NEXT LEVEL CX

AI Q&A follow up

Your questions, answered

Thank you for attending our expert led Q&A on everything AI! We received so many questions that we were only able to answer a portion of so we decided to create this infosheet with answers to the rest

Watch the recording

Thank you to our expert panel

Meaghan Watson
PMM, Best Practices & Adoption

Chad Humeniuk
Sr Manager, Emerging Technology Platform Architecture

Bob McMahon
Principal Solution Consultant

Polomi Batra
Director, Product Marketing

What are the primary use cases for Zendesk AI?

Our Zendesk AI intent model includes intents across the following industries which (we continue to expand):

- +Retail and e-commerce
- +Software
- +Financial Services
- +Insurance
- +Employee Experience (IT & HR)
- +Travel
- +Entertainment & Gaming

However, if your industry is not listed, customers can still benefit from Zendesk AI capabilities that benefit the business, agents and customers. Some examples include:

- ✓ Gaining insight into the sentiment and language of your tickets and route accordingly
- ✓ Leveraging the time saving Generative AI tools for agents
- ✓ Receiving actionable insights around language and sentiment for appropriate staffing and training
- ✓ Enhancing efficiencies by resolving a majority of your customer requests with AI agents

💬 Pro Tip: **Bold** + underlined text contain links!

Can we customize Zendesk AI for our business needs?

1. Zendesk AI gives customers the ability to **edit** and **request custom intents** to better align with and represent your unique business needs
2. You can also use our generative AI and AI agent personas to match the appropriate tone of voice with your brand

How does Zendesk AI improve service experiences?

1. Automating customer experiences using AI powered AI agents and a comprehensive knowledge base
2. Optimizing service workflows by automating repetitive tasks
3. Assist your agents with AI powered tools and insights that help them respond faster

Can Zendesk AI identify trends and provide actionable insights for business improvements?

With Zendesk AI and Intelligent Triage enabled, customers will start receiving more granular insight into the types of tickets they are receiving as well as trends over time helping businesses pinpoint areas of need from workflow optimization opportunities to identifying staffing and training needs. Additionally, AI agent reporting highlights actionable next steps such as topics you can automate, and unresolved conversations, giving your admins the right tools to boost your automation rates.

Automate CX by resolving up to 80% of customer issues with our autonomous AI agents that are equipped to understand and fully resolve customer requests independently. Take MOTEL - an online retailer - who boosted their automated resolution rate by 3x while improving their CSAT by 10%

How does Zendesk AI help in reducing operational costs for businesses? (Case studies too!)

Optimize service workflows by eliminating manual triage, saving 30-90 seconds on every ticket. Take Liberty - iconic UK retailer - who used Zendesk AI to identify, label and automatically route incoming requests to the right agents or groups of agents resulting in a decrease in response time by 73%.

Can Zendesk AI help you do build out a help center from scratch?

Zendesk AI helps customers create content quickly and easily with tools that help expand on points, choose the right tone and simplify word choice.

Generative AI for Knowledge

It can also help identify gaps and highlight areas of opportunities for improvement to help.

Content Cues

Thanks to merging suggestions, agents are provided with tickets submitted by the same requester two weeks before and after the current ticket was created and gives them a simple way to merge right within the Agent Workspace.

A number of our customers send multiple requests. Can AI merge those requests?

What machine learning models does Zendesk AI use?

The Zendesk Intent Model is a proprietary, holistic model that includes all our industry specific intent taxonomies. If an account is assigned the Zendesk Intent Model rather than being confined to a single industry or use case model, they will have access to relevant intents from all supported industries and use cases based on their ticket conversation data.

We also use other proprietary ML Models and algorithms, as well as Generative AI (OpenAI GPT-3, GPT-4 and GPT-4o).

What types of tasks and processes can Zendesk AI automate?

There are lots of areas where Zendesk AI can provide value and automate but here are a few to inspire:

1. Automatically routing tickets to the right agent or groups of agents based on AI ticket predictions
2. Automatically replying and solving tickets with high intent confidence, providing information on how to complete request
3. Autonomously resolving a majority of customer issues with AI agents
4. Answering customer problems using existing content from your knowledge base with generative replies
5. Proactively requesting critical customer information based on the request type

What capabilities do Zendesk AI-powered chatbots have?

Zendesk AI agents are our next generation of autonomous AI-powered bots that are equipped to resolve over 60% of customer requests all on their own, even the most complex ones

AI agents are expertly designed to work independently or alongside your human agents addressing common requests with ease and accuracy, brining a whole new level of sophistication to CX interactions

AI agents can handle more complex issues with control and precision using customized conversation flows that allow you to integrate with back-end systems to resolve issues end-to-end

Lastly, AI agents come with out-of-the-box reporting that provides actionable insight into performance and areas of opportunity to ensure your AI agent is operating at it's peak performance

How does Zendesk AI ensure the security of customer data?

We are committed to being transparent with customers about how we train our models, to take steps to avoid algorithmic discrimination, and to only use data over which we have explicit permission. Our ML work is guided by the following principles:

Training data must be de-identified to remove such as email addresses and numbers from our models and annotation resources

Customers must be able to opt out of training

We respect data locality in accordance with our Regional Data Hosting policy

We respect data deletion

Early research and human annotator guidelines

We strive to reduce the risk of bias

Transparency and marketing guidelines

Any data being used by Zendesk to support the training of machine learning models remains subject to all security standards and commitments Zendesk makes for this data generally. Such data will not be shared with any other customer.

What steps are involved in implementing Zendesk AI in our organization?

As a best practice, we recommend first aligning on your goals - more specifically what problems are you trying to solve and which KPIs matter most to your business, before starting.

It's also helpful to map out your channel strategy, team structure and who should receive what tickets.

Once these things have been identified and everyone is in alignment, you are ready to start implementing Zendesk AI.

For step by step guidance, we recommend watching the jumpstart demo included in this webinar series.

The "how to" webinar provided as part of this series is a great place to get started with guidance on how to resolve issues faster without sacrificing quality, optimize team productivity, and unlock greater quality and efficiency for self service

You can also check out our Zendesk AI resource hub for additional help.

What training resources are available to help our team effectively use Zendesk AI?

How can we get support/help if needed?

For one off troubleshooting questions, our advocacy team is here to support you but for scenarios where you need more hands on guidance, we recommend our professional services team who have several approaches to choose from to support what you are looking for. Please reach out to your account team for more information.

GET STARTED TODAY: ZENDESK AI