



CUSTOMER EXPERIENCE

The Agentic Era: Transforming CX with AI

How Vimeo, Siemens, and JobAdder are moving from ticket efficiency to problem resolution—and why it matters now



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Introduction:

The new standard for customer experience

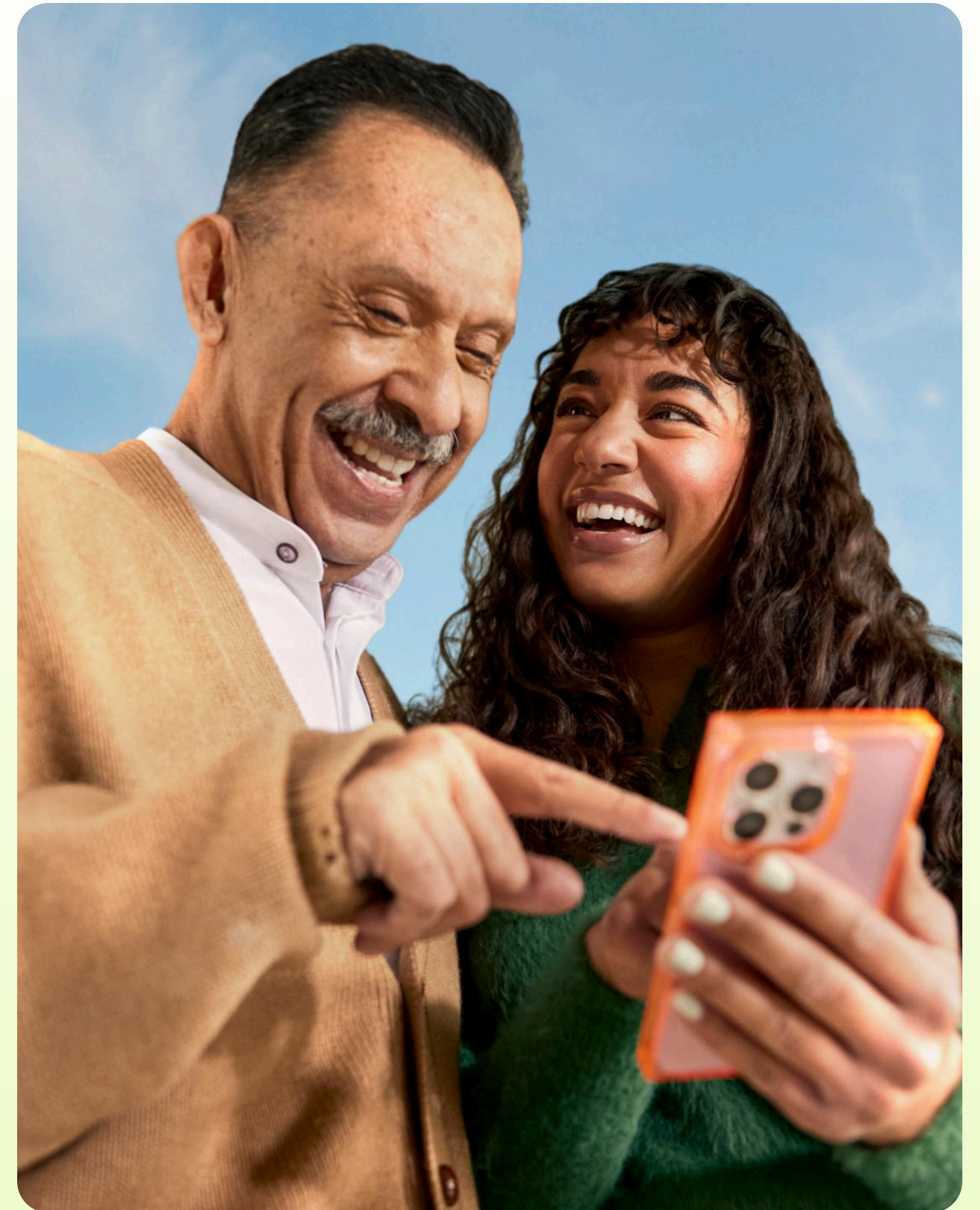
Customer experience is at an inflection point. Traditional support models—built around tickets, queues, and first response times—are breaking under the weight of modern expectations. Customers don't just want faster responses to their tickets. They want their problems solved, completely and immediately. But legacy solutions are holding CX teams back from delivering satisfying experiences.

Leading organizations are responding by shifting from ticket-first to resolution-first operations. They're deploying AI agents that handle complete resolutions autonomously,

empowering human agents with AI copilots, and unifying platforms so knowledge and customer context flow seamlessly.

The results speak for themselves: 30-40% automation rates, double-digit efficiency gains, and CSAT scores approaching or exceeding 90%—all while maintaining the human touch for complex situations.

This isn't theoretical. Companies across industries are already proving what's possible when you prioritize resolution over activity. Here are their stories.





Scaling personalized support for a global creative community

Vimeo serves a diverse global community of video creators—from solo filmmakers to enterprise media teams. Their platform powers millions of videos, and their customers expect support that's both instant and deeply knowledgeable about complex creative workflows.

Vimeo at a glance

Industry

Video platform and creative technology

Challenge

Delivering both instant answers and personalized support for complex creative workflows at global scale

Solution

Zendesk Suite Enterprise, AI Agents, High volume API



Results



30-40%

automation rate



36%

increase in AI agent conversations over 6 months



18-20%

increase in self-service score



43%

AI agent interactions from authenticated users

The challenge: Balancing speed and depth at scale

Vimeo's global customer base expected instant answers for straightforward questions, but also demanded personalized support for complex creative workflows involving video encoding, player customization, and API integrations.

The paradox: how do you deliver both speed and depth simultaneously? Legacy systems strained under high volumes, and siloed workflows forced customers to repeat context when escalating.

“We’ve always had this sense that there has to be a better way,” reflects Noah Kardos-Fein, Director of Digital Support at Vimeo. “Answering the same questions again and again, especially at scale, made us ask how we could improve the experience for everyone.”

The solution: Blending AI automation with seamless human handoff

Vimeo partnered with Zendesk to implement a unified resolution platform powered by AI agents. They combined structured, menu-driven flows with generative AI for open-ended queries.

To achieve this, Vimeo made a critical architectural decision: giving AI access to the same knowledge base, customer context, and action capabilities that human agents used. When issues required human expertise, agents inherited full conversation history—no repeated questions.

The real driver was treating AI support as a product requiring constant iteration.

Vimeo's team continuously reviewed AI conversation logs, refined knowledge articles, and adjusted responses. As knowledge improved, AI became more capable. As AI handled routine issues, agents focused on complex cases that genuinely required human creativity and judgment.

Vimeo scaled personalized support without proportionally scaling headcount. Agents now focus on sophisticated technical issues and building enterprise relationships. Burnout decreased. Job satisfaction increased.

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Our goal is to surprise and delight customers with useful, conversational answers. With Zendesk AI, we're finally seeing that vision come to life.

Noah Kardos-Fein
Director of Digital Support at Vimeo

[Watch the webinar](#)[Read the full case study](#)

SIEMENS

Building a global digital customer journey with AI

Siemens Financial Services operates across approximately 60 countries, helping customers finance innovations across diverse industries—from large enterprises to small sole traders.

Siemens Financial Services at a glance

Industry	Financial services
Challenge	Fragmented systems across 60 countries creating operational chaos and inconsistent customer experiences
Solution	Zendesk Enterprise Suite, AI Agents, Voice, Messaging, Help Center, and Custom Objects



Results



86%

CSAT in the Nordics versus 83% industry benchmark



23%

productivity increase in the Nordics over two years

2x

Nearly 2x productivity increase in France in the first year of deployment

The challenge: Fragmented systems across 60 countries

Before 2019, agents relied on fragmented systems: email inboxes, spreadsheets, and disconnected applications to track customer data. This created operational chaos as the company scaled globally. The challenge wasn't just volume—it was visibility and consistency.

How do you give human agents across multiple regions a complete view of customer interactions when data lives in silos? How do you maintain service quality as complexity grows? For a financial services company where trust and reliability are paramount, inconsistent customer experiences don't just frustrate customers, they put deals at risk.

The solution: Building a unified platform with AI capabilities

To bring visibility and consistency to fragmented global operations, Siemens partnered with Zendesk to build a unified resolution platform—a single platform where agents could view customer data and communicate across all channels, including phone, email, messaging apps, and self-service.

Following successful platform implementation, Siemens integrated AI to automate routine requests. AI agents could identify follow-up questions, ask for clarification, and handle multi-step processes—like automatically resending invoices. The platform also integrated with back-office systems for document and contract management, enabling seamless data access.

Siemens approached this as a phased journey, setting a conservative three-year target: automate 15% of responses while ensuring exceptional experience. This deliberate approach prioritized resolution quality over aggressive deflection targets.

Siemens proved that building a unified resolution platform is a journey, not a

destination. Starting with basic platform consolidation in 2019, they systematically added capabilities, such as omnichannel communication, AI automation, and backend integrations. Each layer built on the last.

Perhaps most telling: operational teams across regions are excited about what additional capabilities they can unlock next. This isn't technology being forced on reluctant users—it's a platform that's proven its value and created demand for deeper adoption.

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Ultimately, we want to get to the point where we have a holistic global digital customer journey. With Zendesk as the foundation and the various apps and integrations such as AI sitting on top of that, we are getting closer and closer to achieving that.

Steve Franklin
Head of Global Customer Services
at Siemens Financial Services

[Read the full story](#)



Making resolution speed a competitive advantage

JobAdder is a global recruitment software platform combining CRM and ATS capabilities, designed to help staffing agencies and internal hiring teams build meaningful connections with candidates, clients, and colleagues. Originally founded in Australia, it has grown into a global company with customers spread across multiple regions.

JobAdder at a glance

Industry

Recruitment software / B2B SaaS

Challenge

Capacity constraints—delivering fast answers at scale while maintaining a human-centered, customer-focused support experience

Solution

Zendesk Enterprise Suite, AI-Copilot (ticket summarization, intent detection, sentiment analysis, tone shift), AI Agents



Results



96%
average CSAT

15min

response time for high-priority tickets

70min

reduction in time to resolve low-priority tickets

The challenge: When downtime means lost revenue

When JobAdder's platform has an issue, customers' businesses stop functioning. A staffing agency can't place candidates. Revenue is directly impacted. Resolution speed isn't a luxury—it's a competitive differentiator.

As their customer base grew, support volumes increased proportionally. They needed fast, reliable resolution without expanding headcount. They also needed to balance different customer needs: some preferred self-service autonomy, while others required immediate expert assistance for business-critical issues.

The solution: Intelligent prioritization meets instant context

JobAdder unified their customer support operations on Zendesk, creating a single resolution platform where knowledge, workflows, and human agents worked together seamlessly. By standardizing processes and strengthening self-service, JobAdder enabled customers to resolve common issues independently.

For critical issues, agents were equipped with everything needed for single-interaction resolution: comprehensive knowledge access, AI summaries surfacing context instantly, and direct integrations with product systems to verify issues and deploy fixes.

The key was intelligent prioritization. High-priority tickets achieved 15-minute response times with agents who had authority and tools to resolve issues completely. No escalations. No "let me get back to you."

AI played a crucial supporting role. The summary feature allowed agents to quickly validate their understanding of a customer's request before diving into troubleshooting.

Instead of reading through long ticket histories or multiple back-and-forth messages, agents could absorb context in seconds and offer solutions immediately.

JobAdder turned support into a strategic advantage. By building a resolution-first support operation, JobAdder didn't just improve efficiency metrics. They strengthened customer relationships, reduced churn risk, and delivered faster resolutions that drove customer loyalty.

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AI has significantly improved our efficiency. Agents can use the summary feature to validate their understanding of a customer's request and offer a solution much more quickly.

Mark Lingard
Head of Customer Experience at JobAdder

[Read the full story](#)

What these stories teach us:

Common patterns in AI-powered CX

While each company faced unique challenges, several strategic patterns emerged that any CX leader can apply:

1 Unification creates consistency

All three companies moved from fragmented tools to unified platforms where knowledge, AI, workflows, and human agents operated together. This wasn't about vendor consolidation—it was about creating operational coherence. When systems are integrated, context flows seamlessly, customers avoid repeating themselves, and resolution becomes faster and more reliable.

2 Knowledge is the foundation

Every success story involved deliberate investment in knowledge quality. AI is only as good as the knowledge it accesses. Before deploying automation, make your knowledge base accurate and genuinely helpful.

3 AI amplifies humans, doesn't replace them

None of these companies eliminated human agents. They freed agents from repetitive work and gave them better tools. Result: higher agent satisfaction, lower burnout, improved retention—and better customer experiences when human expertise is genuinely needed.

4 Resolution quality matters more than deflection rate

These companies didn't celebrate deflection. They measured actual resolution: Did the customer's problem get solved? Did they have to contact support again? How much effort did resolution require? This shift from activity metrics (tickets closed, first response time) to outcome metrics (resolution rate, customer effort, repeat contacts) fundamentally changed how they operated and what they optimized for.

5 Continuous improvement is non-negotiable

Vimeo reviewed AI logs continuously. Siemens layered on AI capabilities over five years. JobAdder iterated on self-service based on usage patterns. Resolution-first CX isn't a one-time implementation—it's an ongoing practice of learning, refining, and improving based on real customer interactions.

6 The principles of resolution-first CX transcend industry boundaries

A video platform, a global financial services company, and a B2B SaaS company achieved similar results using the same core approach: unify your platform, invest in knowledge, deploy AI thoughtfully, empower agents, and measure what actually matters to customers.

Your path forward:

Making agentic service a reality

The companies featured here didn't transform overnight. They progressed deliberately through stages, building capabilities that compounded over time.



If you're just starting:

Focus on knowledge foundation first. Audit your top 10 contact drivers, then expand as you see results. Most companies find that 20-25 topics cover 80% of their volume. Create or refresh knowledge articles for each. Test and measure whether they actually help. Only when your knowledge is reliable should you introduce AI to leverage it.

Start measuring resolution metrics alongside traditional ticket metrics. Track automated resolution rate, first contact resolution (FCR), and customer effort score.

If you're scaling AI:

Create seamless handoffs between AI and human agents. Ensure context flows completely so customers never repeat themselves.

Empower agents with AI assistance, such as summaries, suggested responses, and sentiment detection. Make AI their copilot, not their replacement.

Treat AI as a product requiring continuous iteration: review conversation logs, identify failure patterns, refine knowledge, and improve AI behavior.

If you're leading the pack:

Deploy agentic AI that can handle complete, multi-step resolutions including taking actions across systems.

Expand to proactive support. Identify and resolve issues before customers contact you.

Create feedback loops where every interaction makes your system smarter.

The key question

Regardless of where you are today, ask yourself:
Are we measuring and optimizing for resolution, or just activity?

Metrics like tickets closed, first response time, and average handle time matter. But on their own, they don't define success. Customers don't remember how quickly a ticket was touched; they remember whether their problem was truly solved.

The resolution era rewards organizations that solve problems completely, accurately, and with minimal customer effort. The question isn't whether this shift is coming. It's whether you're ready to lead it.

Ready to lead with agentic service?

The future of customer experience isn't about handling more tickets faster—it's about solving more problems completely. The stories in this ebook show what's possible when you empower AI agents, intelligent platforms, and human experts to work together.

Discover how modern CX platforms make true resolution achievable at scale.

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