

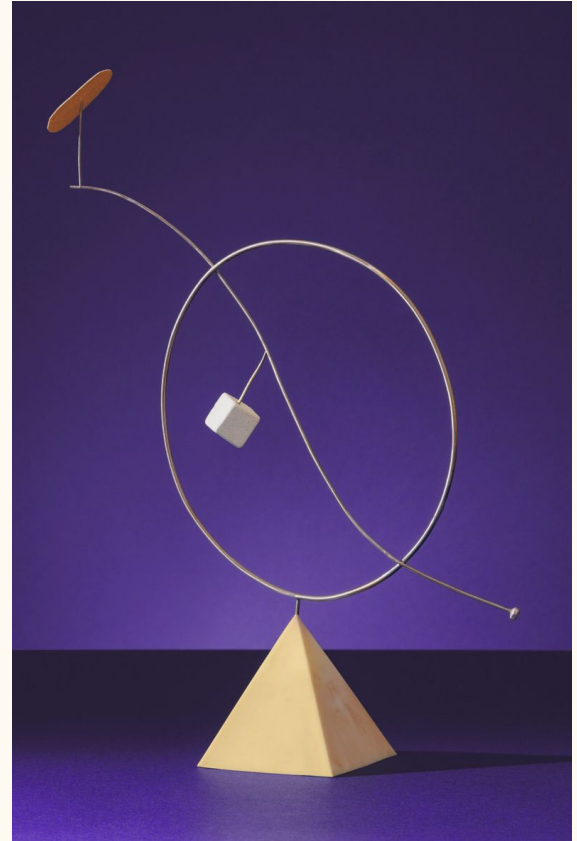
Customer Response Summit - Nashville

The Opportunities and Challenges of the Era of Intelligent CX

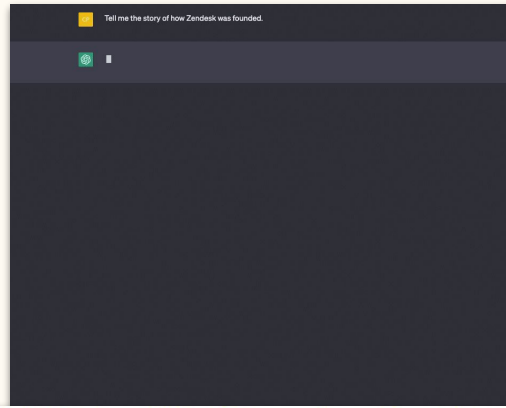


Bandar El-Eita

Sr. Director, AI and Messaging



We're in the midst of an AI revolution



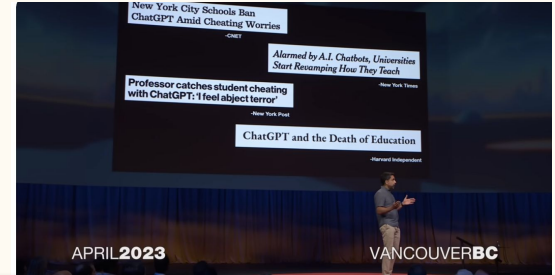
Gartner Poll Finds 45% of Executives Say ChatGPT Has Prompted an Increase in AI Investment



An A.I. Hit of Fake 'Drake' and 'The Weeknd' Rattles the Music World



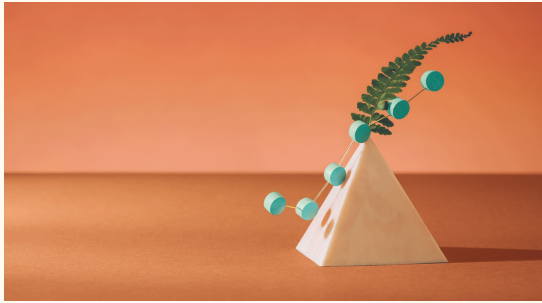
AI Tool Decodes Brain Cancer's Genome During Surgery



How AI Could Save (Not Destroy) Education | Sal Khan | TED

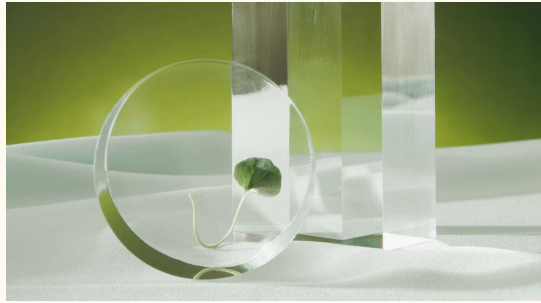
WHAT CUSTOMERS WANT

Recent breakthroughs have raised the bar



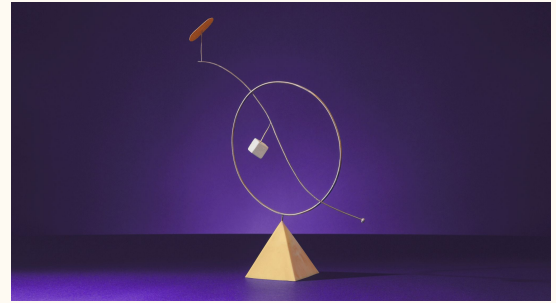
Instant, effortless help

Customers demand instantaneous responses and resolutions, no matter how complex the issue



24/7 conversations

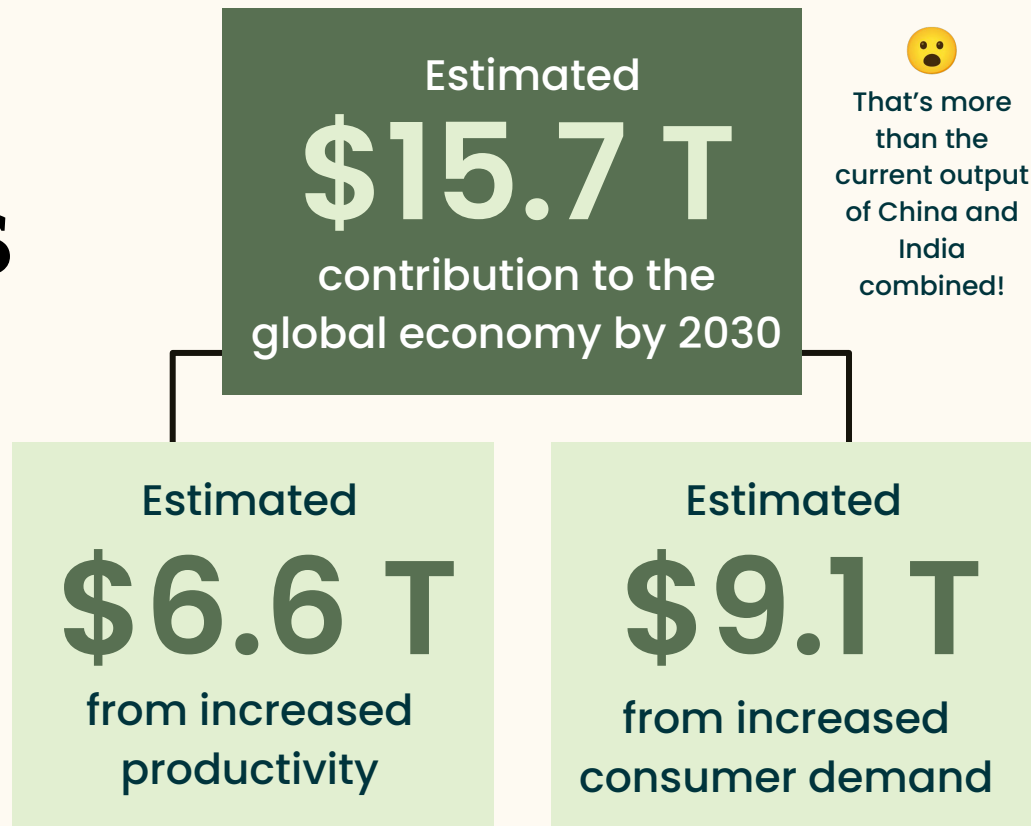
They expect always-on service that's accessible anywhere and follows the flow of a conversation



Complete personalization

All while taking into account how they're feeling, where they're coming from, and what they want

And the expectations are sky high



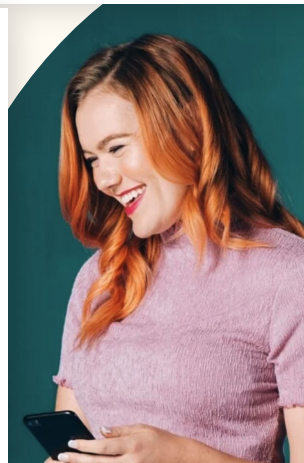
Consumers want and are eager for AI to improve support experiences

67%

of consumers already **predict generative AI is going to provide a critical role** in service

71%

of consumers **want AI to create more personalized and effective support experiences**

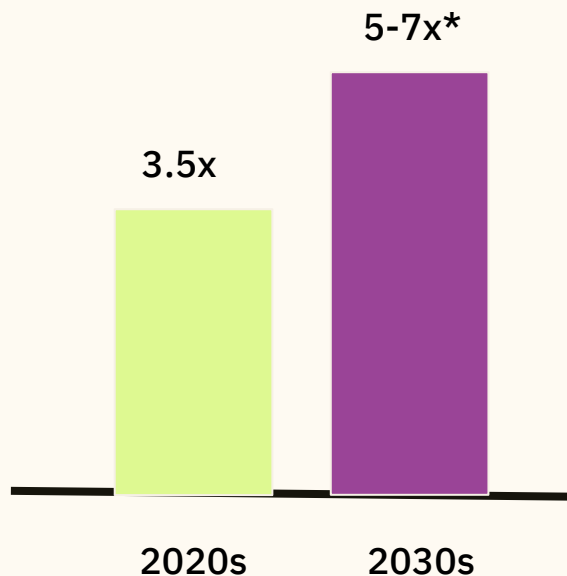


THE RACE IS ON

Customer happiness becomes the main arena for competition

Companies win or lose based on how well they can satisfy these rapidly evolving customer demands

Businesses that view CX as a differentiator grow revenue faster

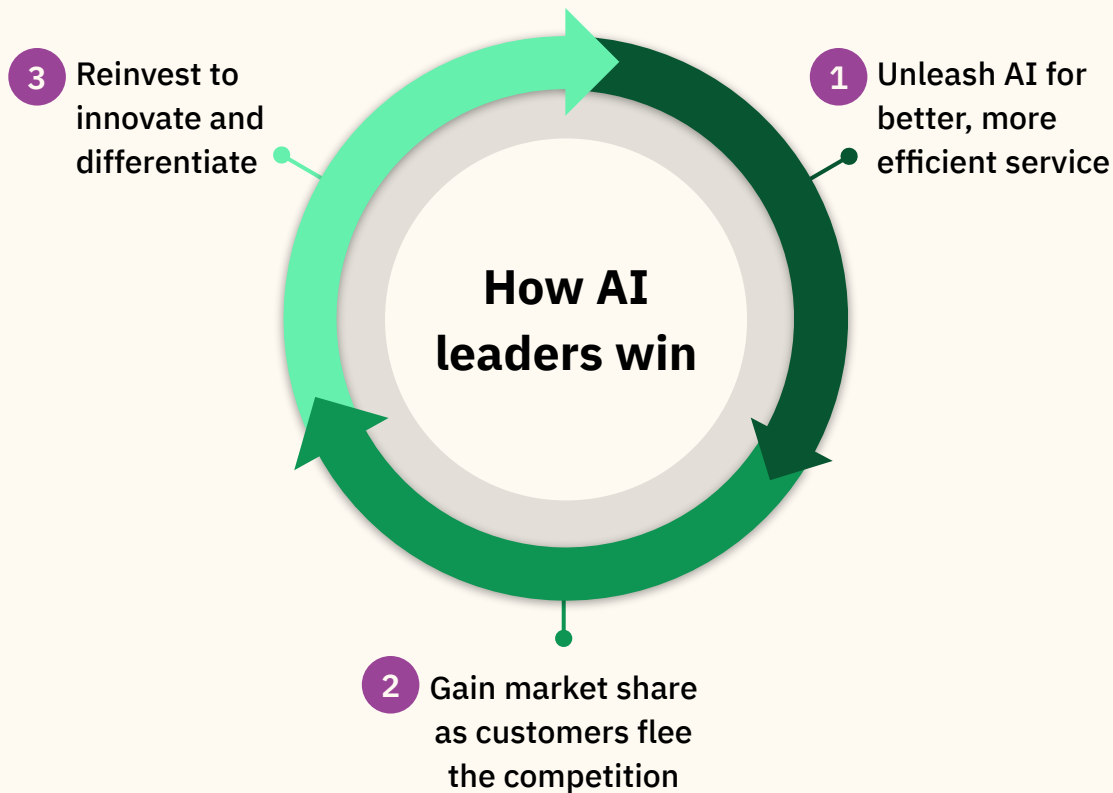


Source: Accenture (2022), Zendesk (2023)

EVERY INDUSTRY GETS DISRUPTED

A new class of leaders emerges

Winners pull ahead by leveraging AI the right way, creating a satisfaction gap that only widens over time



WHAT'S HOLDING YOU BACK

But the path to success isn't clear

70%

of decision-makers are
overwhelmed by what it
takes to implement AI

65%

say they're already
falling behind when it
comes to using AI

#1 challenge

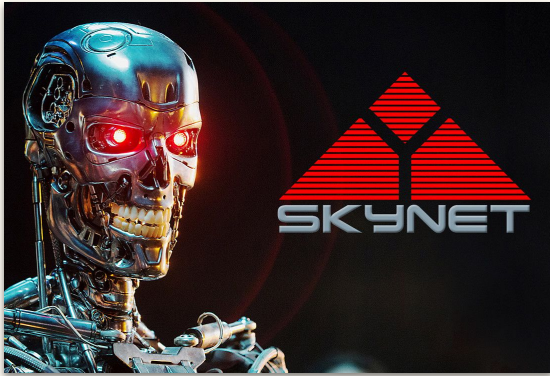
is safeguarding
customer data used for
AI applications

Source: Zendesk research (2023)

**And AI can do
some unexpected
things**



Being Aware of AI Challenges - is the first step to overcoming them



#1 AI taking over

(Ex The Singularity)



#2 AI missing the right context

(Ex The Paperclip Maximizer)

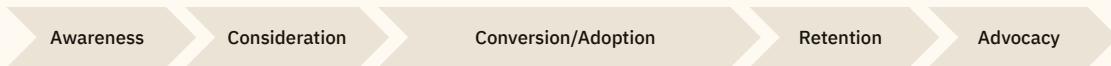
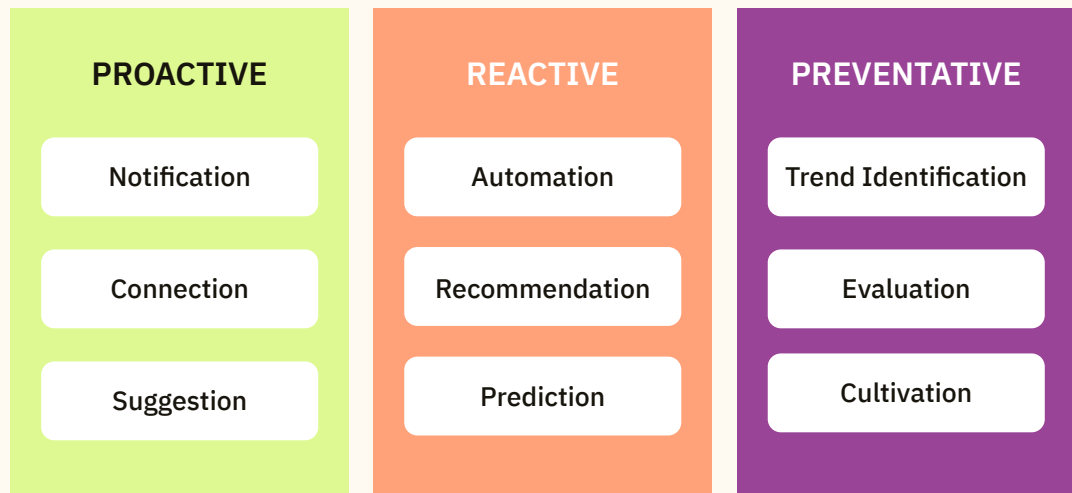
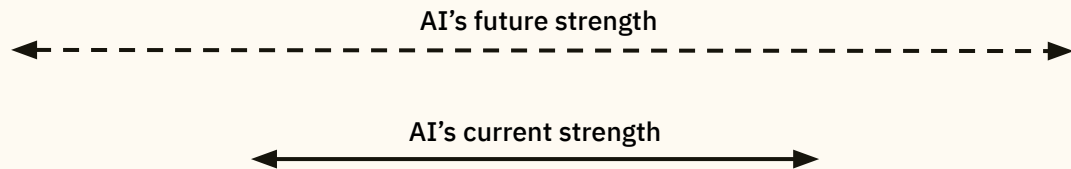


#3 AI telling lies

(Ex deep fakes)

ZENDESK POV

**All service will
eventually be
AI first**



To automate or not to automate, that is the question

WHERE WE'LL TAKE YOU

That means a dramatic shift in how you do business

TODAY - Managing customer problems

- Interactions are transactional and one-off
- Bots act as a barrier to getting help
- Fragmented self-service options
- Agents burdened with routine issues
- Workflows built step by step
- Reactive to trends

(CX as cost center)

TOMORROW - Anticipating customer needs

- Interactions are personalized and context-specific
- Bots actually solve customer issues
- Knowledge becomes a core competency
- Agents build lifelong relationships
- Workflows auto-generated by AI
- Proactive optimization at every step

(CX as revenue generator)

Five Learnings from Zendesk AI

Five Learnings from Zendesk AI

Insights aren't enough - drive action



Content Cues

Content Cues identifies gaps and improvements in your knowledge base. Learn about [Content Cues](#)

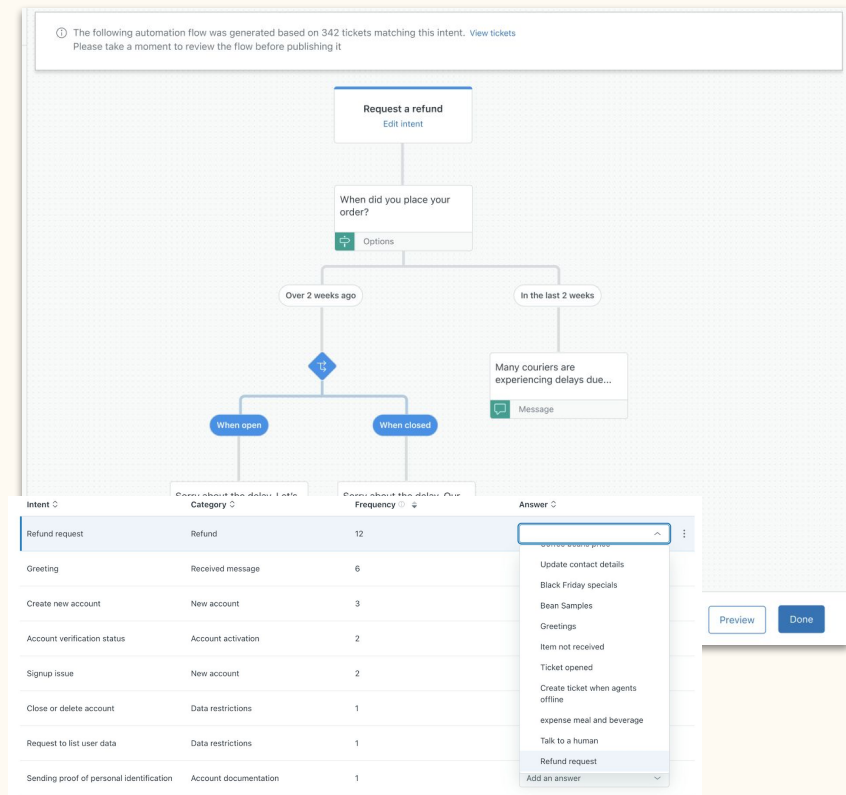
Support topics (15)

Articles to review (12)

Article	Suggestion ↕	Cue created ↕	Language
How can I fix the UTF-8 error when bulk uploading?	Update	Today	English
Calculating the total average of individually average.	Update	Today	English
Can I change the timing of my email reports?	Archive	Today	English
How do I download an App?	Archive	Yesterday	English
How can I identify if a ticket is a recovered?	Archive	Yesterday	English
Wie kann ich feststellen, ob es sich bei einem	Archive	2 days ago	German
Como posso identificar se um ticket é uma sus	Archive	2 days ago	Portugese
How can I fix the error bulk uploading users?	Update	10 days ago	English
Calculating the total average of individually averaged values.	Update	15 days ago	English
Using average or median aggregators.	Archive	20 days ago	English
Generating a HAR file for troubleshooting.	Update	60 days ago	English
3月2日(土)定期メンテナンスのお知らせ	Update	60 days ago	Japanese

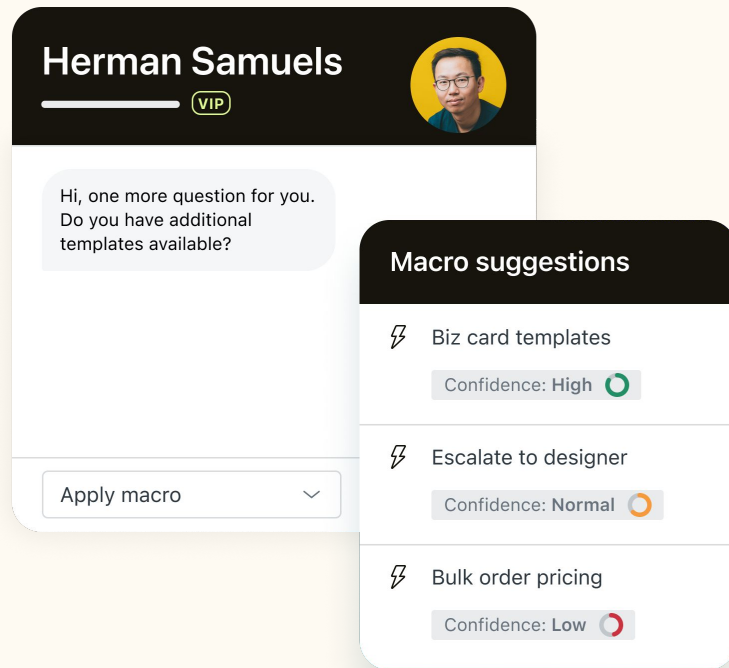
Five Learnings from Zendesk AI

Bots take longer to build than you budget



Five Learnings from Zendesk AI

Transparency drives engagement



AI has to be grounded in CX



I haven't received my order
and would like to get an
update

Very Positive

Slightly Positive

Neutral

Slightly Negative

Very Negative

Privacy, Security and Trust standards aren't yet ready



Conversation with Anika

Hello.

My credit card number is [REDACTED]
and the expire date is [REDACTED] with CVV
number being [REDACTED].

Let me know if you need anything from my
side.



Choice



Transparency



Protection

To be work in CX you'll need a CX-tailored solution



Out of the box and
accessible to anyone



Built and trained on the
best CX data and expertise



Designed for the entire
service experience



Transparent and
trustworthy

OUR APPROACH

At Zendesk, we're here to help you make the most of AI

Built on CX best practices

Based on billions of data points from actual customer interactions, our AI solves your real-world CX challenges.

Accessible to anyone

Powerful AI that's ready to go in minutes. No need for developers, heavy IT spend, or months of lead time.

Trusted for transformation

Take your service farther with the right expertise, the most flexible platform, and advanced security.

**Learn More at
Zendesk.com/AI**

