

# Turbocharge your CX with Zendesk and AWS

Deliver faster customer service using deep learning with Zendesk on AWS.



## Retail reality

The pandemic dealt some heavy blows to the retail industry. Lockdowns, short tempers, and supply chain issues were just a few of the challenges that business owners have faced over the past three years. But retailers who got creative—and engaged with their customers in new and innovative ways—surged past the competition.



Before COVID-19 hit, department stores were already struggling with the changing tastes and priorities of the modern shopper. The so-called “[retail apocalypse](#)” began in the early 2010s, with consumers increasingly turning to Amazon and other online retailers to shop for everything from hardware to designer handbags.

[The 2019 holiday shopping season for brick and mortar stores was “dismal,” according to CNBC](#)—and 9,300 stores were forced to close their doors.

Another 12,000 stores were permanently shuttered in 2020, and more than 60 major retailers—including [Brooks Brothers](#), [J. Crew](#), and [Guitar Center](#)—filed for bankruptcy.

Some companies faced a fate worse than bankruptcy: Several major retailers—including [Century 21](#), [Fry’s](#), and [Stein Mart](#)—were forced to close their physical doors forever.

While these stores’ brick-and-mortar locations may have shuttered permanently, [some—like Lord & Taylor—have reorganized and reinvented themselves as online-only storefronts](#). The pandemic has fueled this trend, with data from IBM’s US Retail Index reporting that [the shift to ecommerce has been accelerated by five years](#).

Target and Walmart responded to America’s new shopping habits by embracing ecommerce. Target has been so encouraged by its online sales, [it recently invested \\$100 million to improve the speed of delivery](#). Meanwhile, Walmart saw its fortunes rise, with [its ecommerce business growing by 17% in the last quarter of 2023](#).

While ecommerce is clearly dominating the retail landscape, customers still crave what they experienced shopping in a physical store: **Friendly, attentive, and personalized care.**

## Zendesk on AWS—champions of CX

Trusted by over 160,000 businesses, Zendesk enables personalized and effortless conversational experiences across any channel and device. Setting your teams up for success with a powerful workspace that centralizes all conversations and empowers agents with the out-of-the-box tools they need to solve the issue at hand.

Powered by Amazon Web Services (AWS), Zendesk's open and flexible platform integrates with the rest of your tech stack, giving you a complete view of your customer with built-in analytics and automations. Zendesk connects natively to AWS, simplifying the process of building with Zendesk.

### Core capabilities of Zendesk on AWS:

- Support across web, social, and mobile channels
- AI-powered bots
- Knowledge management
- Unified agent workspace
- Routing and intelligence
- Pre-built and custom integrations
- Real-time reporting and analytics

[Learn more](#)



## Create innovative CX that drives loyalty



**“Companies with a CX mindset drive revenue 4-8% higher than their competitive counterparts.”**

Bain & Company

Positive customer experiences are the key to building long-lasting customer relationships.

With Zendesk, retailers can create an omnichannel experience, building personalized customer experiences online, in-stores, across channels—and anywhere else their customers shop virtually.

## With Zendesk, you can:



**Realize the potential of merged online and offline channels.** Create fluid customer conversations across all channels—online, in-store, mobile apps, and social media. Complete and customizable customer views make personalization seamless and scalable. Your customers will feel like they're being taken care of—and your agents will get the support they need.



**Break the barriers to innovation and flex with market demands.** Your shoppers are constantly changing, and your support software needs to keep up. Zendesk helps your team stay ahead by letting you easily configure changes, giving access to real-time reporting that identifies trends, and access to workflow and productivity optimizations.



**Invest in your workforce for happy agents.** Happy agents equal happy customers. Empower your team with the tools they need to be successful, like omnichannel and skill-based routing that pairs the right agent to the right conversation. Zendesk's AI-powered bots handle repetitive work, give predictions on customer intent, and serve up real-time suggestions for what agents can do next. It is also proven to lower agent turnover and reduce costs.

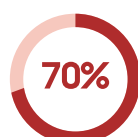


**Drive profits with unique CX.** Turn your support team into a revenue-generating operation. Zendesk helps provide proactive support—you can offer customers assistance with shopping, while keeping them updated about shipments, out-of-stocks, and fulfillment statuses. Best of all, you can deflect low-effort questions with help centers and community forums, so agents can focus on high-impact inquiries while reducing costs.

## Meet customers where they are

Shoppers want great customer experiences, and they are increasingly seeking personalized retail experiences that move seamlessly between online and in-store. Strategic application of customer data creates the same level of personalized clienteling typically reserved for luxury brands.

Despite the increase of personalized CX, retailers continue to find challenges in unifying omnichannel data and getting relevant customer information out of silos.



70% of consumers expect anyone they are interacting with at a company should easily have access to past purchases, context from interactions, and other information provided.



53% of leaders think siloed data is a barrier to instituting data-driven AI experiences.



76% of leaders believe service data is important and should be leveraged more throughout their organization



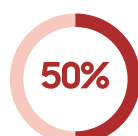
77% of leaders say personalization increases customer retention



59% of leaders say personalization reduces customer acquisition costs



Only 29% of leaders and managers say that customer sentiment is used to personalize the experience a customer receives



50% of leaders will increase their budget on tracking and improving customer emotions in relation to customer experience over the next 12 months



Only 18% of business leaders said their org was excellent in sharing customer data across the organization

► Source: [Zendesk State of Retail Report](#)

## Create more personalized customer experiences

It's clear that shoppers expect more personalized experiences. Brands are sitting on mountains of customer data, but most have yet to leverage it to even a fraction of its full potential. Strategic application of customer data can create the same level of personalized clienteling typically reserved for luxury brands. But there's a gap between potential and reality.

### Most retailers point to challenges with disconnected customer data



Say they're seeing disorganized, reactive efforts to use customer data



Rate their brand as excellent at sharing customer data across the business



Think siloed data is a barrier to instituting data-driven AI experiences

► Source: [Zendesk State of Retail Report](#)

### Better CX requires better data

- ✓ Use the right data to keep shoppers coming back. Customers are willing to give you information—if you use it to create better experiences for them.
- ✓ Leverage the power of AI to boost time-to-resolution and customer self-service.
- ✓ Share customer data to inform every facet of your business strategy – from product development to marketing and everything in between.

## Driving real success with Denmark's biggest retailer

# salling group

[Salling Group](#) is Denmark's biggest retailer, serving more than 11 million people per week in its grocery stores, restaurants, and other shopping destinations. They operate today in three countries with more than 1,500 shops spread out across the Bilka, fØtex, Netto and Salling chains, and together with internationally recognized brands, they also operate the Starbucks and Carl's Jr. franchise chains.

When the pandemic hit, the group's leaders realized that they needed to pivot their business online—and fast. "Initial planning discussions for a grocery home delivery service took place early in 2020, with the aim of launching it before 2025," Simon Bjerre, Product Owner at Salling Group, explained.

"But with the severity of the COVID-19 pandemic, it became clear that we needed to reprioritize and accelerate these plans."



## Customer experience is a competitive differentiator for our Group.

Simon Bjerre  
Product Owner at Salling Group

With a history dating back to 1906, the Salling Group's customers have long expected a personalized, authentic experience. For its new home delivery service, Bjerre and his team focused on creating a seamless online journey for its customers.

"Customer experience is a competitive differentiator for our Group," Bjerre explained. "With this new delivery service, our own employees are delivering the groceries as opposed to using couriers.

This ensures an easy communication between the drivers and our customer service team, further enhancing that customer experience."

The Salling Group has been a Zendesk customer since 2017, using Agent Workspace, Support, Chat, Guide, and Explore on its platforms. During the pandemic, agents saw the number of support tickets rise drastically. [With research showing that customers often prefer to find answers to questions themselves](#), the Salling Group doubled down on its self-service tools, increasing its knowledge base and redesigning its Help Centres.

With the newly redesigned Help Centres, the Salling Group decreased the live call ratio by 15%, while the Live Chat increased by nearly 10%. This resulted in a 15% call handling time improvement. With this success, the Group has ambitious plans to develop its social media channels.

"One of our strategic focus areas is on meeting the customer in their preferred channel," said Bjerre. "That will be a priority as well going forward."

► Learn more about on [Salling Group and Zendesk on AWS](#)

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## Answering customers as fast as possible

Zendesk uses deep learning—an increasingly popular branch of artificial intelligence (AI). Deep learning frameworks use neural networks modeled on the human brain to enable computers to learn independently, based on the data they are fed, and perform tasks with little supervision. Zendesk utilizes AWS to easily ingest large datasets used to train deep learning algorithms. As a result, Zendesk built Answer Bot in a significantly shorter time frame than would have been possible using an on-premises solution.

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## Speeding development through faster deep-learning modeling with AWS

Zendesk uses [Amazon Simple Storage Service](#) (Amazon S3) to store initialization files for training models. Amazon S3 is an object storage service that offers industry-leading scalability, data availability, security, and performance.

Zendesk takes advantage of [Amazon Elastic Compute Cloud](#) (Amazon EC2) P2 instances for GPU-based parallel compute capabilities. With Amazon EC2, you can secure and resizable compute capacity in the cloud and launch applications when needed—without upfront commitments.

Zendesk also uses the Amazon Aurora relational database engine to capture changes made to knowledge-center articles, which are fed back to the Answer Bot training model in near-real time. [Amazon Aurora MySQL and PostgreSQL](#)-compatible relational databases are built for the cloud. Performance and availability of commercial-grade databases at 1/10th the cost.

[Amazon SageMaker](#) gives Zendesk easier access to other popular deep-learning frameworks, while managing the infrastructure for authoring, training and serving our models. Amazon SageMaker provides every developer and data scientist with the ability to build, train, and deploy machine learning models quickly.

► Learn more about [how Zendesk enables faster customer service using deep learning](#)

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## Accelerate innovation in retail with Zendesk on AWS

To deliver a genuinely personal and authentic customer service experience—one that flows naturally across channels—agents and self-service assistants need access to data from across your organization. They also need support from intelligent tools to help them understand and resolve issues in real time.

With Zendesk and AWS, it's easy to boost workforce efficiency, maximize value from your data, maintain compliance, and embed value-driven customer service. You can also customize your CX with advanced AWS AI/ML, automation, and analytics tools.

What's more, Zendesk is built natively on AWS. That means you're supported by a proven ecosystem and marketplace which makes it simpler to plan, purchase and implement each step on your CX digital transformation journey.

Today, the AWS Cloud is home to thousands of global retailers that use the platform to take advantage of its on-demand scalability and reliability, immediately helping improve the

functionality of their website, enhance the customer experience, and control costs with pay-as-you-go pricing.

AWS and its partners - like Zendesk - can move your apps to the cloud quickly so you can leverage its performance, scalability, and savings right away.

Together, Zendesk and AWS offer a simple, proven path to delivering unique customer experiences that are more personalized—and profitable.



## Zendesk Suite

AWS Marketplace offers a curated list of third-party retail solutions, such as [Zendesk Suite](#), enabling brands to accelerate innovation, optimize operations, and improve business insights. AWS Marketplace can help you easily discover, procure, deploy, and manage cloud technology and data management solutions purpose-built for the industry.

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### Highlights of Zendesk Suite on AWS

- ✓ Conversational experiences: Meet your customers where they are, providing support over messaging, live chat, social, email, or voice.
- ✓ Unified agent workspace: Manage and respond to customers from one unified workspace, with complete customer context-including 1,200+ pre-built integrations.
- ✓ Automations, Bots and intelligence: Built-in routing, workflows, and analytics to automate repetitive tasks, optimize your business, and increase agent productivity

► Learn more about [Zendesk Suite in AWS Marketplace](#)

► Want to make your shop pop?  
[Try a free Zendesk demo today.](#)

