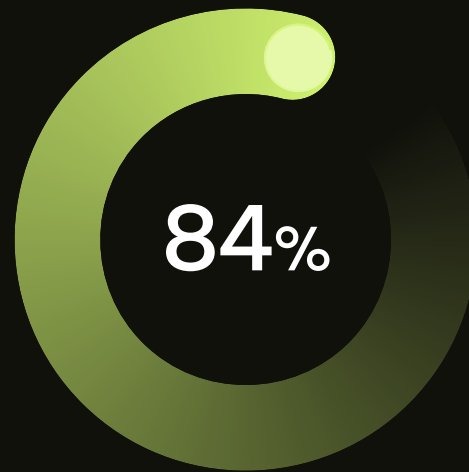
## Zendesk AI brings the future of work into focus



of leaders reported a shift  
towards strategic activities  
post AI implementation



of admins reported  
significant task automation  
gains



of agents reported AI  
reduces errors and  
enhances their confidence

Customer spotlight



UrbanStems reaps \$100K in savings in just 3 months with Zendesk AI

Flower delivery service UrbanStems deployed Zendesk AI to enhance their customer support – and saw returns almost immediately. Utilising AI to automate responses to common enquiries, UrbanStems achieved a 39% ticket deflection rate – empowering their agents to focus on more complex issues, improve efficiency and boost customer satisfaction in the process.

Learn from UrbanStems

Zendesk AI not only proves its value in the short term, but also positions organisations to achieve sustained growth. In fact, 84% of CX leaders reported new revenue streams enabled by AI-driven insights and automation. Revenue that can then be invested back into the organisation – furthering business growth and innovation.



By streamlining operations and uncovering revenue opportunities, AI empowers organisations to cut costs while driving significant growth – revolutionising the way organisations achieve efficiency and profitability.



# Achieving the Zendesk AI effect

Our research is clear: our customers are achieving outsized impact thanks to the Zendesk AI effect. These early adopters are moving swiftly to scale their AI strategies to solve even more customer problems, creating a positive chain that ripples throughout their organisation and out into the world – inspiring new innovation and driving further growth.

Going forward, they'll focus on:



**Integrating tools seamlessly**, moving away from ad-hoc solutions to unified, service-specific AI tools.



**Building AI into daily workflows** and developing habits that maximise productivity gains.



**Investing in team upskilling**. Both agents and leaders recognise the need for AI and data proficiency. With the time leaders gained back, they are focusing on team development and cross-functional collaboration.



**Measuring progress** by adopting AI-specific metrics, alongside traditional ones, to ensure success.

And that's just the start. We'll continue to track our customers' progress and identify areas where they're making significant strides. In a rapidly evolving landscape, their successes are shaping the future of CX with AI.

It's not too late to achieve the Zendesk AI effect – but **now** is the time to get started. We have the expertise to help your organisation navigate its AI-powered CX transformation, equipping you with service-specific AI solutions, like AI agents, workforce management (WFM), Copilot and QA, to support your journey. Together, we will help you adapt, innovate and drive unprecedented business results.



## Ready to realise outsized impact?

Discover the power of Zendesk AI

