

Simplify AI-powered customer service with Zoho Desk



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Introduction

AI is transforming customers' experiences and, in turn, their expectations. For instance, take online AI shopping assistants or web search assistants; customers are growing used to faster, more personalized, and more convenient experiences at every touchpoint with a business. But when it comes to customer support, they meet with long wait times, constant transfers to multiple reps, or a lack of personalized support. The right customer service AI solution can help you match your customers' growing expectations, all while keeping your costs in check and avoiding overburdening your agents with additional tasks.

Zia—Zoho Desk's AI—is built to simplify customer support so your agents can focus on building stronger customer connections easily. In this ebook, we'll explore how Zia can make your customers more independent, your teams more efficient, and your service more impactful.

Overview of Zia in customer service



Customer initiates a chat on your website. Answer Bot responds using information available in the knowledge base.

Answer bot



To seek agent assistance, the customer submits a ticket request. A ticket gets logged in Zoho Desk.

Submit ticket



Zia identifies the ticket priority, issue type, category, and other ticket fields, and triggers workflows in the backend.

Field predictions



The ticket reaches the right agent; Zia analyzes and adds relevant tags and sentiment to the ticket.

Auto-tags and sentiment analysis



Agents use Zia to summarize tickets, review similar cases, and receive suggested responses, helping them craft personalized replies and close tickets promptly.

Answer bot and generative AI



Post ticket resolution, Zia also tracks and provides insights like trending tags, sentiment analysis, and ticket activity to ensure seamless support operations.

Anomaly detection and dashboards

Zia: A deep dive

Zia is Zoho Desk's AI with built-in conversational, predictive, and generative capabilities that empower your customer service teams to do more in less time. It provides 24/7 support for your customers, instant assistance for agents, and actionable insights for supervisors.

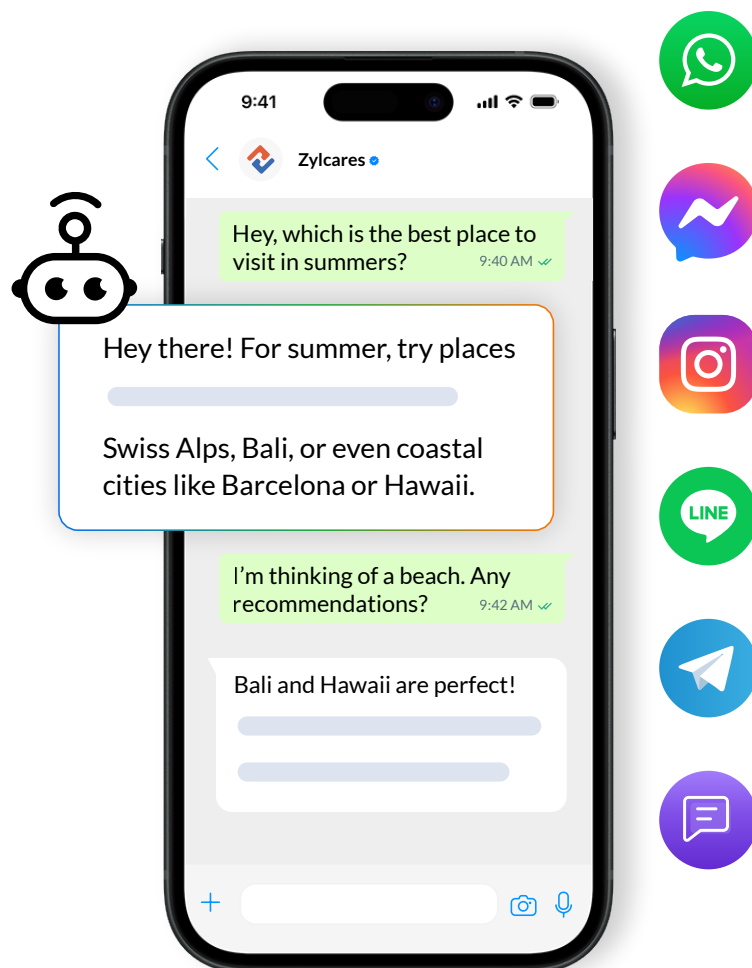
Here's a detailed overview of how each of Zia's capabilities help you throughout your service efforts and make customer service effortless.

Answer bot

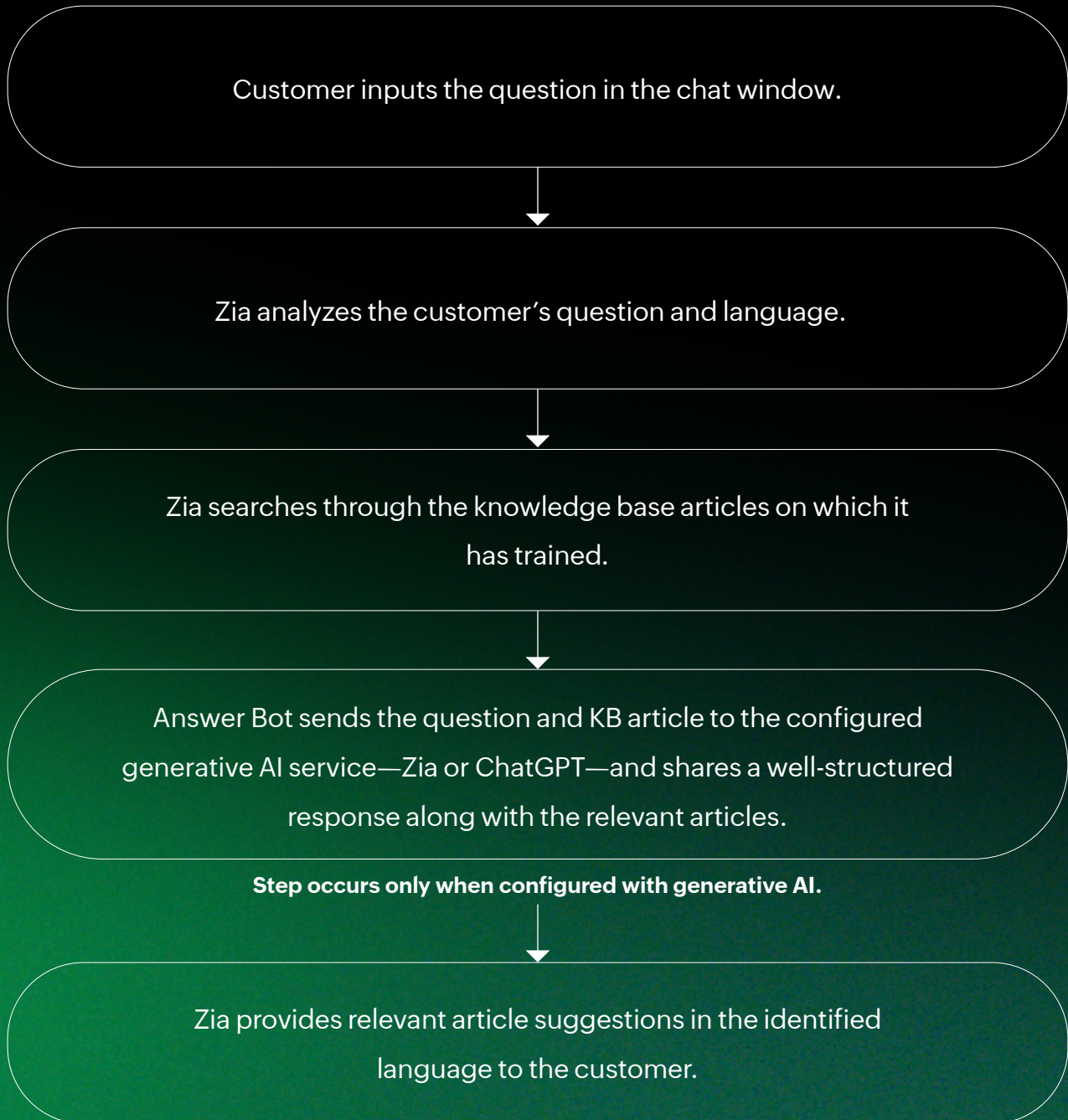
Answer Bot is Zoho Desk's multilingual AI chatbot that you can enable either for customers, agents, or both based on your business requirements.

For customers

Customers look for self-service experiences that are quick, accurate, and convenient. Answer Bot meets all of these requirements by helping customers find the right answers instantly, 24/7, and with the flexibility to switch to live agent support at any point during the chat. You can easily embed Answer Bot for customers across messaging channels—WhatsApp, Messenger, Instagram, LINE, Telegram—and website.



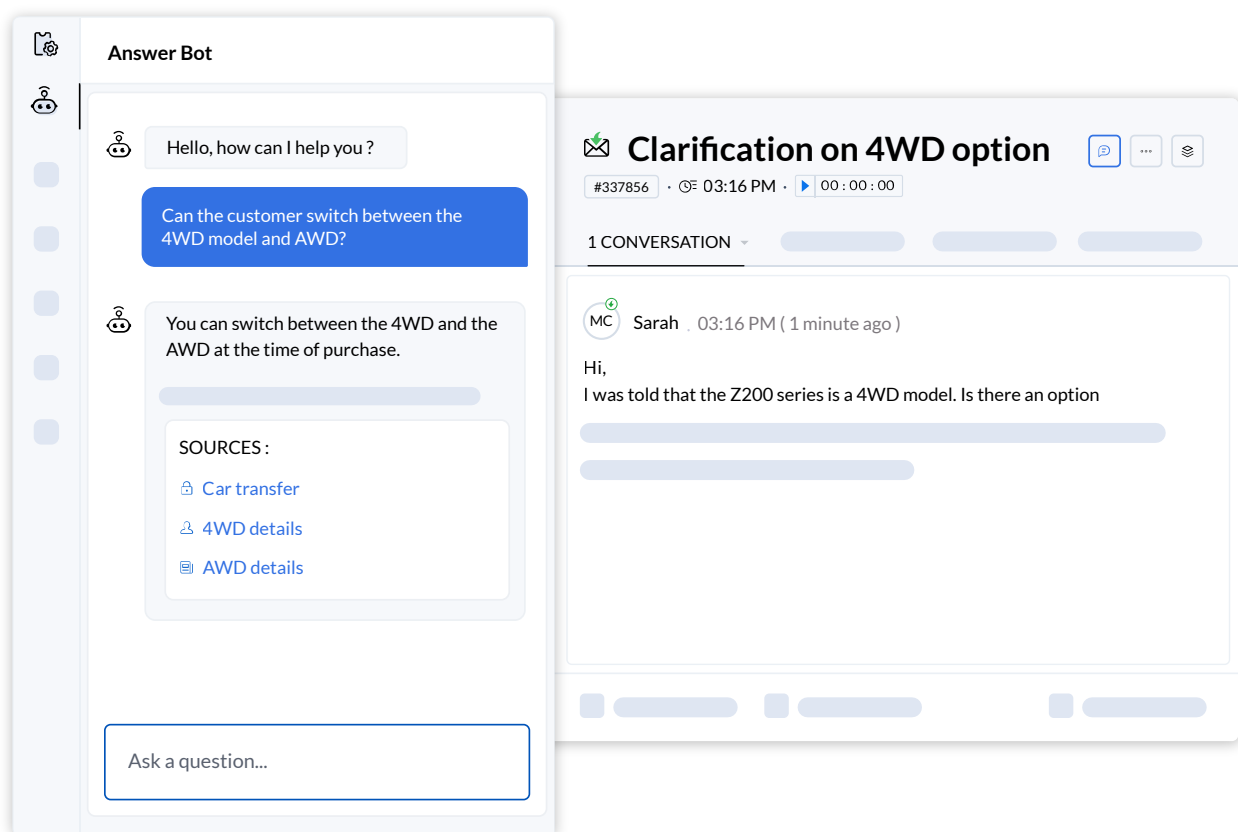
Here's how it works for customers



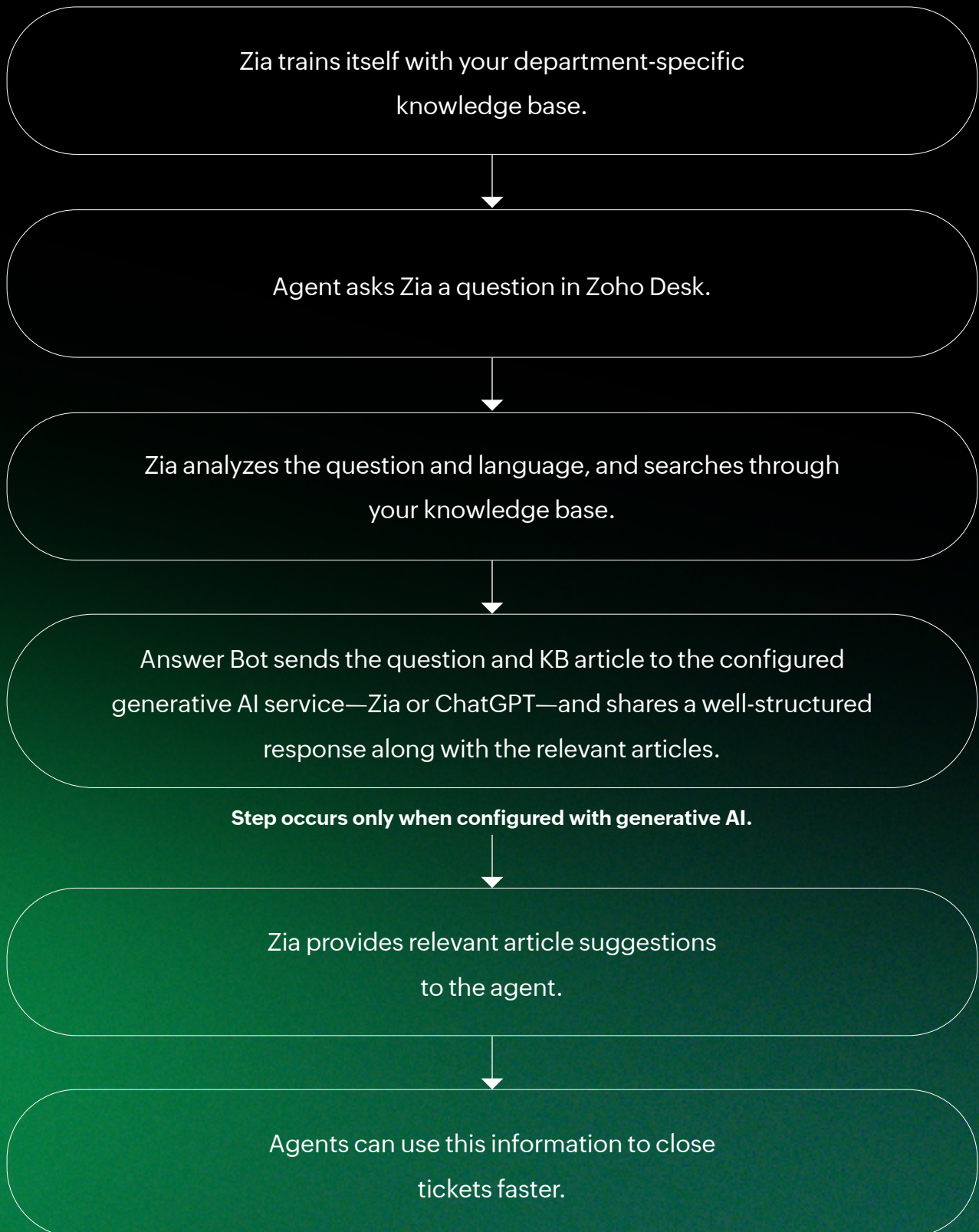
Note: When enabled for customers with the Gen AI integration, Answer Bot does not use any open domain data to create responses; it refers solely to your knowledge base and refines responses. This is to ensure your users get only reliable information from reliable sources.

For agents

In customer support, every second counts, especially when there's a long queue of customers waiting for assistance. Answer Bot helps your agents deliver personalized support and close tickets faster by fetching ticket-relevant response suggestions right within the agent's workspace.



Here's how it works for agents




Note: When enabled for customers with the Gen AI integration, Answer Bot does not use any open domain data to create responses; it refers solely to your knowledge base and refines responses. This is to ensure your users get only reliable information from reliable sources.

Field predictions

Tickets often go through multiple processes before they're resolved, which frequently results in delayed responses. Zia simplifies and speeds up the resolution process by predicting values for ticket fields like priority or category automatically, which sets backend workflows into action. This further saves agents' time and empowers them with more context to resolve tickets effectively.

3



Field Predictions


AUTO UPDATED

MANUALLY UPDATED

Ticket Category


Visa


Requests Owner

 Don Evans

Issue Type

Question

 **Visa process**

 Sol Davidsen · 09:30 AM

Hi,

How long will my visa take to process?

Thanks,
Sol Davidsen.

Use cases

Intelligent ticket routing

Let's say you've set up a workflow in Zoho Desk that determines that if the contract type is "premium," the ticket should be assigned to the premium support team to avoid delays or SLA breaches. For the workflow to run, the first step is to ensure that the contract type field has an entered value. You can either wait for the agents to update this or set-up another workflow to ensure the field is filled out. However, both methods require manual effort and time.

Zia takes care of this by automatically predicting the contract type field, which enables backend workflows to assign tickets to the right teams, provides agents with complete ticket context, and ensures timely ticket resolution.

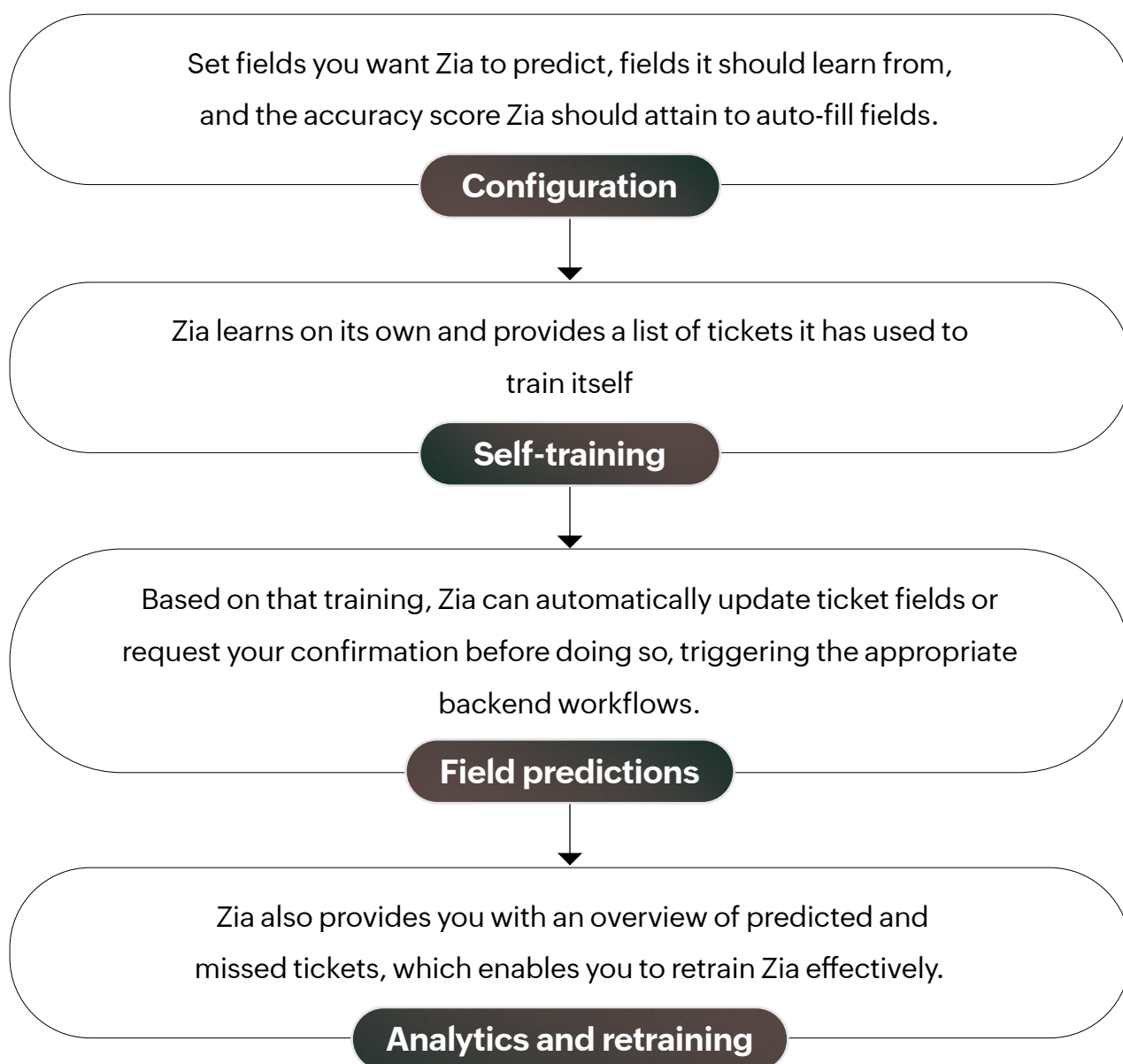
Contextual support

Customers want to submit requests as quickly as possible without going through the painful task of filling out ticket fields. However, your support team needs as much context as possible to streamline and address issues effectively. To bridge this gap, Zia does the tedious task of filling out essential fields for your agents.

Let's say you're a travel and tourism company. During the peak holiday season, you receive an increased number of support tickets that range from new reservations to complaints about or modifications to existing bookings. Due to the high demand, it becomes difficult to identify which tickets you need to prioritize, which can result in response delays and disappointed customers.

You can set up Zia's field predictions to simplify this process. By training Zia on your past ticket data, you can set it up to auto-update the classification field, which describes whether the ticket is an inquiry, modification request, or a complaint. To refine the process further, you can also set up Zia to predict the type of traveler as solo or group. These details can help you keep your support operations organized, connect customers instantly with the right agent, and provide agents with the necessary context to resolve issues effectively.

Here's how it works



[Learn more →](#)

Auto-tags

It's important to track the questions customers ask because this data is necessary in order to deliver accurate support, build better self-service tools, and train new agents. But often it becomes difficult to track the full range of customer questions considering the huge volume of tickets coming in every day. Zia analyzes every incoming ticket and adds relevant tags to each of them to help you keep your customer support operations organized.

The screenshot displays the Zoho Desk interface for a ticket titled "Booking to Switzerland". On the left, a sidebar shows "CONTACT INFO" for John Bond (80% satisfaction, johnbond.design@email.com) and "TICKET PROPERTIES" including Ticket Owner, Status, Due Date, and Tags (Switzerland, Travel Package). The main ticket view shows the title, ID #337856, and a conversation history. A "THREAD LEVEL KEYWORDS" box highlights tags: "Switzerland", "Custom package", and "Pre-made package". The ticket content shows a message from John Bond dated 30 Mar 09:00 AM asking for customization. A "Close Ticket" button is at the bottom right.

CONTACT INFO

John Bond . 😊 80%
Johnbond.design@email.com

TICKET PROPERTIES

Ticket Owner

Status

Due Date

Tags(2)

Switzerland Travel Package

Booking to Switzerland

#337856 · 🕒 03:16 PM · ⌚ 00:00:00

1 CONVERSATION · RESOLUTION · TIME ENTRY

JB John Bond 30 Mar 09:00 AM

THREAD LEVEL KEYWORDS

Switzerland Custom package

Pre-made package

2 people between the 26th and 31st of this
you customize one for me?

John.

Close Ticket

Use cases

Connect customers with the right agents

Your customers want to reach the right agents and get their issues resolved as quickly as possible. While creating separate departments can be helpful to keep your support activities organized, you're likely to receive various issues within each department that require experts to resolve them.

Let's say you are a banking services provider and have different departments like card services, loan services, fraud and dispute resolution, and digital banking support. But you notice a further classification of issues in each department. For instance, in card services, you receive issues like card deactivation, rewards or cash back, billing disputes, etc.

With Zia, you can ensure that even specific issues within each department are assigned to the right agents. Zia analyzes your customers' tickets and identifies and groups the relevant keywords as tags. You can then set up ticket assignment rules using these tags and assign each agent or team to manage tickets with particular tags.

Offer better self-service

Let's say you're planning to build a help center because you've received an increased number of repetitive support requests. In this instance, it's helpful to know which support topics customers commonly ask. Zia provides a list of trending tags so you can understand what your customers are asking about most often and create a powerful knowledge base.

This also helps improve the quality of chat assistance. Businesses with existing knowledge bases can create articles around topics that are commonly looked for, ensuring their chatbot (Answer Bot) is updated with the latest information.

Train new agents

Building a support team that delivers value begins with taking the right approach to training. It's important to introduce your agents to the types of questions your business most often receives, as well as the approach your team usually takes. With Zia's tags view, you can access all tickets with commonly asked questions in one place. This enables your new agents not only to familiarize themselves with questions they're likely to receive, but also to refer to relevant tickets, identify the best solutions, and reach out to the right agents for more help.

Here's how it works

Zia analyzes an incoming ticket.



Zia identifies keywords in the ticket, groups them together, and adds relevant tags to the ticket.



Zia displays tags in the ticket's properties and creates a separate view for each tag under the Tags category.

[Learn more →](#)

Sentiment analysis

Resolving issues before they turn into something big is crucial to build long-term relationships. Sentiment analysis in Zoho Desk examines ticket content and identifies customer sentiments, along with the keywords that factored into its analysis. This enables agents to take the most effective approaches to resolve tickets.

The screenshot displays a Zoho Desk ticket interface. At the top, the ticket title is "Flight cancelled" with a green checkmark icon. Below the title, the ticket ID is "#343445", the timestamp is "30 Mar 2022 09:00 PM", and the duration is "00 : 00 : 03". A navigation bar includes tabs for "6 CONVERSATIONS", "HISTORY", "ATTACHMENT", "TIME ENTRY", "APPROVAL", and "ACTIVITY".

The conversation history shows two messages:

- From Santhosh Singh (MC): "Awesome, thanks!"
- From Don Evans (DS): "Hello Santhosh, I've re... attached. Thank you for cooperation..."

A modal window titled "Sentiment" is overlaid on the conversation, displaying the following information:

- Sentiment:** Positive (indicated by a green smiley face icon)
- Aspects:** Loved It, Zylker Travels

At the bottom of the interface, a message from Yod Agbaria is visible, dated "02 Nov 03:12 PM", with a "Private" label. The message reads: "Thanks for the flight details, Don Evans."

Use cases

Prioritize tickets

When you receive a huge volume of incoming tickets from multiple channels, it can become difficult to focus on the most important ones. While Zoho Desk helps you manage tickets more effectively with its work modes, which categorize tickets based on priority, due date, or status, Zia refines this process further by analyzing the sentiment of each ticket and categorizing each one as positive, negative, or neutral.

This helps agents create views for each sentiment, view tickets in any work mode, and focus on the tickets that need their attention the most.

Streamline operations

Let's say you've introduced a new line of products in your existing product range. While the sales are good, you also see an increase in customer support requests.

Zia analyzes the customer sentiment of each support request raised. To help you derive deeper insights, it provides you with negative, positive, and neutral sentiment responses for each tag so you can understand which areas are working well and which ones aren't and make the necessary improvements to increase customer satisfaction and revenue.

You can also assign tags with the most negative sentiment to a specific team or department based on this analysis.

Here's how it works

Zia analyzes customer sentiment automatically.



Zia categorizes each ticket as positive, negative, or neutral.

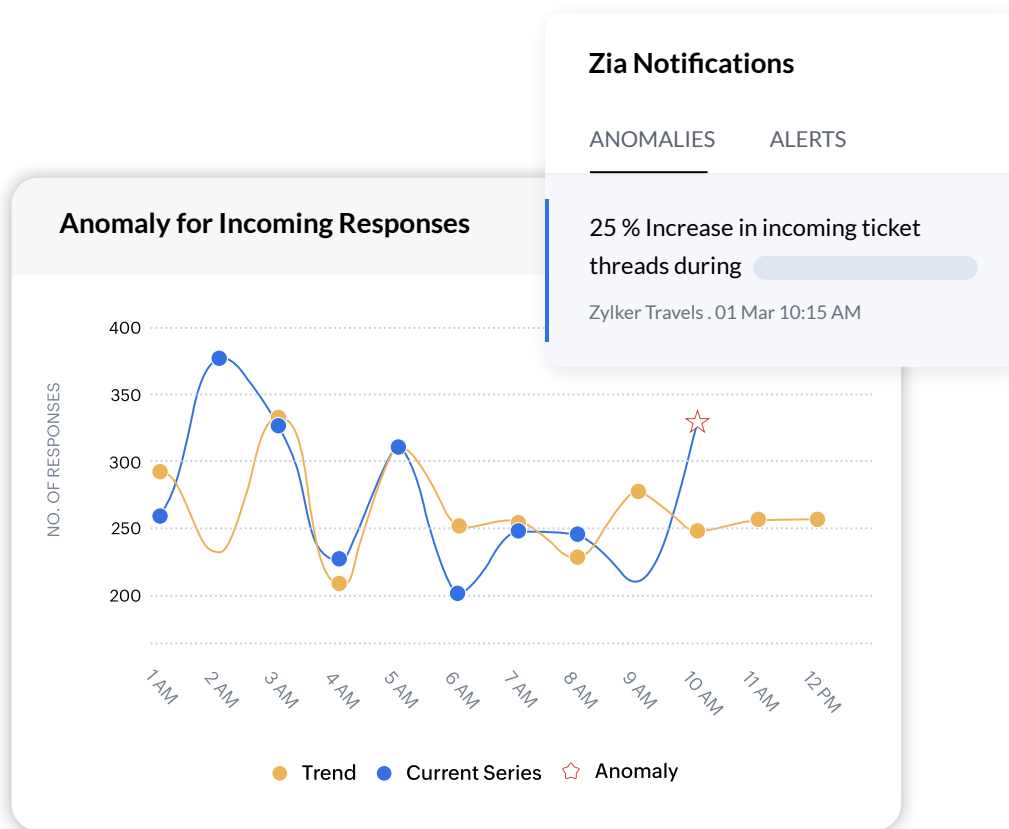


Agents can view the sentiment of each ticket in the ticket list and detail view.

Zia also states which keywords it considered in its sentiment analysis.

Anomaly detection

Understanding ticket activity is crucial to streamline customer support operations. Zia provides you with an analysis of incoming and outgoing responses from the past 30 days compared to the present day, enabling you to manage your customer support operations more effectively. It also alerts you of unusual ticket activity so you can take corrective actions immediately.



Use cases

Improve support operations

Let's say, to prepare for the increased sales during the holiday season, you plan your support operations effectively. However, two days into the scenario, you notice poor resolution times and low levels of customer satisfaction.

Zia with its predictive and analytical capabilities helps you avoid such situations. It keeps a track of your ticket activity throughout the day and alerts you of an increase or decrease in the ticket activity. You can make a note of anomaly occurrences during each hour for few days, examine the top tags in the anomaly reported by Zia, and update your workflows according to these insights to manage your support operations better.

Further, it also allows you to understand the areas your product or service needs attention and find ways to improve it.

Effective resource allocation

You have recently noticed that one of your teams is logging in overtime to resolve tickets. This has led to increased expenses, agent burnout, and low levels of customer satisfaction.

Zia helps you tackle this situation by providing you with a detailed overview of ticket distribution through each hour of the day. This allows you to either change the shift timings of your existing employees or distribute the existing team into smaller teams to avoid agents burnout and increased costs.

Here's how it works

Set the range of ticket activity for Zia to consider as an anomaly.



Zia examines your organization's ticket pattern.



After a month of learning, it automatically detects and notifies you of unusual ticket activity.

Content analysis

Sending error-free responses is as essential as sending quick responses. With Zia, your agents get detailed analyses of responses they've written, pointing out any grammatical errors, determining a readability score, and assessing writing quality in-depth to help agents send quality responses easily.

Conversations ▾

ARC

Hi Sarah,

The best time to witness the Northern Lights are th
November, February, and March, as they have less

We're also offering 10% off on custom Aurora trip.
personalized packge for you.

Best,
Yod Agbaria

Send

Content Analysis

3

Spelling Errors

1

Grammar Suggestions

Ease of Reading

Readability Score

42

Difficult

Your piece appears to be difficult to read. Aim for a

0

Run On Sentences

Writing Quality

0

Wordy Phrases

0

Improper Word Choices

2

Informal Writing

Use case

Review agent responses

Sometimes, even something as simple as a missing or extra comma can completely change the meaning of a sentence. While you can't monitor every response your agents send, Zia can; it can help your agents assess how easy it is to understand their responses with Zia's readability scores. Zia also looks for spelling and grammatical errors, and provides suggestions so your agents can quickly modify their responses and deliver quality support.

Zia-powered KB translations

Customer service is expected to be personal and—even more importantly—easily accessible. This can often be difficult when it comes to supporting a global customer base. Zia helps you provide self-help to your customers in their own languages through its multilingual translation capabilities.

Default Language

English

Multilingual ☒

+

 Add additional languages

Languages	Help Centre Name	Help Centre Access
<div>En English</div>	Zylker Inc	<input checked="" type="checkbox"/>
<div>Af Afrikaans</div>		
<div>Ar Arabic</div>		
<div>Bn Bengali</div>		

Translation type

Select how you would like to translate your knowledge base articles.

☐ Manual

Enter or paste the translated content into articles manually.

☒ Automatic

Translate articles using a translation engine automatically

Zia

✖

✓

Unbabel

✖

Google Translate

✖

Use case

Create a multilingual knowledge base

Let's say you have a small team of agents who support a global customer base. You have complete visibility into customers' most commonly asked questions in all regions. To ensure you can help more customers, you decide to build a multilingual knowledge base. However, to do so, you need more resources to create each article in multiple languages. Zia saves you time by automatically translating each article you've created into multiple languages.

Generative AI

In a time-sensitive field like customer service, getting quick assistance is essential for both agents and customers. Enhance Zoho Desk's existing AI capabilities with Zia's generative AI capabilities or ChatGPT based on your business needs. While both the services offer similar capabilities, they differ in the following ways:

Capabilities	Zia	ChatGPT
Setup	Built into Zoho Desk so you can start using it instantly.	Requires you to purchase the OpenAI's API key.
Cost	Free (included in the Enterprise Edition)	Usage-based pricing
Reply assistance	Zia analyzes ticket content and customer sentiments to suggest replies from the knowledge base automatically.	ChatGPT can suggest and refine replies from the knowledge base, open domain, or both based on your configuration.
Content generation	You can instruct Zia or ChatGPT to write or fetch responses for you using your knowledge base, open domain data, or both.	
Ticket summary	Zia can summarize up to thirty conversations in a ticket, while ChatGPT can summarize up to five conversations. You can also get thread summaries using either generative AI service.	
Insights	You can use either Zia or ChatGPT to get real-time customer sentiment analysis and a list of key topics covered in the ticket.	
Writing assistance	Zia and ChatGPT can modify agent-written responses based on the agent's needs.	

Use case

Contextual response generation

Let's say you provide an overseas education consultation service, and a customer follows up on their ticket about a university in Germany. This time, they ask for an update on their admission process as well as about the food and weather in the city their university is in.

In this case, if you've enabled Zia or ChatGPT, your agents can get a quick summary of the conversation they've had with the student to ensure a quick follow-up. Instead of searching through the knowledge base, reply assistance provides them with a short response along with links to the knowledge base articles. They can add this to their response; if they feel more information needs to be covered—for instance, common practices adopted by foreign students living in Germany—they can ask Zia to fetch or generate a reply for them.

Once they've pieced together all parts of the response, they can rely on writing assistance to refine the responses and send a quality, contextual response to the student.

[Learn more →](#)

Zia APIs (Private beta)

Every business operates uniquely, and sometimes, you require a bit more flexibility from your vendor to operate smoothly—especially when it's AI. Zoho Desk offers Zia APIs that make AI work for you the way you need it to.

Answer Bot API: This API helps you use knowledge base articles to respond to customer issues effectively on multiple channels. For customer assistance, you can use the Public API, which only fetches articles from the public knowledge base. For agent assistance, you can use the Agent API, which enables agents to get response suggestions from all articles.

Generate API: This API enables you to bring generative capabilities—like analyzing tickets, predicting field values, creating responses, classifying tickets, or even checking for agent response quality and more—to support activities.

Vision Model API: Get all the context you need from images without manually going through them with the Vision API.

Use case

Automate the mundane

Let's say you're a consumer electronics company that receives hundreds of warranty claim requests every week. When a customer submits a warranty claim, a lot of time is often spent on sending process details, conducting an authenticity check, and more before a customer's claim is processed. This not only slows down resolution times but also creates backlogs and puts added pressure on your support team. However, not every task in the process needs to be time consuming or requires your agents' attention. With Zia API's, you can save your agents' time and ensure they step in only when necessary.

When your customers submit a ticket regarding how to submit a warranty claim, you can rely on the Answer Bot API to respond to the email ticket by fetching information from your knowledge base and marking the ticket as closed. When your customer responds, the ticket is re-opened.

If your customer responds with warranty details and shares the warranty card as an image, you can configure the Vision API to analyze the image and extract the necessary information—like the warranty number—in JSON format. Using automation, you can then send this information to your CRM database to verify the claim details. Once the ticket has the necessary information, it's ready to be approved or rejected by your agent, followed by necessary steps like scheduling field service.

Upon ticket resolution, you can configure the Generate API to summarize the ticket process and add the resolution to the ticket, ensuring any other agents facing a similar issue get the insights they need to solve issues accurately.

To use the Zia API, please contact us at support@zohodesk.com.

Why Zoho Desk's AI, Zia?



Value-centric

Zia is included as a part of Zoho Desk's offerings, so you can use Zia's capabilities at no additional cost.



Safe and secure

Rest assured that your data is safe and secure with us. We never train our AI models on our customers' data and are compliant with data protection laws like GDPR, HIPAA, and CCPA.



Convenient

Zia is easy to set up, train, and use in your daily support operations thanks to its intuitive UI and no-code setup.

Zoho Desk VS Zendesk & Freshdesk

Here's a quick comparison to help you make the best choice.

AI features	Feature description	Zoho Desk	Zendesk Support	Freshdesk
Knowledge base chatbot	A customer-facing chatbot fetches relevant responses from the knowledge base.	✓	✓	✓
Suggested articles	AI lists several ticket-relevant knowledge base articles for agents.	✓	✓	\$
Reply assistance for agents	A chatbot provides relevant response suggestions for agents based on the knowledge base.	✓	\$	\$
Ticket auto-tagging	AI auto-tags tickets with relevant keywords for easy issue categorization.	✓	✓	✗
Sentiment analysis	AI identifies customer sentiment for agents by analyzing ticket text.	✓	\$	\$

AI features	Feature description	Zoho Desk	Zendesk Support	Freshdesk
Field predictions	AI auto-updates ticket layout fields, like priority and category, for faster ticket assignment and agent assistance.	✓	\$	\$
Anomaly detection	AI identifies and notifies agents of unusual activity in incoming and outgoing responses.	✓	✗	✗
AI dashboard	Displays data for incoming and outgoing responses, customer sentiments for specific issues, and other AI metrics.	✓	✓	\$
Generative AI	Agents can summarize tickets, rephrase responses, and analyze customers' moods.	✓ Zia	\$	\$
Pricing		No additional cost	Outcome-based pricing model Advanced AI add-on: \$50/agent/month	Session-based pricing model Additional bot sessions: \$100 Essential Gen AI capabilities: \$29/agent/month
Implementation		Easy	Time-consuming	Time-consuming

Zendesk

Zendesk offers multiple AI features. However, its advanced AI offerings follow an outcome-based pricing model in which the vendor charges you for every conversation it considers AI-resolved. You have little to no control over what's considered a resolution; this is pre-defined by the vendor.

Zendesk's automation features—like predicting intent, sentiment, and language—are part of the advanced AI add-on that costs \$50 per agent per month, with the additional pre-requisite that you purchase the add-on for all your licenses irrespective of your business needs. Most of the generative AI capabilities Zendesk offers are either a part of the automated resolution add-on or the advanced AI add-on.

Freshdesk

Freshdesk offers features similar to Zoho Desk. Apart from a few bot sessions, the rest of its AI features are only available as an add-on. Freshdesk follows session-based pricing, counting every conversation with an AI as a session. The first few bot sessions are offered as part of a Freshdesk subscription, but once those sessions are completed, you have to pay a price of \$100 to purchase additional sessions. To make use of all of Freshdesk's essential generative AI features and insights, you have to buy their add-on for \$29 per agent per month.

Disclaimer: All names and marks mentioned here remain the property of their original owners. Prices are as published by the named competitors on their website(s) as on 29-04-2025 (without taking into account the taxes or discounts), and are subject to change based on the pricing policies of the competitors. The details provided on this page are for general purposes only and cannot be considered as authorized information from the respective competitors. Zoho disclaims any liability for possible errors, omissions, or consequential losses based on the details here.






















Start your journey towards AI-powered customer service with Zoho Desk!

Book a free personalized demo



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