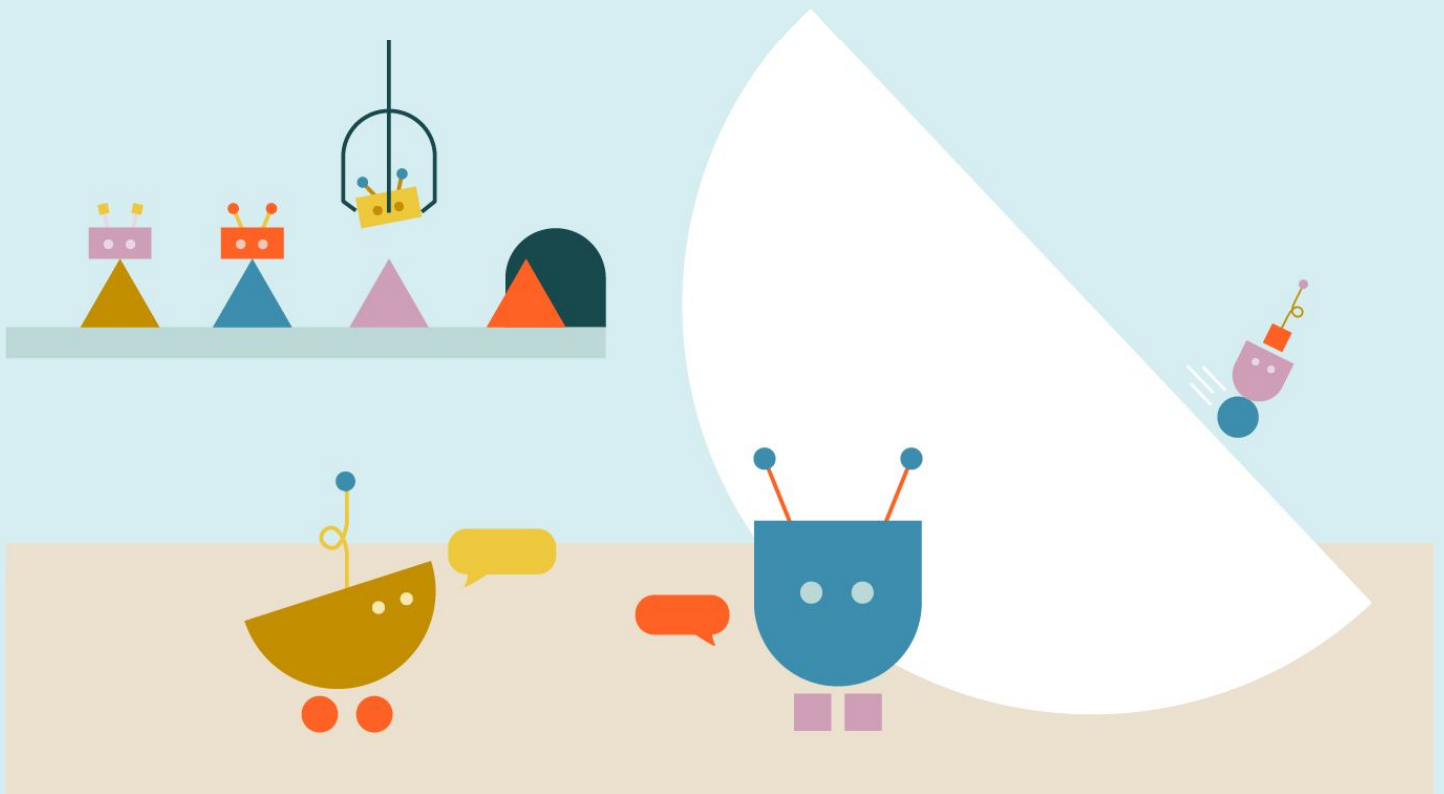


# Better conversations with Zendesk bots

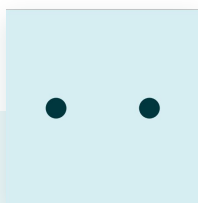




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# 01 Building bots for better customer conversations



**70%** of customers expect conversational experiences when they reach out to brands – and bots are often the first touch point in customer conversations

There are lots of misconceptions about bots, but if one thing is true, it's that they're at the top of everyone's minds. It seems like bots are dominating the headlines like football, celebrities and politicians.

Beyond the hype, bots actually have a myriad of uses in customer service situations.

- Firstly, they're usually the first line of defence when a customer reaches out. They can deliver instant answers 24/7.
- Secondly, they can streamline and triage queries for agents by collecting key info.
- Thirdly, bots are like an extension of your brand, conveying voice, tone and personality to create consistent, memorable and personalised experiences.

It's a shame bots are hard to build and deploy, with all the developer costs and time it takes to train them on the latest language models... right?

Not so fast. With Zendesk, it's actually easy to build bots and create dynamic conversational flows.

To better visualise what bots can do for your business, we put together a few examples of what bots can do straight out of the box without needing to know any code.

I just need a few pieces of information from you.

Streamer username  
Oscar Winn

Email  
oscar@email.com

Issue  
Account was charged twice

Send

# 02

## Making a good first impression

First impressions are important, so give your bot the chance to shine. Zendesk bots can be configured to say anything you want them to, which is important to get start the conversation on the right foot.

### Since bots are often the first point of contact

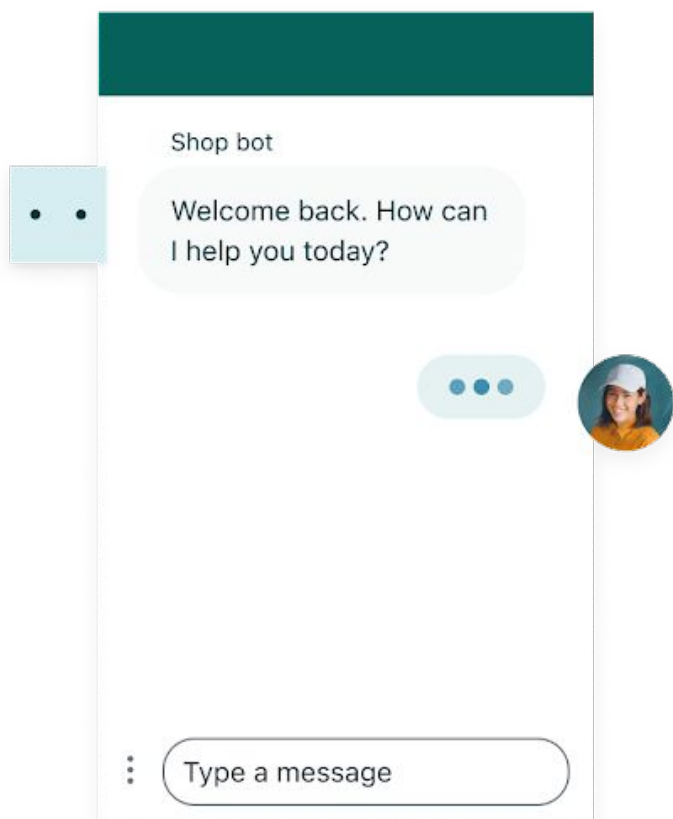
between you and your customer, it's important to make a good first impression.

You define the voice of your bot, and how it responds to your customers' questions. With features like pre-configured messages and quick replies, and the ability to connect your bot to your other business systems, the possibilities are endless.

The first message can be a chance to engage proactively with customers. This offers a chance to personalise the conversation before it even starts.

Your first message helps

- Your customers discover your business and deepen engagement
- Anticipate known problems before customers reach out
- Deflect FAQs and common queries from bogging your agents down with busy work



# 03

## Delivering instant answers

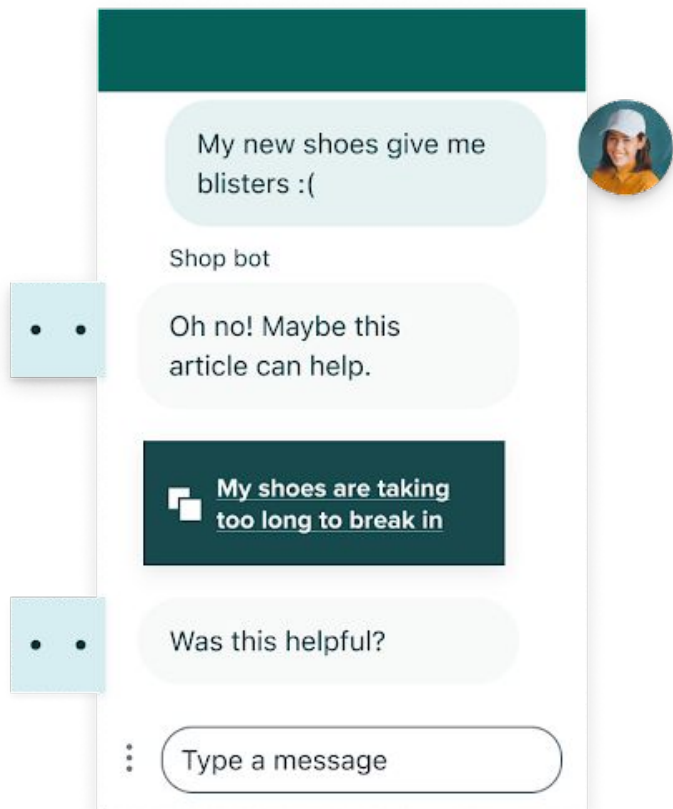
The first step to guiding customers to a resolution is to understand their intent.

### There are many ways to help your customers help themselves with bots...

One way is to surface knowledge base articles based on what your customers write. These can be automated article suggestions, or articles specifically chosen to address the issue.

Understanding what your customers need means being able to automate their most common queries. Anticipating and detecting their intent reduces friction on the road to a resolution. It turns out that AI can help: Zendesk AI tools can fill in gaps in your knowledge base by analysing conversations and making recommendations for what kind of content to create.

On the back end, you can analyse metrics like the engagement rate, containment rate and feedback performance for each of the bot's answers to identify opportunities for optimisation.



# 04

## Responding when agents are offline

Just because most of the world is snoozing doesn't mean your customers are. Bots can communicate with your customers when your agents are OOO.

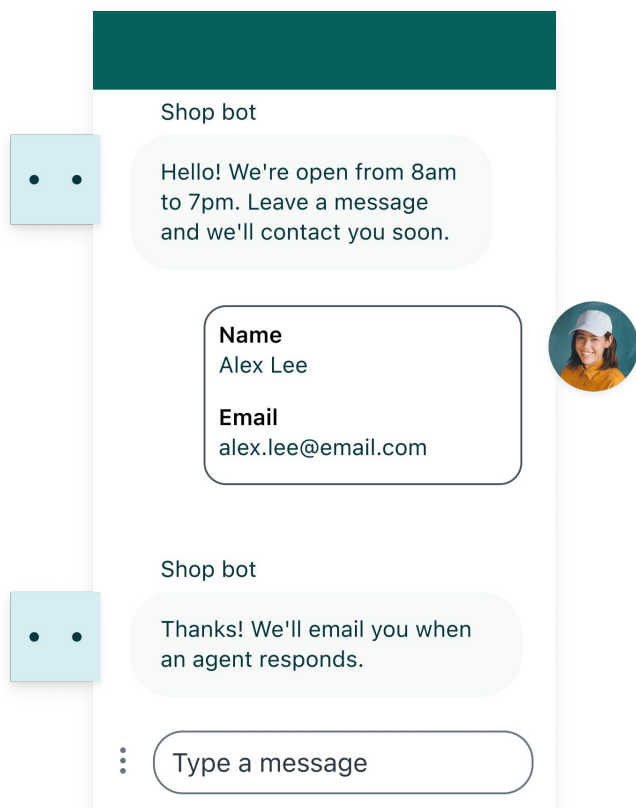
### You can never be sure when customers will reach out....

Bots are a great way of keeping the wheels turning while your customer service team is offline. During normal business hours, your bots can help deflect FAQs and collect customer info to help your agents.

When your agents are offline but your customers are nocturnal, international or both, you can configure your bots to respond differently than they would during the working day so that queries don't slip through the cracks.

Outside of business hours, your bot can help your customers self-serve by recommending articles (more on that soon) or collect information from your customers to continue the conversation when agents are back online.

That way, you can keep a cap on headcount while scaling customer service.



Shop bot

Hello! We're open from 8am to 7pm. Leave a message and we'll contact you soon.

**Name**  
Alex Lee

**Email**  
alex.lee@email.com

Shop bot

Thanks! We'll email you when an agent responds.

Type a message

# 05

## Connecting bots to external systems

Your business uses a unique set of tools to go above and beyond for your customers. Your bots should too.

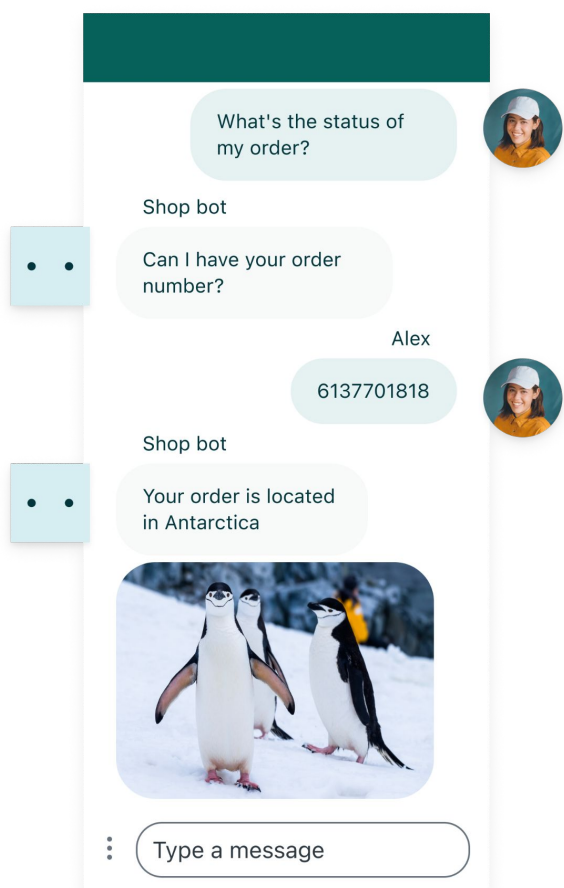
### Bots are as sophisticated as you are

Many of those reasons your customers reach out to your business can be automated to save time.

Customers often request information specific to them – think shipment statuses of orders or the wait time for live assistance.

They might also request information about your business, like a phone number, address or social media handles. They might ask about show times for films or product availability, or about flights.

This information lives in your other business systems – your ecommerce platform, your CRM, databases – and you can easily configure your bot to pull data for its responses.



# 06

## Collecting customer information

Leverage customer data to generate leads, save time for agents by providing context and surface unique marketing opportunities.

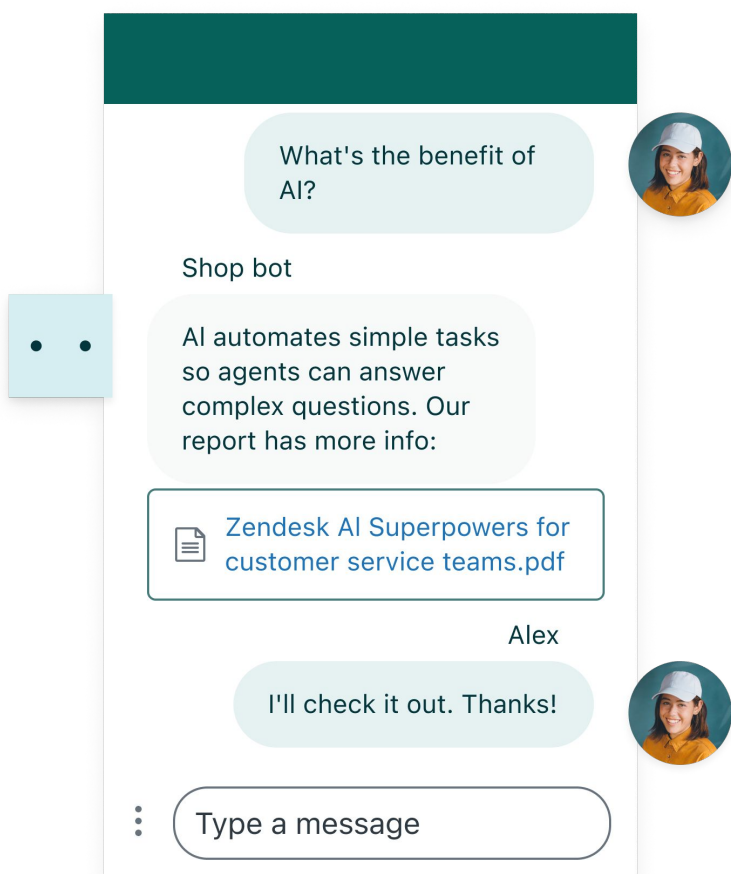
### B2C A/s/L

The information your customers give you can help you create a more tailored experience, save time for your agents and even generate leads.

You can configure your bot to collect details from your customers like their name and contact info, and create custom fields to capture other details that might be unique to your business.

If an agent needs to hop in the chat, they already have key bits of information to keep the conversation going without obligating customers to repeat themselves. Custom bots can go way beyond customer service.

This feature can also be used to generate leads for your sales team, or by marketers to deliver content behind a gate.





# 07

## Adding the human touch

Bots can't handle every request, but they certainly take the weight off your agents' shoulders. Here's when to bring in the human touch.

### Let your bots do the heavy lifting

Bots are excellent at removing repetitive, low value tasks, freeing up time for agents to focus on more complex queries that need a human touch.

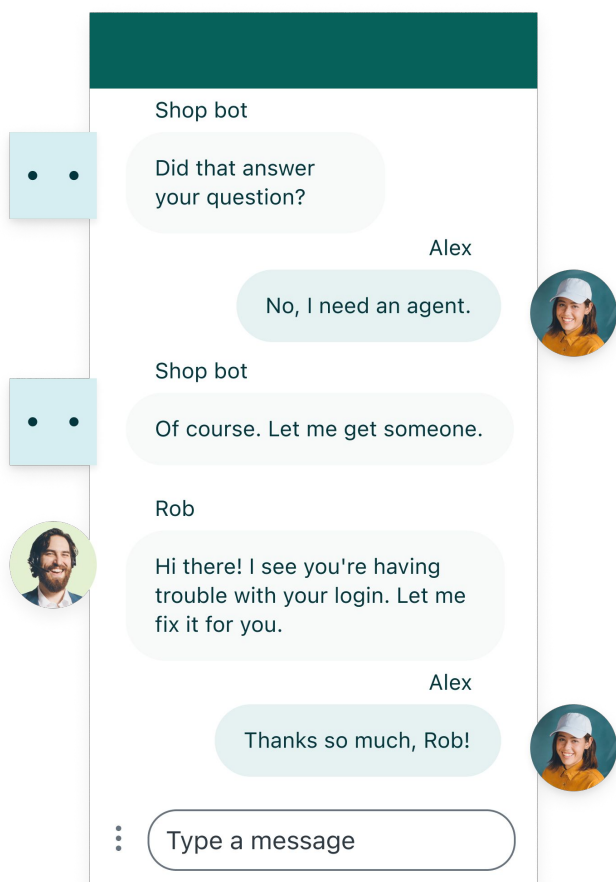
According to our [CX Trends report](#), the most frustrating conversational experiences involving bots happen when customers

- Can't get accurate answers
- Have to start again when they speak to a person
- Can't get through to a human at all

That's why it's important to keep the line open for agents. Use them to deflect common queries, automate the repetitive tasks, collect relevant information up front and then escalate to a real person when necessary.

The entire conversation is surfaced in the agent's workspace, so they can pick up where the customer left off without the customer having to repeat themselves.

The bot can also be configured to route certain conversations to specific agents or departments, ensuring a seamless experience that leads to a solution.



# Building bots with Zendesk

It's easier than ever before to create great conversational experiences – and Zendesk has all the tools you need. From simple conversational flows to advanced AI.

Zendesk's bot builder is a click-to-configure tool to build bots that don't require any code. Straight out of the box. Bots can be built once and deployed anywhere to help scale your support operation on any messaging channel.

## Research

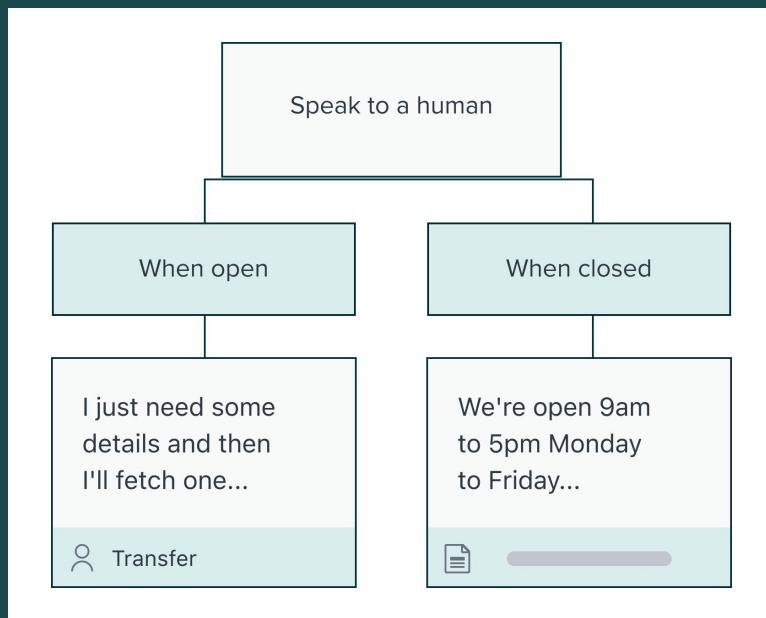
**71%**

of customers think bots solve issues faster

**73%**

of consumers expect more interactions with bots in their daily lives

[Source](#)

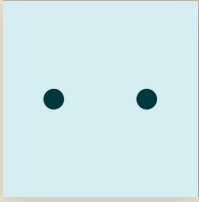


## It doesn't have to be complicated

Bots powered by Zendesk are a cost-effective way to manage high volumes and meet changing customer demands because they can serve more customers without adding headcount.

Your customers get the fast, personalised service they expect, you can maximise your agent productivity and your business can scale support without extra costs.

Our customers who use our bots saw improvements in resolution time, customer satisfaction and agent efficiency. So what are you waiting for?



## How Photobucket improved CSAT and resolution times with Zendesk bots

Subscription-based image and video hosting platform Photobucket has more than 70 million members worldwide. Since its users interact with its site around the clock, the Photobucket team looked to its long-time partner Zendesk for a messaging solution with a bot to help deliver cost-efficient 24/7 service to its global customer base.

**“The bot is perfect for our users that need help when our agents are offline. They can interact with the bot to get answers quickly. Instead of sending us an email and waiting until the next day to hear from us, they can get answers to their questions right away.”**

**Trishia Mercado**

Senior Manager, Member Engagement



## Research

**30%**

decrease in annual tickets

**17%**

decrease in resolution time

**96%**

Customer satisfaction

# Artificial intelligence made easy

It's easy to build the beautiful conversational experiences that your customers have come to expect. Bots powered by Zendesk help companies large and small scale their support operations with great features straight out of the box. No coding knowledge required.

**Get a [demo](#)**

