

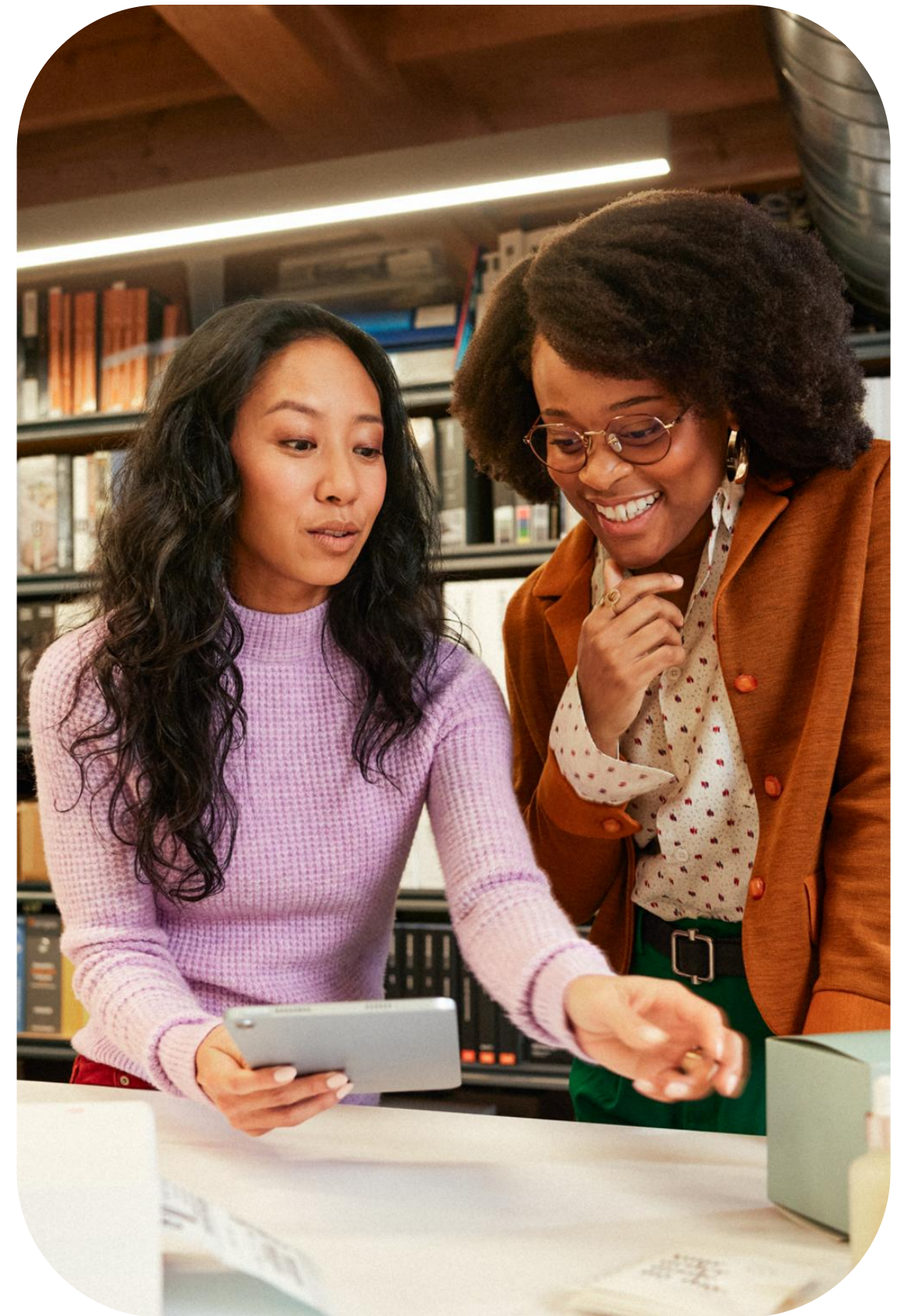
AI MASTERCLASS

# Kosten senken oder Qualität sichern

## KI macht endlich beides möglich



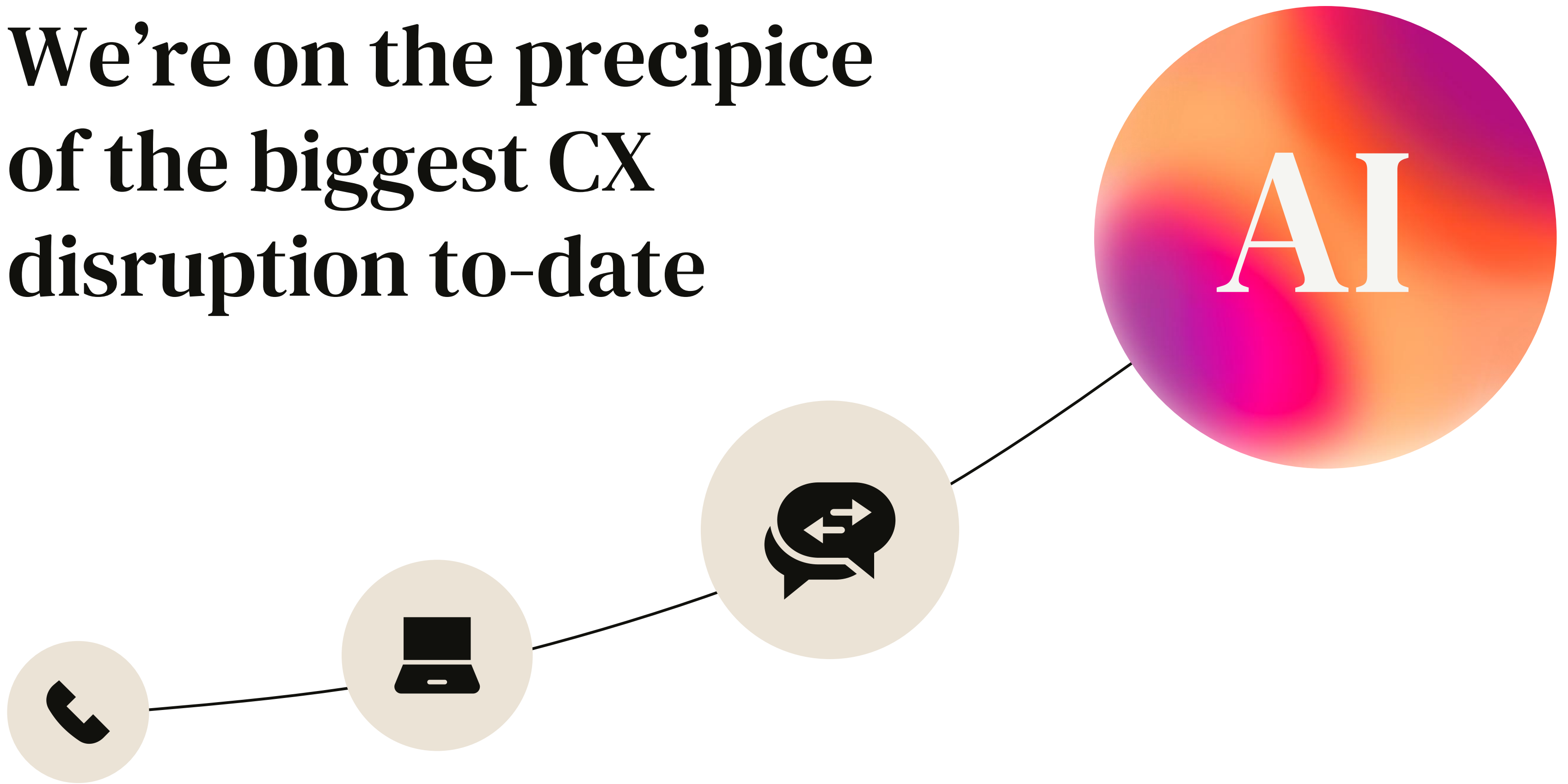
Christopher Harms



**AI impact and expectations**

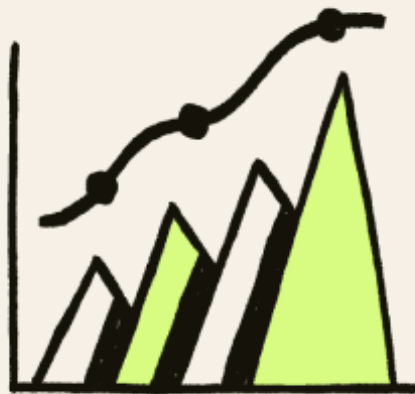
zendesk

**We're on the precipice  
of the biggest CX  
disruption to-date**



**Each time a new technology  
has disrupted CX, it improves  
various constraints that restrict CX**

**VOLUME**



**QUALITY**

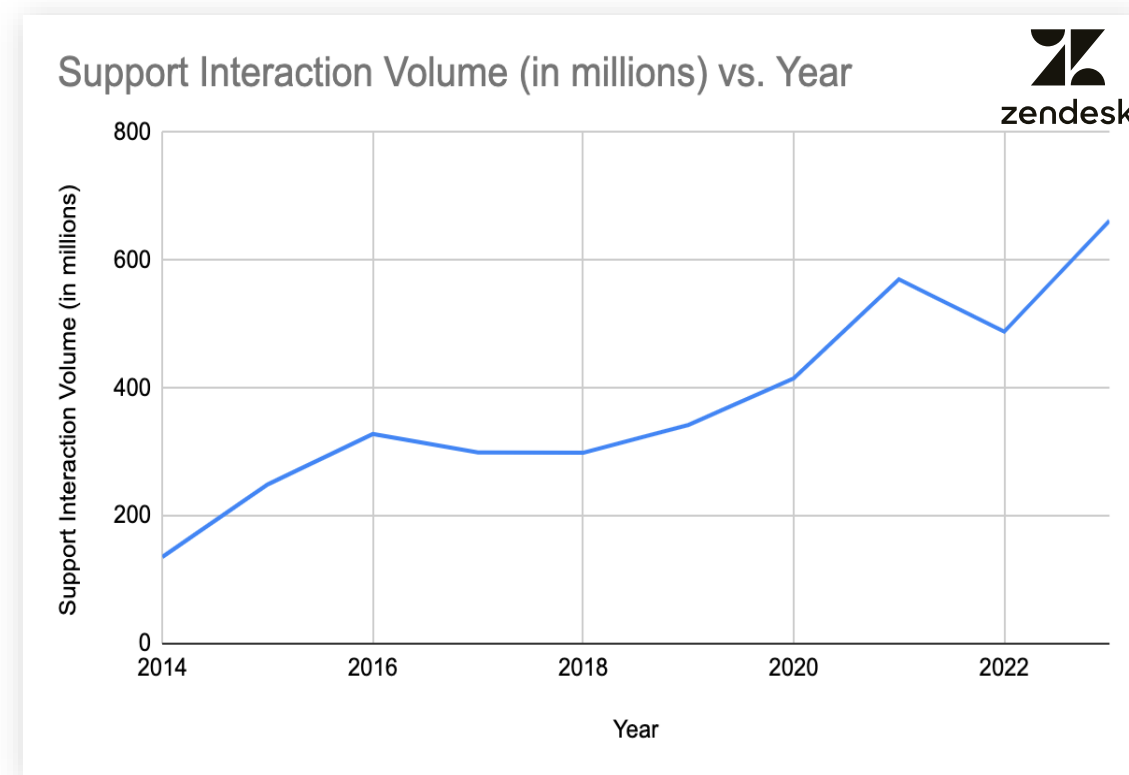


**COST**

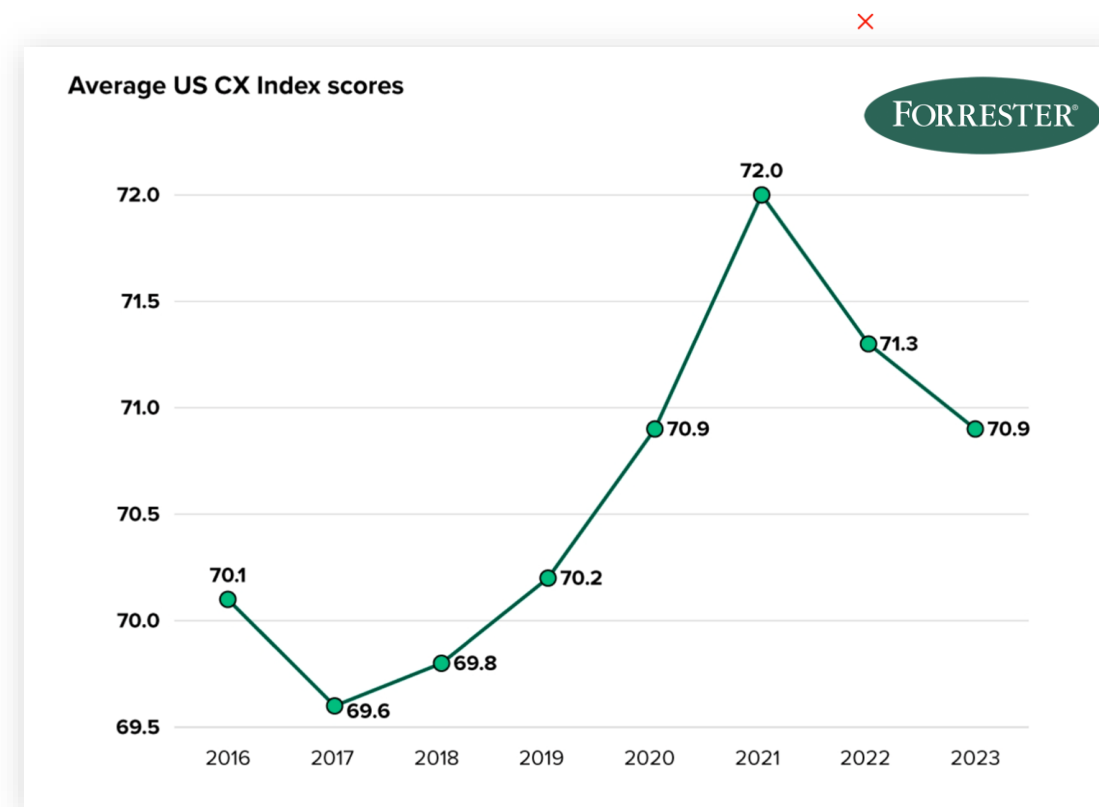




# These constraints are once again putting immense pressure on CX teams



**Volume has increased significantly**



**Quality is declining**



**Cost has climbed consistently**

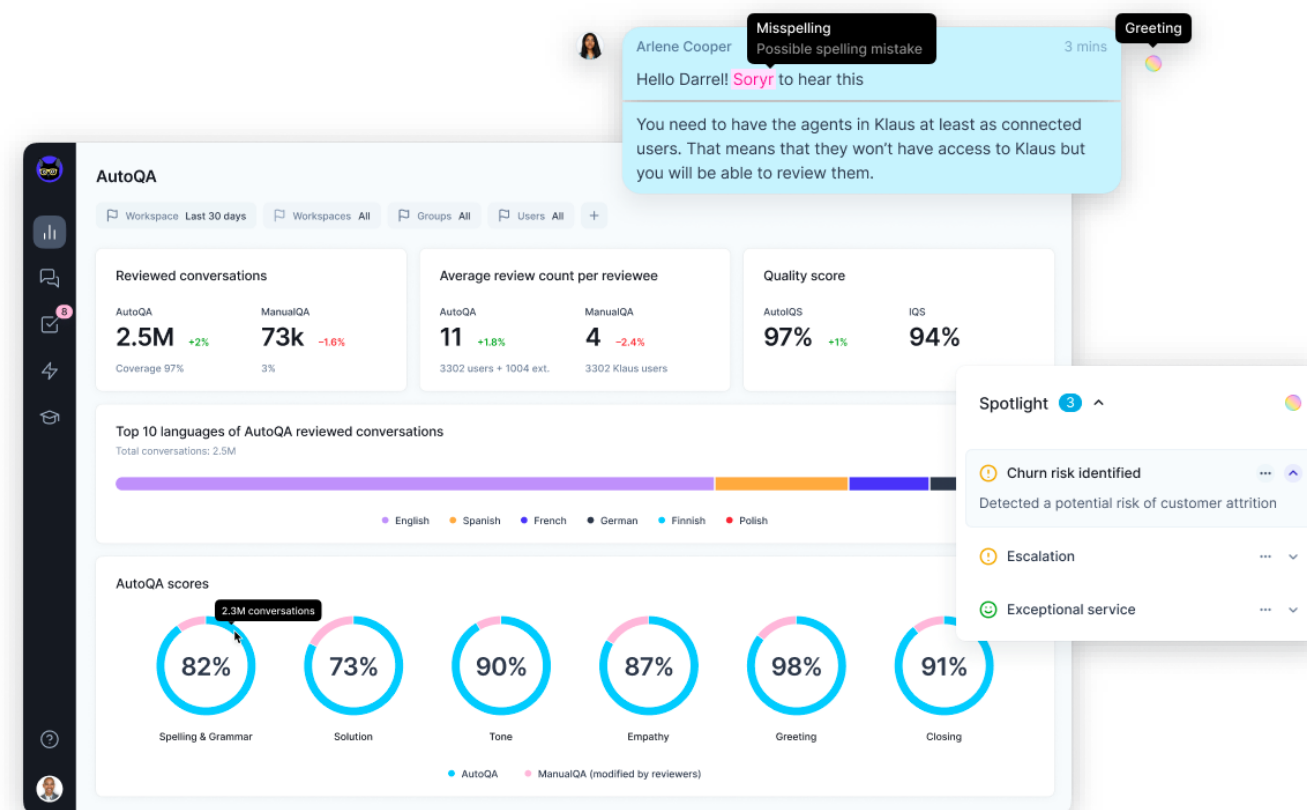
**+ CX is now the #1 business differentiator**

# Fortunately, AI can address these constraints better than any other technology to-date

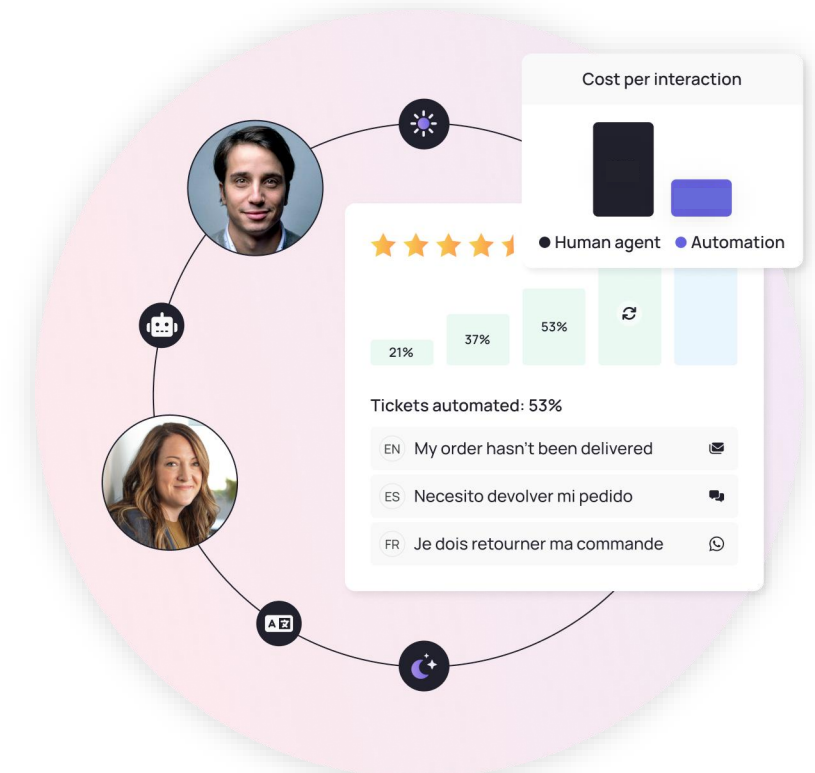
**80%**  
of interactions  
will be resolved  
without a  
human agent



VOLUME



QUALITY



COST

**AI will lead to the  
biggest disruption  
to CX we've seen,  
across every CX pillar**



**User Experience**



**Knowledge**



**Integrations**



**People**



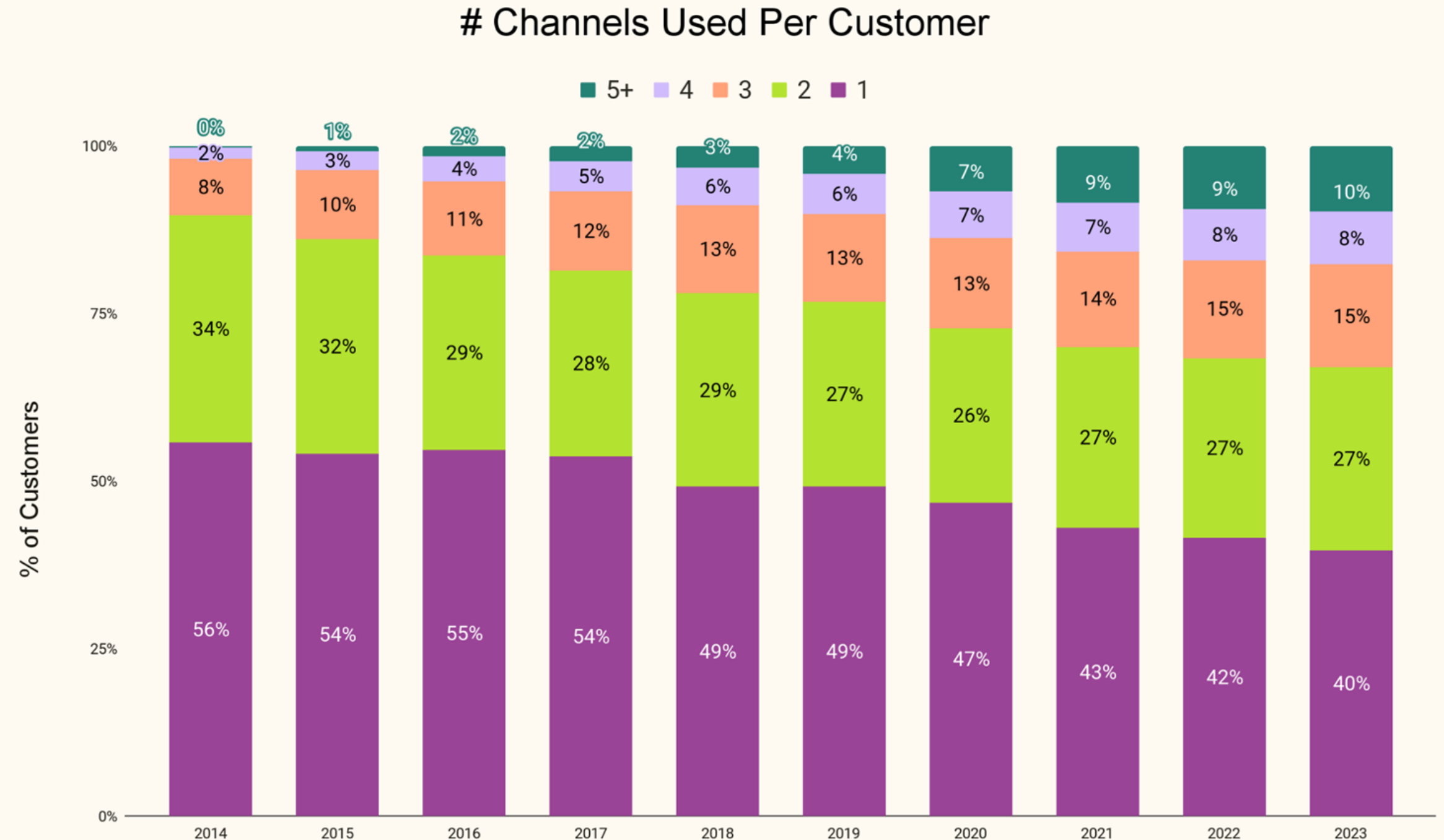
**Outcomes**



**Analytics**



**Omnichannel is a top business priority, but 67% are still only meeting customers on 1-2 channels**





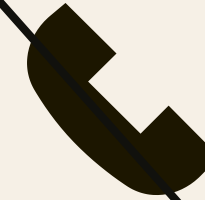


USER EXPERIENCE

WHERE WE'RE GOING

**AI will make it easy to  
actually support all  
channels and meet  
customers everywhere**

PHONE



"Too expensive to  
support"

CHAT



"Can't handle the  
scale"

EMAIL



"Don't capture the  
information we need"

FORMS



"Too hard to find and  
require users to fill out  
a million fields"



## KNOWLEDGE

## WHERE WE ARE TODAY

**Self-service is the preferred channel, but doesn't resolve 86% of issues today as too much knowledge is still manual and siloed**

“The average **self-service success** rate is just **14%**”

“**38%** of Gen Z and millennials are likely to **give up** on resolving a customer service issue **if it can't be resolved in self-service**”

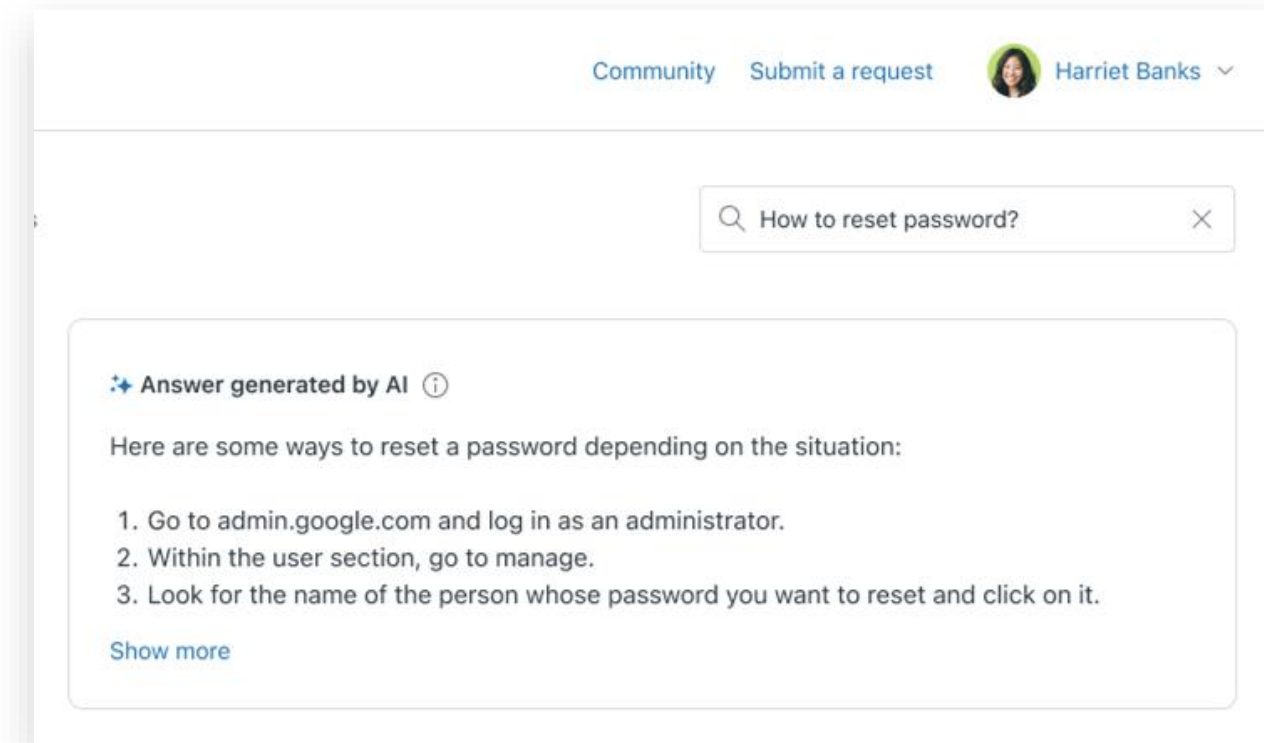


KNOWLEDGE

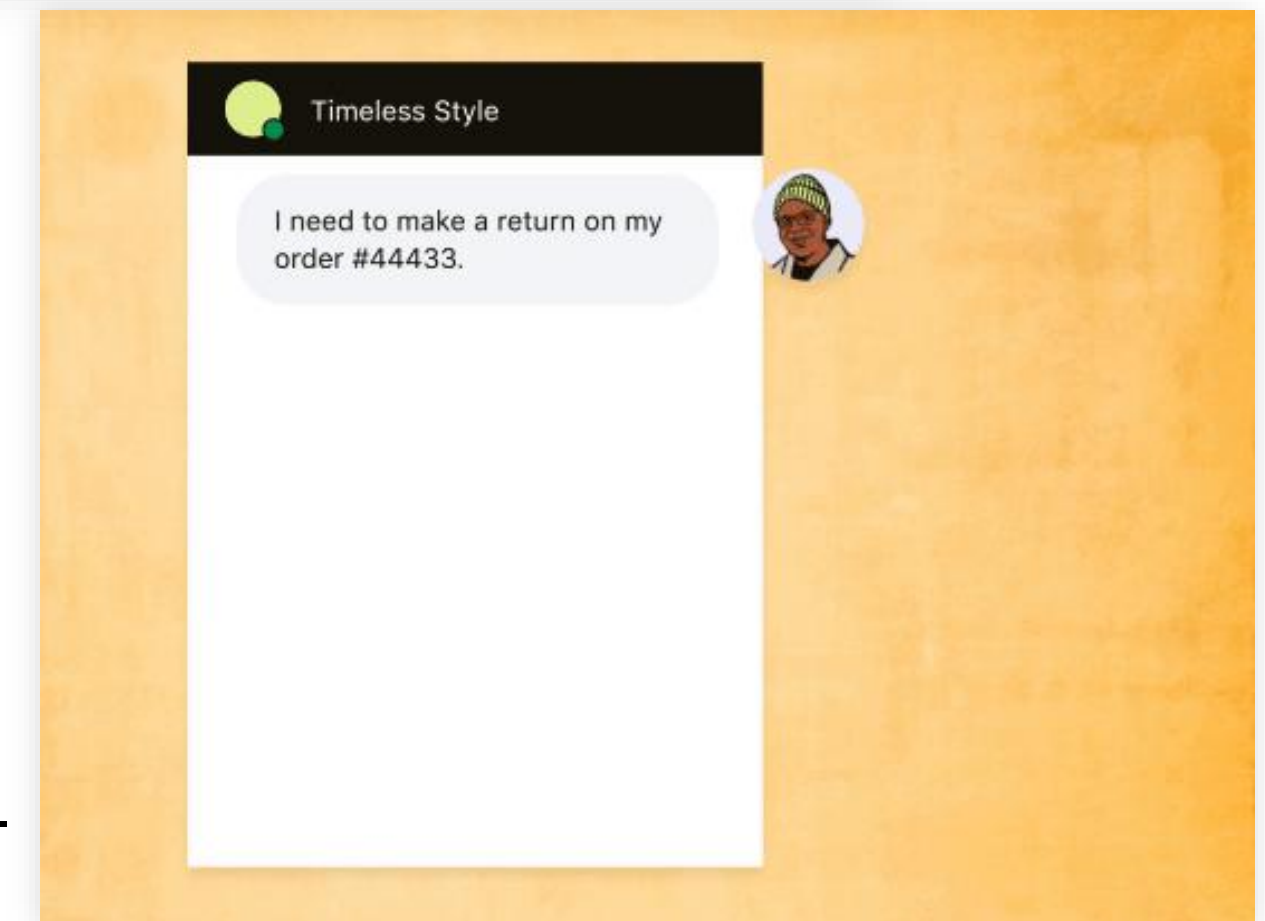
WHERE WE'RE GOING

**AI will make knowledge automated, unified and used to take action, resulting in 80%+ support resolved automatically**

AI agents in-channel



Generated answers for searches





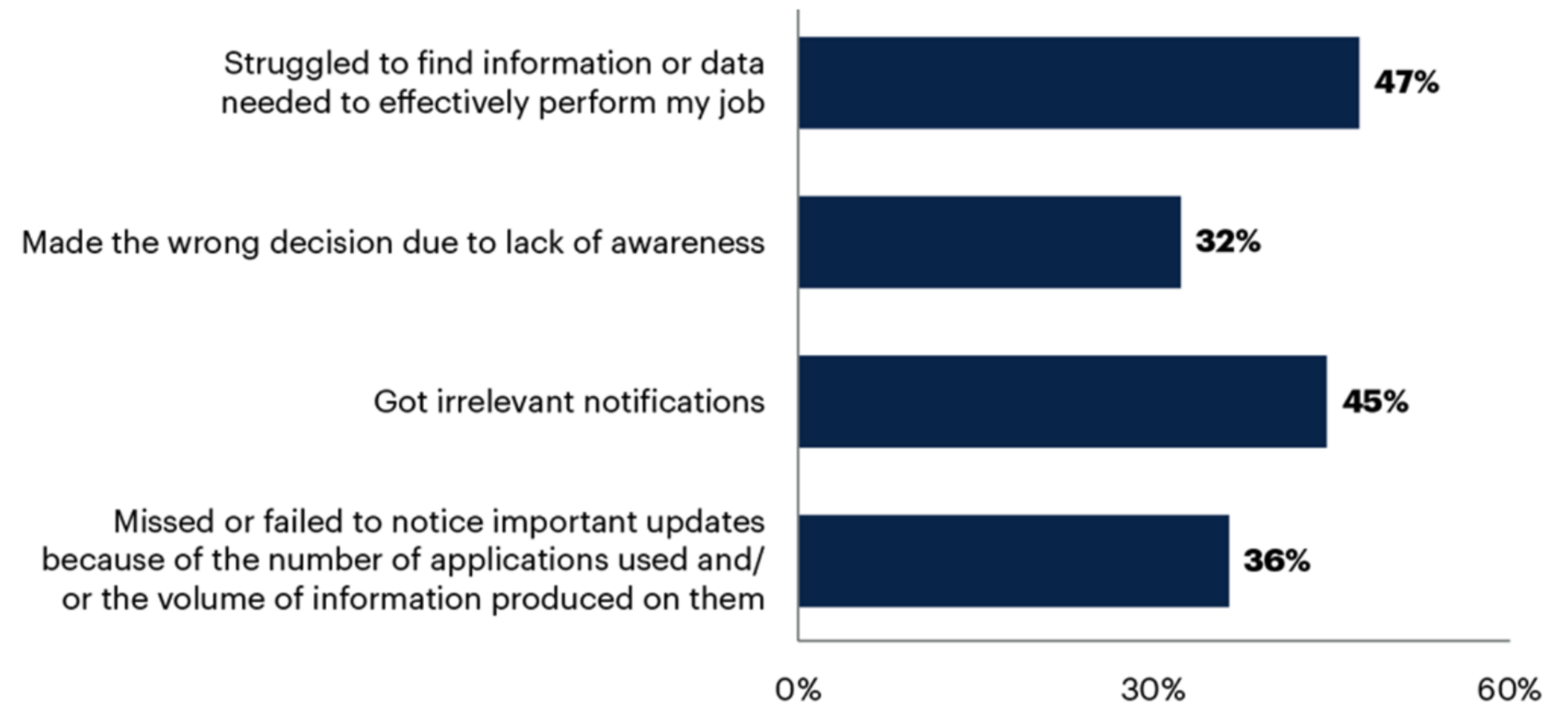
## INTEGRATIONS

## WHERE WE ARE TODAY

**Integrations are manual and bespoke, so most data and systems are siloed and scattered**

**Gartner®**

Figure 1. Impact of Application Sprawl (Percentage of Respondents)

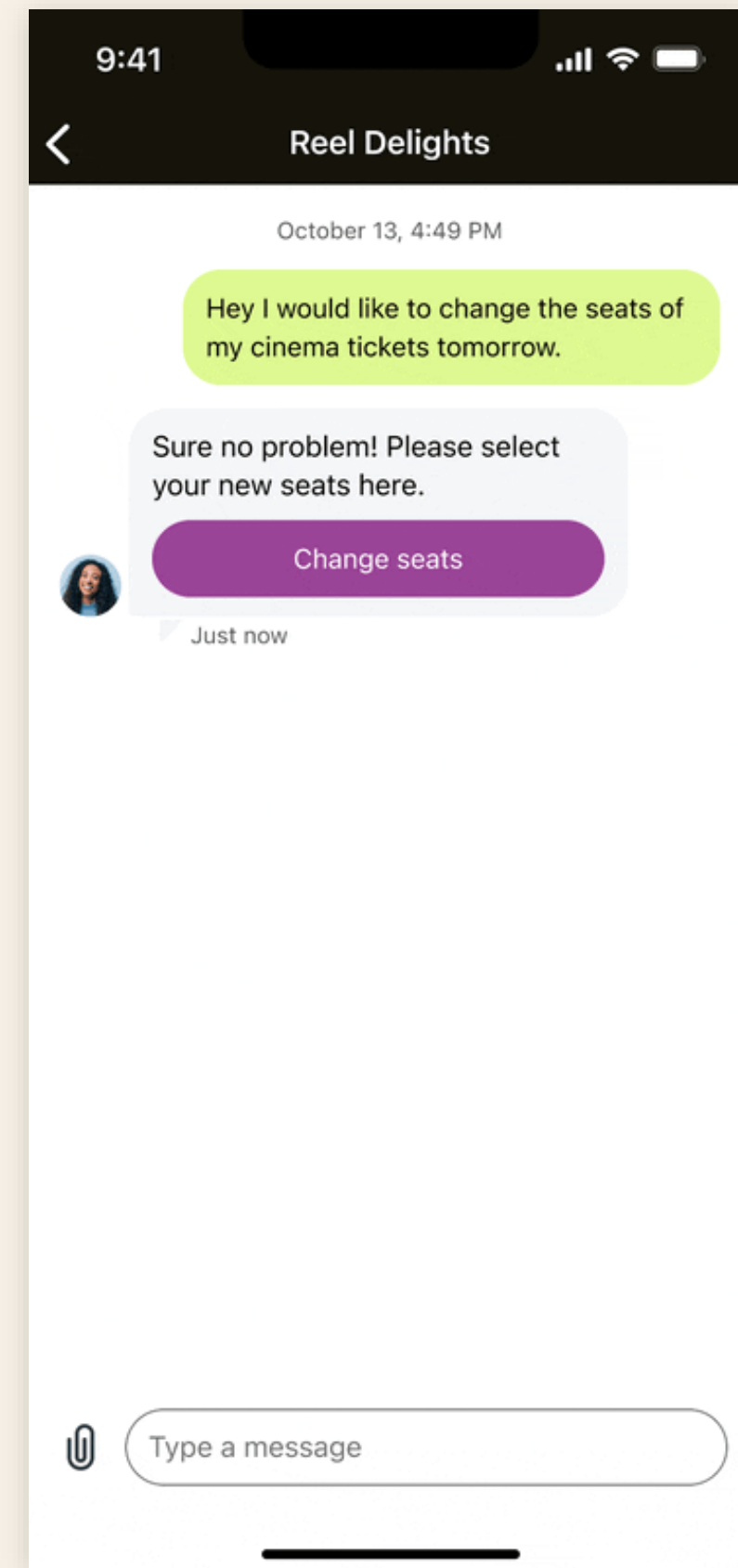




INTEGRATIONS

WHERE WE'RE GOING

**AI will make it easy to bring  
all data and systems  
together with generative  
integrations**



*Conversation extensions*



Name

Return an order

## Step 1: Identify order

Use the requester's email to get order information from the email.

## Step 2: Confirm order

Ask the customer if one of these orders are the right one and wait for confirmation.

- If customer confirms one order: Continue with step 3.
- If not: Ask the customer for an order number and use the order number to get new order information from order number.

## Step 3: Answer based on order status and brand

**Delivered:** Check whether the return period is still within the return policy (Zendesk: 30 days, others: 14 days).

- If the order is within the return policy period: Create a return label and send it over.
- If the order is not within the return policy period:
  - If the priority is urgent (for long time customers): Let the customer know that you will accept the return for goodwill reason and create a return label and send it over.
  - Inform the customer and ask for any further assistance.

**In progress:** Let the customer know that they will have to wait for their order to be delivered before requesting a return.

## Step 4: Mark ticket as solved

Mark ticket as solved and close the conversation.

# ZENDESK AI AGENT COPILOT



Name

Return an order

## Step 1: Identify order

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## Step 2: Confirm order

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**In progress:** Let the customer know that they will have to wait for their order to be delivered before requesting a return.





## Step 4: Mark ticket as solved


Mark ticket as solved and close the conversation.


# ZENDESK AI AGENT COPILOT


## Return order

Via email | Intent [Return order](#)



>  [View ticket summary](#)




**Sarah Fischer**  • 3 minutes ago


To: Zendesk [Show more](#)


Hi support,

I would like to return my order.

Best,  
Sarah

**Auto assist** 

 On

 **Action** Get order info from email

[Edit](#)


[Approve](#)

Return order


Via email | Intent [Return order](#)

>

[View ticket summary](#)



Sarah Fischer


 • 4 minutes ago


To: Zendesk [Show more](#)

Hi support,

I would like to return my order.

Best,  
Sarah

Auto assist 



Hi Sarah,

I have found the following orders associated with your email:

1. **\*\*Coffee Machine BrewMaster Pro\*\***

- Order Number: 349994BD

- Order Date: February 1, 2025





Edit


Approve


# ZENDESK AI AGENT COPILOT


## Return order

Via email | Intent [Return order](#)



>  [View ticket summary](#)



**Marc Voigt**  • less than a minute ago

**To:** Sarah Fischer [Show more](#)


Hi Sarah,

I have found the following orders associated with your email:

- Coffee Machine BrewMaster Pro**
  - Order Number: [349994BD](#)
  - Order Date: February 1, 2025
  - Price: \$10,040
  - Status: Delivered
- Filtration System**
  - Order Number: [349994BD](#)
  - Order Date: February 1, 2025
  - Price: \$2,570
  - Status: Delivered


Could you please confirm which of these orders you would like to return?

Waiting for customer reply










## ZENDESK AI AGENT COPILOT





**Return order**

Via email | Intent [Return order](#)






>  [View ticket summary](#)



**Sarah Fischer**  • less than a minute ago  
**To:** Zendesk [Show more](#)

The second item please



**Auto assist** 

Thank you for confirming, Sarah. A return label has been generated for your return of the Filtration System. You can use the following link to access your return label:  
[Return Label]  
([https://upload.wikimedia.org/wikipedia/commons/thumb/6/61/QR\\_deWP.svg/1200px-QR\\_deWP.svg.png](https://upload.wikimedia.org/wikipedia/commons/thumb/6/61/QR_deWP.svg/1200px-QR_deWP.svg.png)). If you need any further assistance, feel free to ask.

Edit

Approve


# ZENDESK AI AGENT COPILOT


Return order

Via email | Intent [Return order](#)

>


[View ticket summary](#)




**Sarah Fischer**  • 1 minute ago

To: Zendesk [Show more](#)

The second item please




**Marc Voigt**  • less than a minute ago

To: Sarah Fischer [Show more](#)

Thank you for confirming, Sarah. A return label has been generated for your return of the Filtration System. You can use the following link to access your return label: [Return Label](#). If you need any further assistance, feel free to ask.

Waiting for customer reply

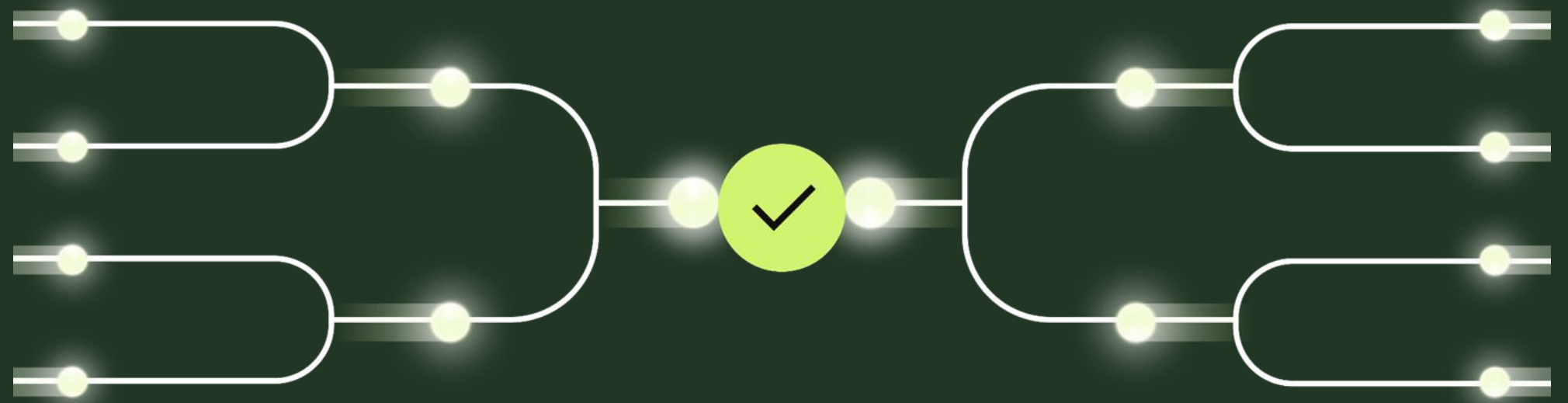
 Apply macro

Stay on ticket

Submit as Solved

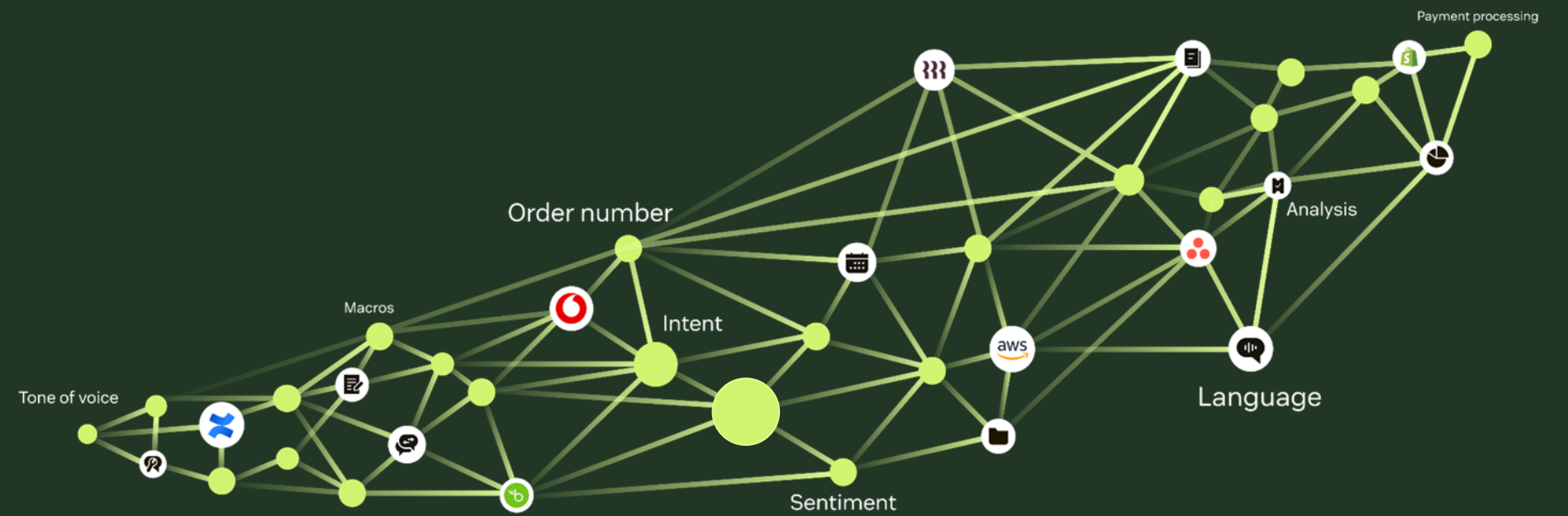
# Zendesk Agents

**A connected network of AI Agents,  
purpose-built for every role in service**



# Knowledge Graph

One unified system that connects and organizes your collection of service knowledge







PEOPLE

WHERE WE ARE TODAY

**People  
provide scale**



Call centers/BPOs were created to scale support with more humans





OUTCOMES

WHERE WE ARE TODAY

**Agents and CX success are measured like machines, with a primary focus on output and handling volume**

First reply time



Resolution time



Agent touches



Tickets solved

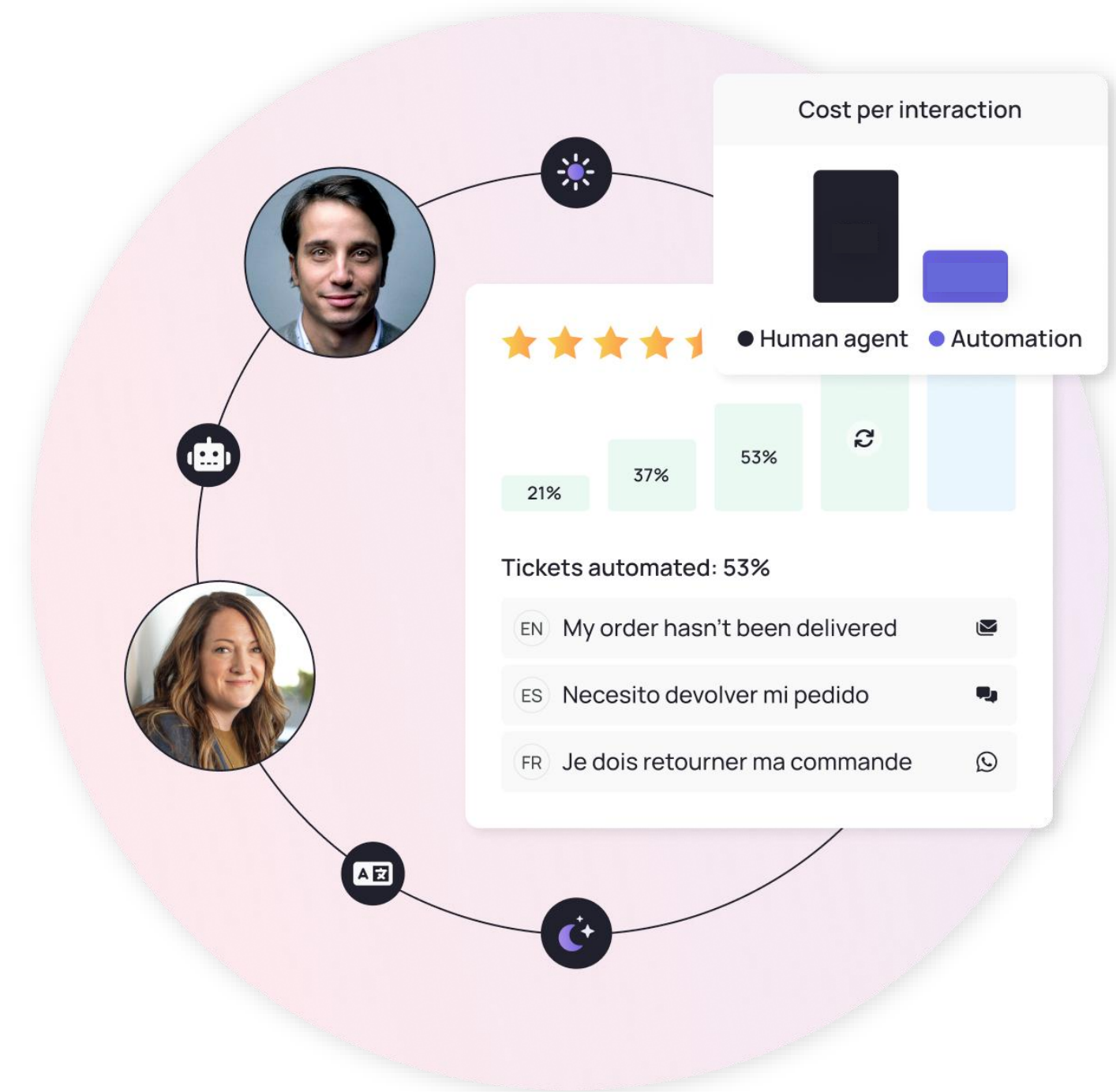




OUTCOMES

WHERE WE'RE GOING

**With AI, human support becomes the benchmark, with the focus shifting to balancing quality, cost, and customer retention**



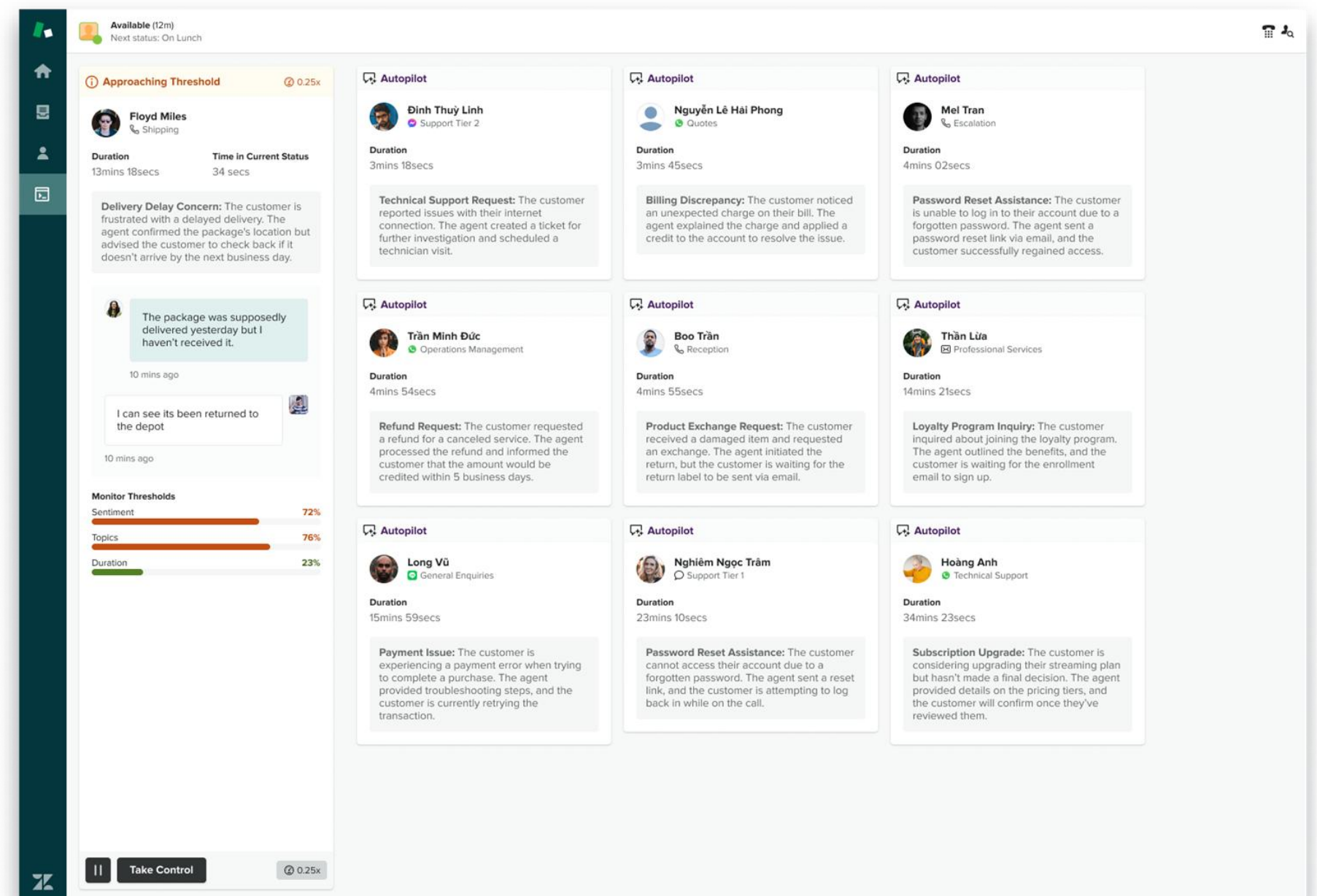
## THE AI-POWERED SHIFT

# Where human agents morph from individual contributors to AI supervisors

Streamlined Escalation to Human Agents  
Easily assess when bots are unable to resolve and escalate to human agents & monitoring thresholds or sentiment scores

Hybrid path for Humans & Bots  
Allow businesses to scale up Human vs Bot resources based on their business needs

Contact Center Command Center  
Drive better service outcomes, observability and exception handling with a birdseye view of all real time customer interactions

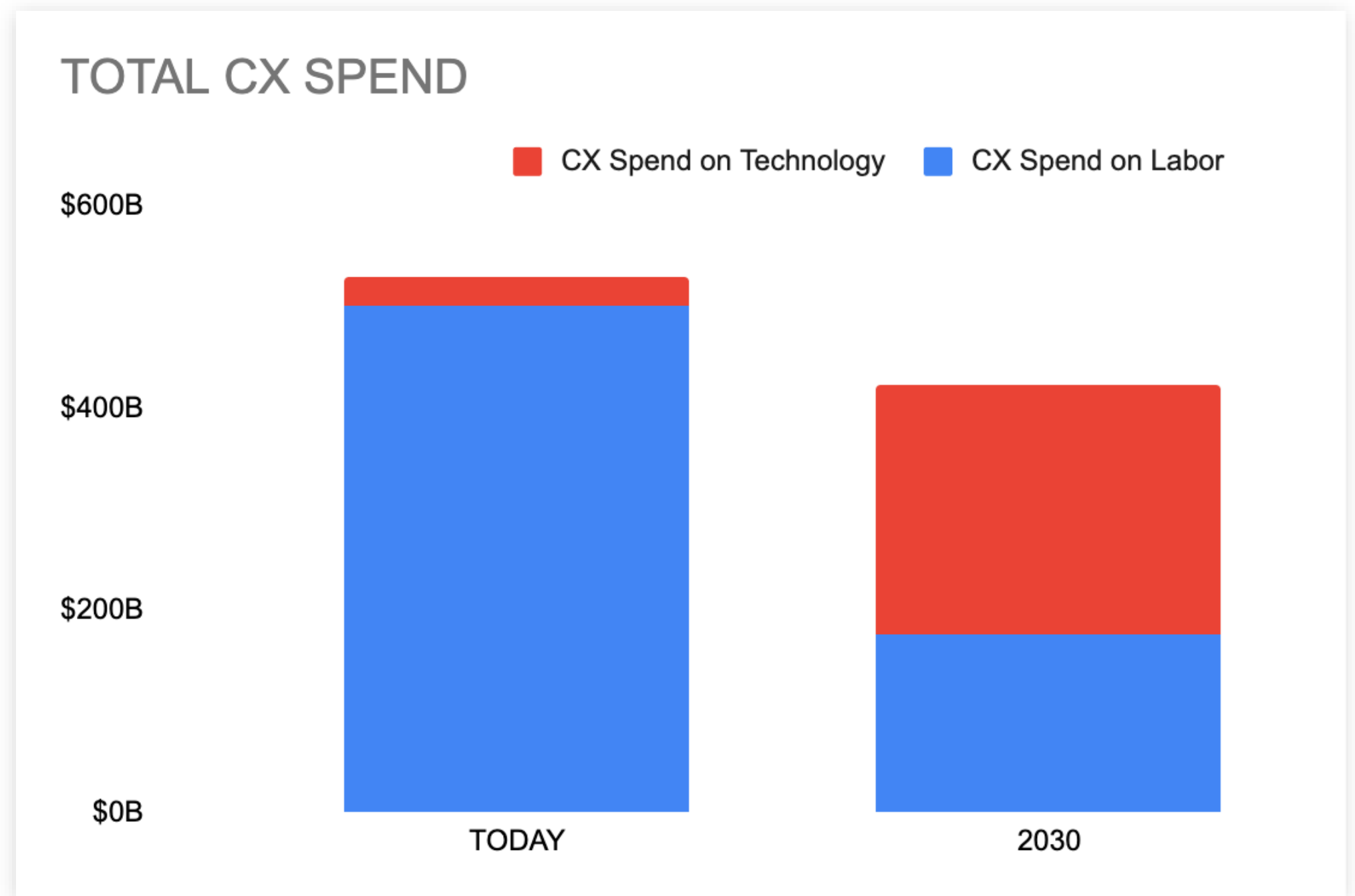




PEOPLE

WHERE WE'RE GOING

**AI will handle scale  
and also quality,  
reducing and shifting  
CX teams to supervision  
and escalation**



Source:  
IDC and



ANALYTICS

WHERE WE'RE GOING

With AI, analytics will become proactive, automated insights with recommendations, available to all

### Insights

Significant drops in satisfaction for tickets resolved in ">3 days", particularly in the **API** and **Messaging** channels.

[Learn more](#)

Who are the top agents by tickets solved?

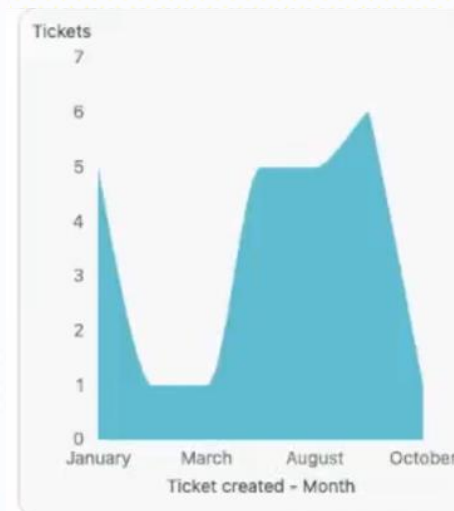
Here are 3 top agents by tickets solved:

Name	Solved tickets
Wade Warren	101
Floyd Miles	82
Annette Black	81

The full leaderboard is here:

[Agent productivity dashboard](#)







Show me how many tickets on average the bottom 3 solved each month as a line graph?



[Edit in Report Builder](#)



# AI will transform every pillar of CX

	WHERE WE ARE TODAY	WHERE WE'RE GOING WITH AI
 <b>User Experience</b>	Omnichannel is still very limited	Customers easily supported everywhere
 <b>Knowledge</b>	Self-service is preferred, but ineffective	80%+ support is automatically resolved
 <b>Integrations</b>	Integrations are manual and bespoke	Data and systems are unified
 <b>People</b>	Scaling with humans	Scaling with AI agents
 <b>Outcomes</b>	Measured like machines	Focus shifts to quality and retention
 <b>Analytics</b>	Reactive, manual and hard to access	Proactive, automated, and democratized

**zendesk**

THE #1 AI SERVICE SOLUTION

# The Zendesk Resolution Platform

Connecting people, systems, and data.

Delivering faster, smarter, beautifully simple  
customer resolutions.



# Drive resolutions at every stage of service

