

SHORTCUT TO MODERN CX

Zendesk Contact Center

AI-powered resolution for every interaction, every channel, every time

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FORCES OF CHANGE

Contact centers are being reshaped by AI in ways that once felt impossible

FROM

Endless queues and
scripted responses

Siloed customer data and
company knowledge

Lack of insights and tools that
drive meaningful change



TO

Dynamic service interactions that
proactively detect and resolve issues

Unified intelligence that flows seamlessly
across every channel

Connected systems that optimize
performance in a single click

Bookending Benefits of AI

ENSURE IMPACT HAS ROI

Bookending the benefits of AI for Customer Experience

- Consider the Customer Experience, Agent Experience and Supervisor Experience
- Establish suitability of knowledge and assets
- Establish the suitability of processes
- Ensure Measures of Success are in place for the entire journey
- Work Backwards and don't assume
- Use data to iterate and improve over time. Be adaptable
- Think Big, start Small and fail Fast (as needed)



Foundations are imperative

ZENDESK RESOLUTION PLATFORM



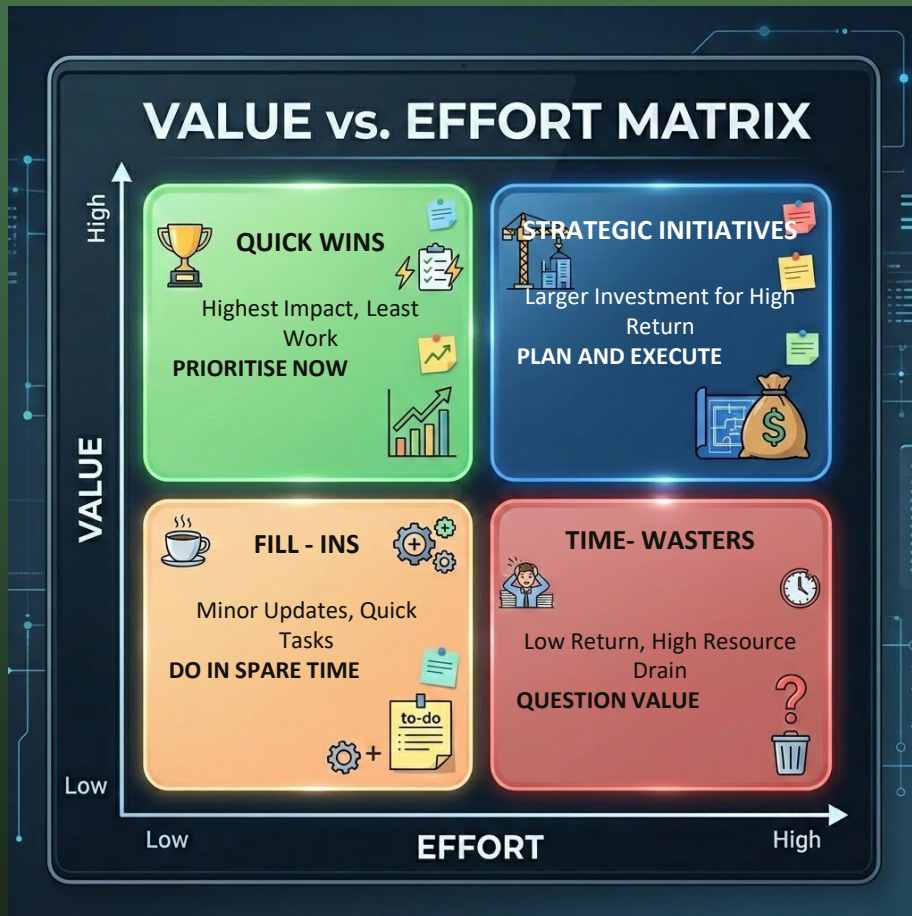
NOT



Understand Complexity and Value

Understand that AI needs to operate in tandem to people, processes and technology. Success relies upon a firm foundation, one which allows for scalability, flexibility and agility

Work Backwards



Work Backwards from the customer to ascertain Value vs Effort

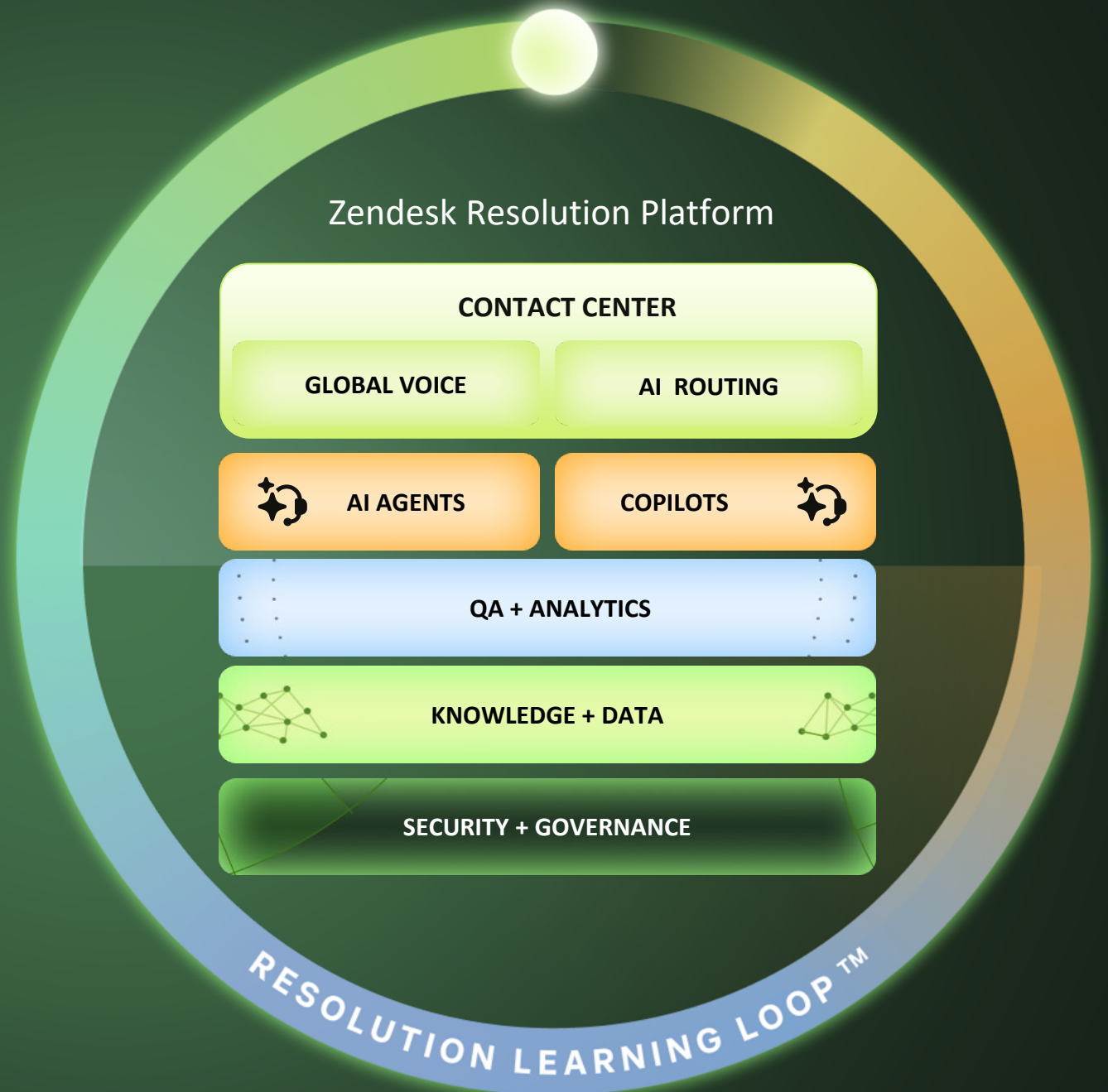
Examples

- **Quick Wins**
 - Summarisation
 - Transcription and Comprehension
 - Structured AI Conversations
 - AI-based call routing
- **Strategic Initiatives**
 - Highly Fluid AI Conversations
 - Agentic Processes
 - Multi-model conversation

ZENDESK RESOLUTION PLATFORM

Powering the Agentic Contact Center

- ✓ Unified agent workspace
- ✓ AI embedded across the platform
- ✓ Constant improvement of operations
- ✓ Resolution-focused innovation



This is where Zendesk Contact Center comes in

Our **integrated Contact Center** is fully part of an unified stack of best in class solutions built for CX.

Anticipation of issues become the norm, because knowledge is captured and capacity is freed up to act on early customer signals.

Unified Agent Workspace

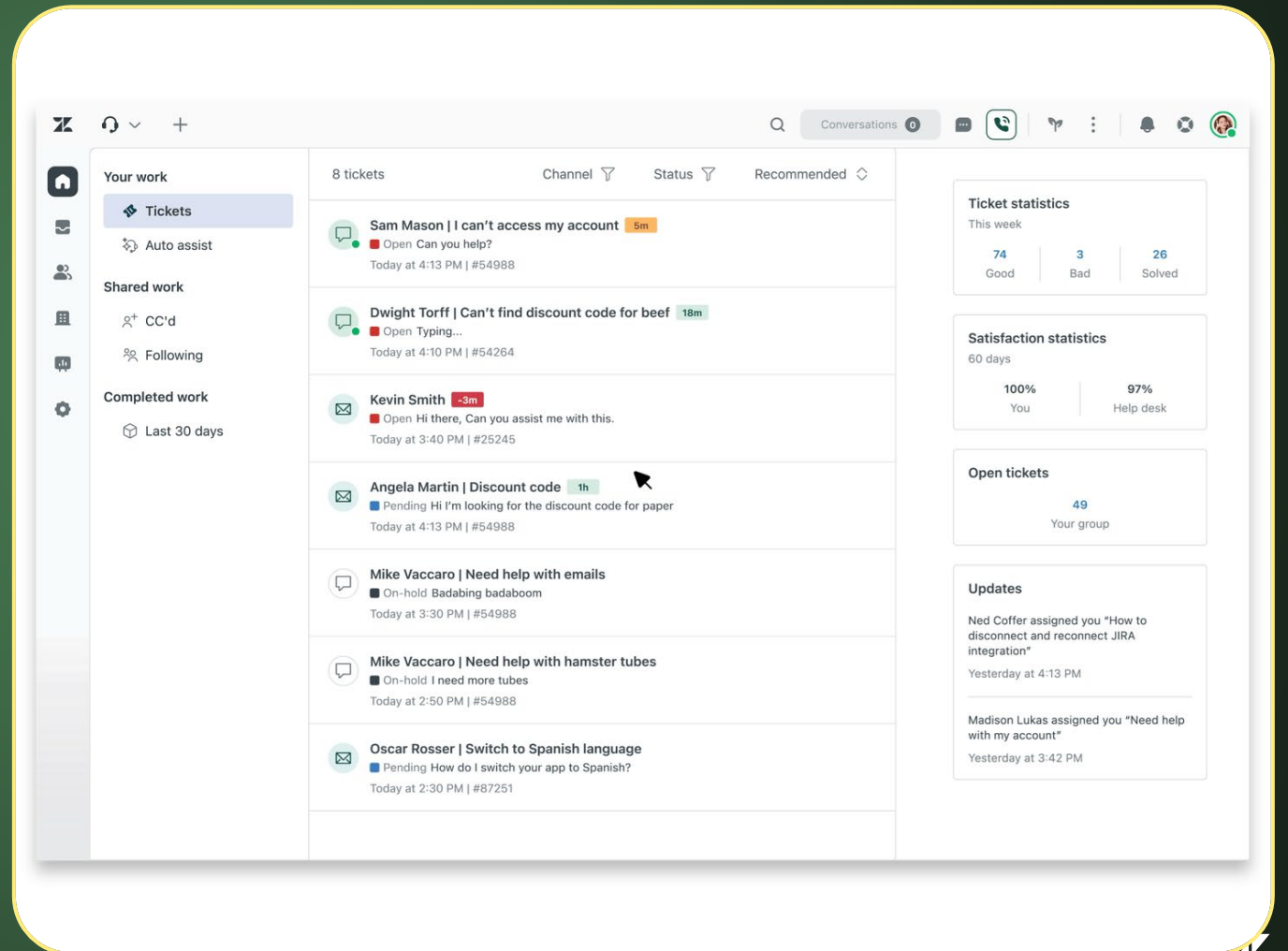
Multimodal Experiences

Analyst Copilot

Voice AI Agents

Real-time Voice Copilot

Unified WEM





AHT ↓ | CSAT ↑

The Coffee Club serves up personalized service with Zendesk

Australia-based franchise café chain enhances customer experience, improves call handling efficiency, and raises CSAT scores with the Zendesk Contact Center solution.

40%

REDUCTION IN
AVERAGE HANDLE
TIME (AHT)

12%+

INCREASE IN CSAT

400+

WORLDWIDE
LOCATIONS



“Now our agents can see who is calling and personalize the call. It not only saves time for everyone, but It's really lovely to hear customers' positive reactions: ‘Oh, you know who I am!’”

Voice of Customer Manager

The Coffee Club

CUSTOMER IMPACT

Leading businesses are driving results with Zendesk Contact Center

Accelerate Transformation



\$2M
annual cost savings



<30 sec
Chat and phone
wait times

Automate with Agentic AI



89%
Faster answer time



50%
Increase in
agent efficiency

Adapt and Scale



31%
increased revenue



45 days
Deployment time for
leading BPO