



**Simplify
AI-powered
customer service
with Zoho Desk**

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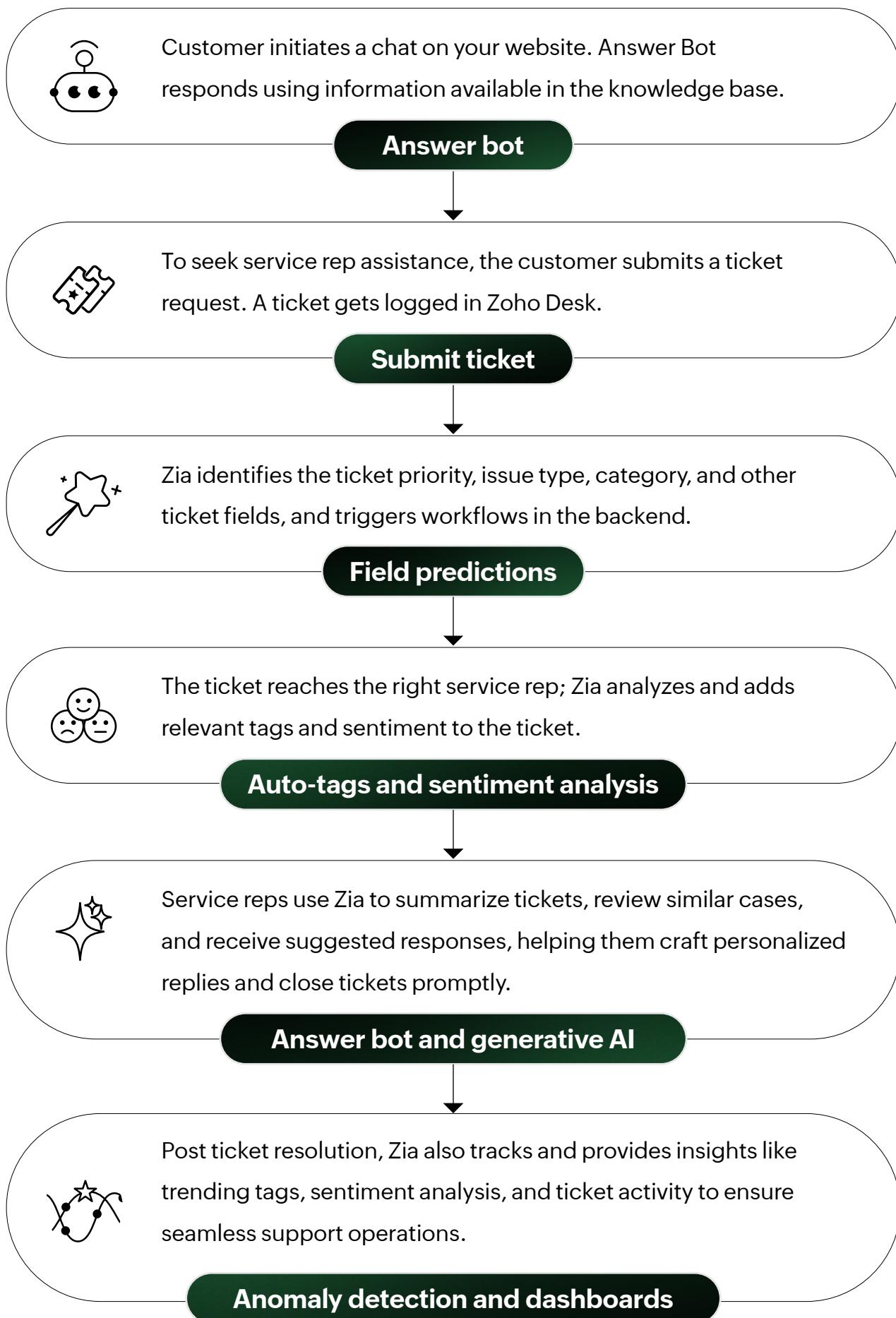
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Introduction

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 team with additional tasks.

Zia—Zoho Desk's AI—is built to simplify customer support so your service reps 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





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 service reps, 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.

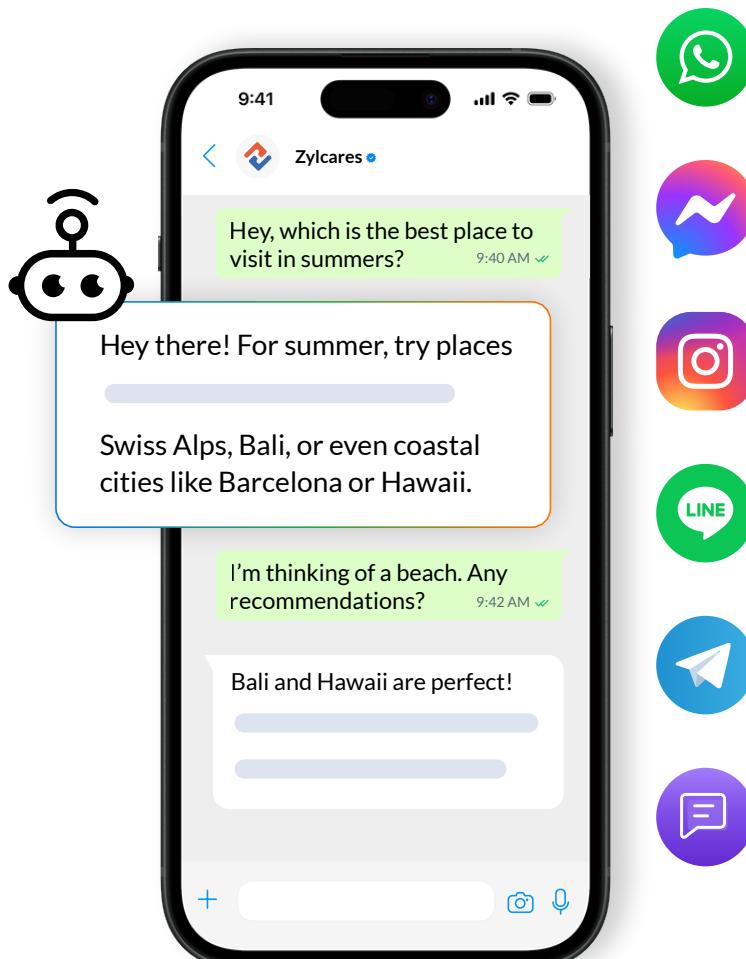
Answer bot

Answer Bot is Zoho Desk's multilingual AI chatbot that you can enable either for customers, service reps, 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 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

Customer inputs the question in the chat window.

Zia analyzes the customer's question and language.

Zia searches through the knowledge base articles on which it has trained.

Answer Bot sends the question and KB article to the configured generative AI service—Zia or ChatGPT—and shares a well-structured response along with the relevant articles.

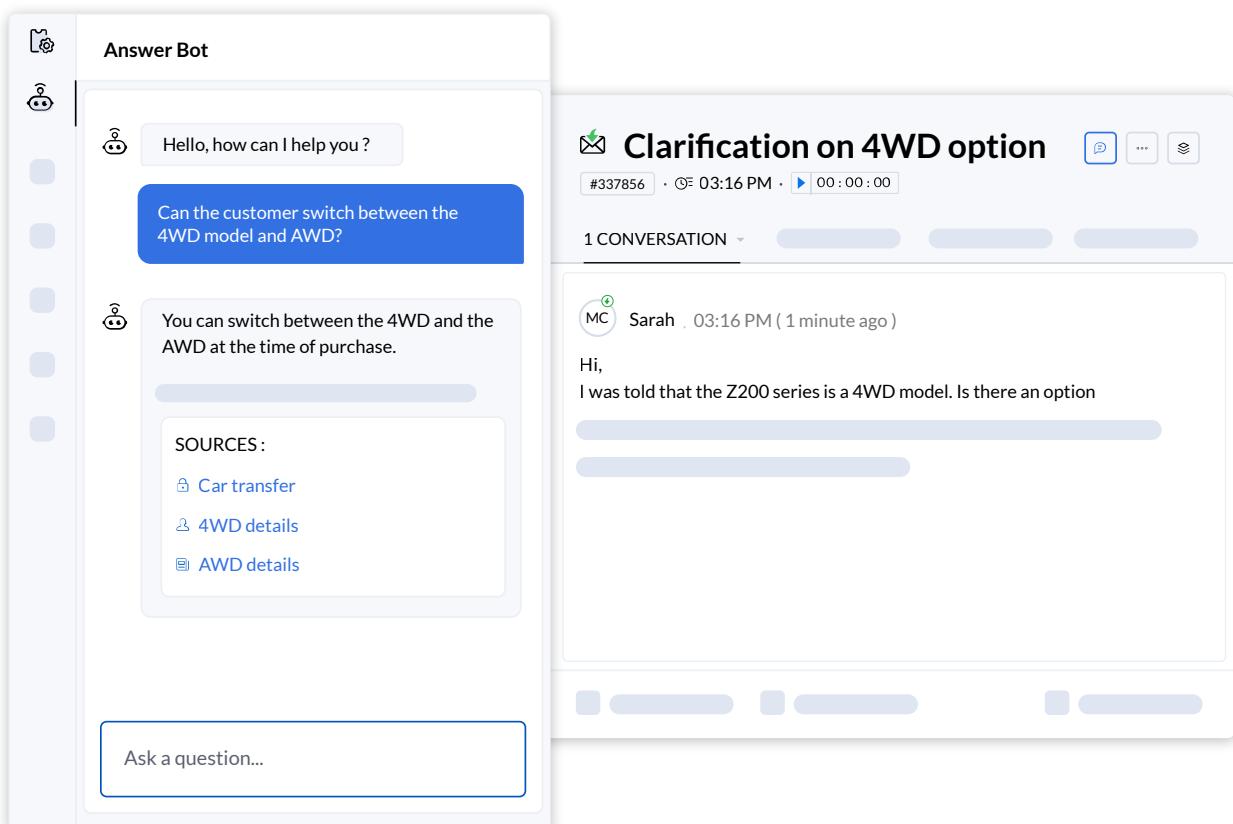
Step occurs only when configured with generative AI.

Zia provides relevant article suggestions in the identified language to the customer.

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.

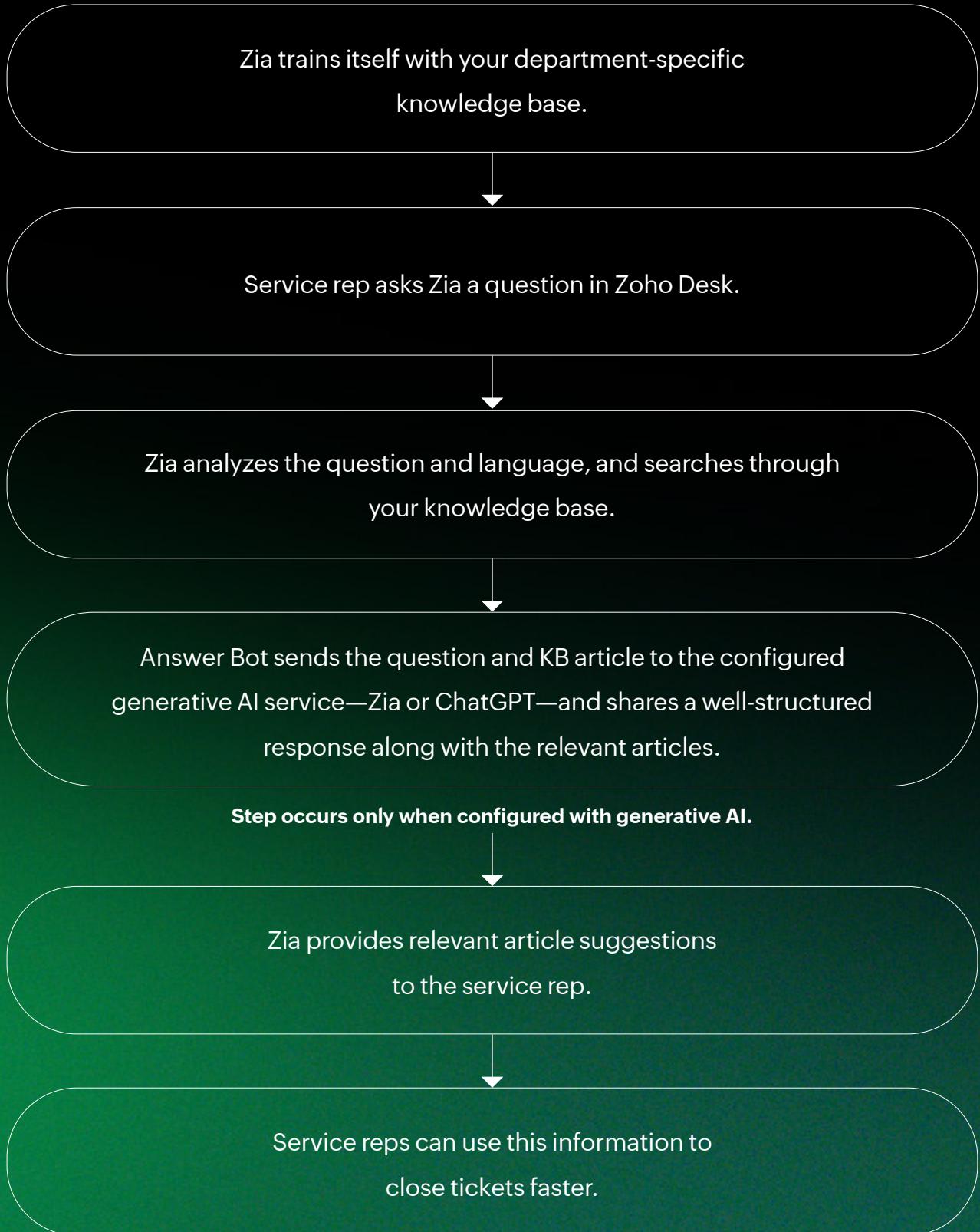
For service reps

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



The image shows a screenshot of the Zoho Desk interface. On the left, the 'Answer Bot' panel is open, featuring a sidebar with icons for Answer Bot, Chat, Tickets, and Reports. The main area shows a conversation with a bot: 'Hello, how can I help you?' followed by a blue box containing the question 'Can the customer switch between the 4WD model and AWD?'. The bot's response is: 'You can switch between the 4WD and the AWD at the time of purchase.' Below this, a 'SOURCES:' section lists 'Car transfer', '4WD details', and 'AWD details'. At the bottom is a text input field with the placeholder 'Ask a question...'. On the right, a ticket titled 'Clarification on 4WD option' is shown. The ticket details are: #337856, 03:16 PM, 00:00:00. It shows a single conversation with a customer named Sarah: 'Hi, I was told that the Z200 series is a 4WD model. Is there an option'.

Here's how it works for service reps



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 service reps' time and empowers them with more context to resolve tickets effectively.

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 service reps 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 service reps with complete ticket context, and ensures timely ticket resolution.

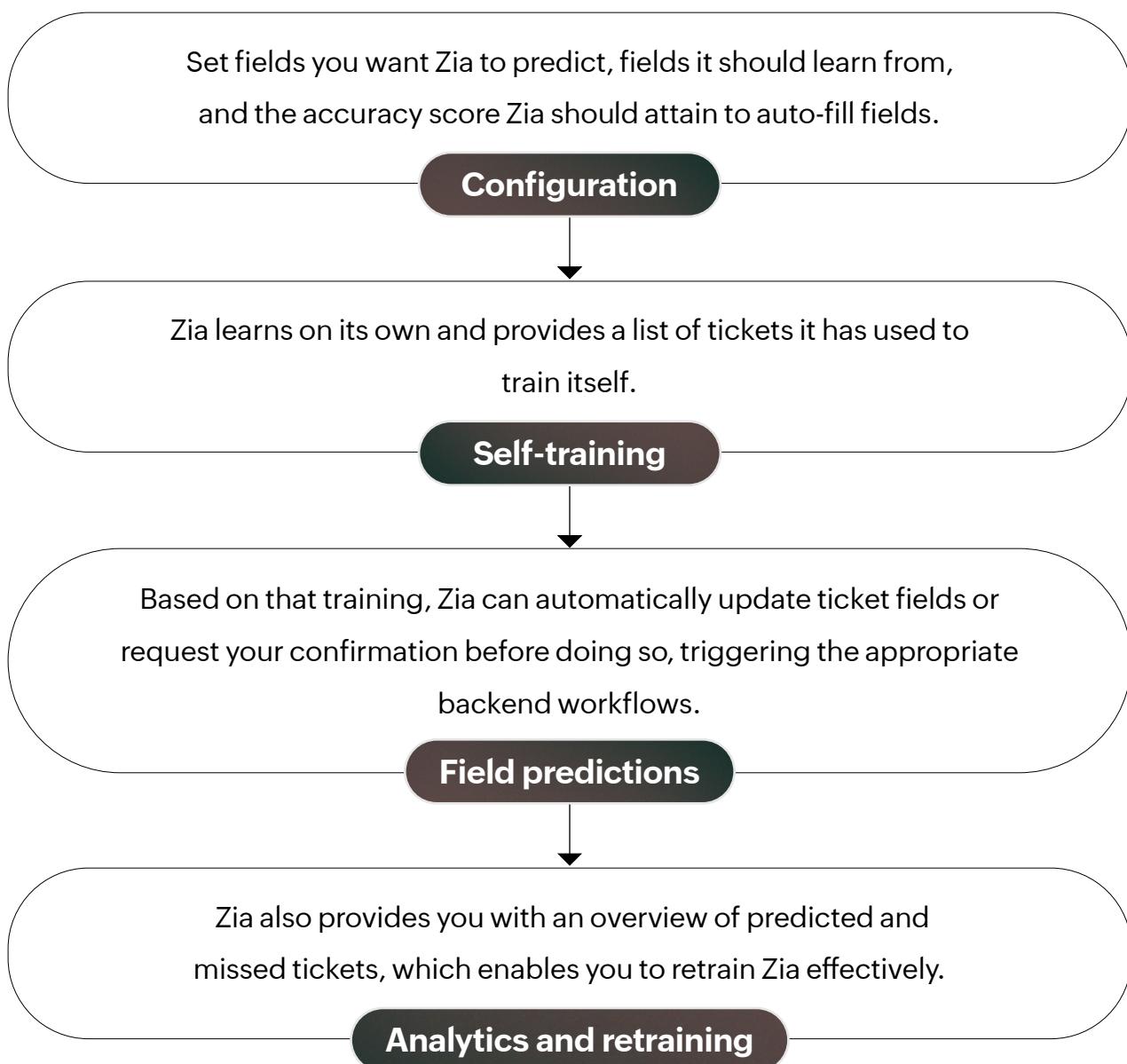
Contextual support

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 service reps.

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 service rep, and provide service reps with the necessary context to resolve issues effectively.

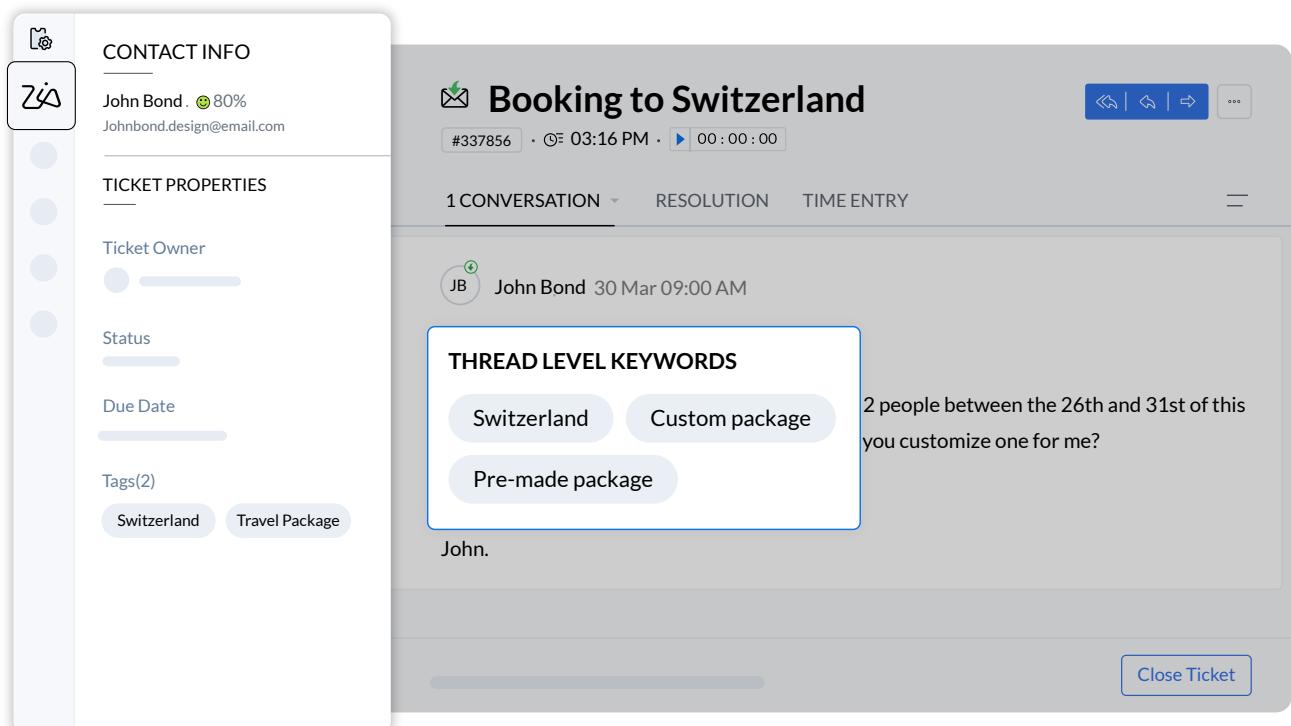
Here's how it works



[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 service reps. 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 shows a Zoho Desk ticket interface. On the left, a sidebar displays 'CONTACT INFO' for 'John Bond' (80% completion, email: Johnbond.design@email.com) and 'TICKET PROPERTIES' including 'Ticket Owner' (set to 'John Bond'), 'Status' (set to 'In Progress'), 'Due Date' (set to '2024-03-31'), and 'Tags(2)' ('Switzerland', 'Travel Package'). The main panel shows a ticket titled 'Booking to Switzerland' (ID: #337856, created: 03:16 PM, duration: 00:00:00). The ticket header includes navigation icons for back, forward, and search. Below the header, there are tabs for '1 CONVERSATION' (selected), 'RESOLUTION', and 'TIME ENTRY'. The conversation list shows a message from 'John Bond' (30 Mar 09:00 AM) with the text: '2 people between the 26th and 31st of this month, can you customize one for me?'. A callout box titled 'THREAD LEVEL KEYWORDS' highlights the tags: 'Switzerland', 'Custom package', and 'Pre-made package'. At the bottom right of the ticket panel is a 'Close Ticket' button.

Use cases

Connect customers with the right service reps

Your customers want to reach the right service reps 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 service reps. 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 service rep or team to manage tickets with particular tags.

Offer better self-service

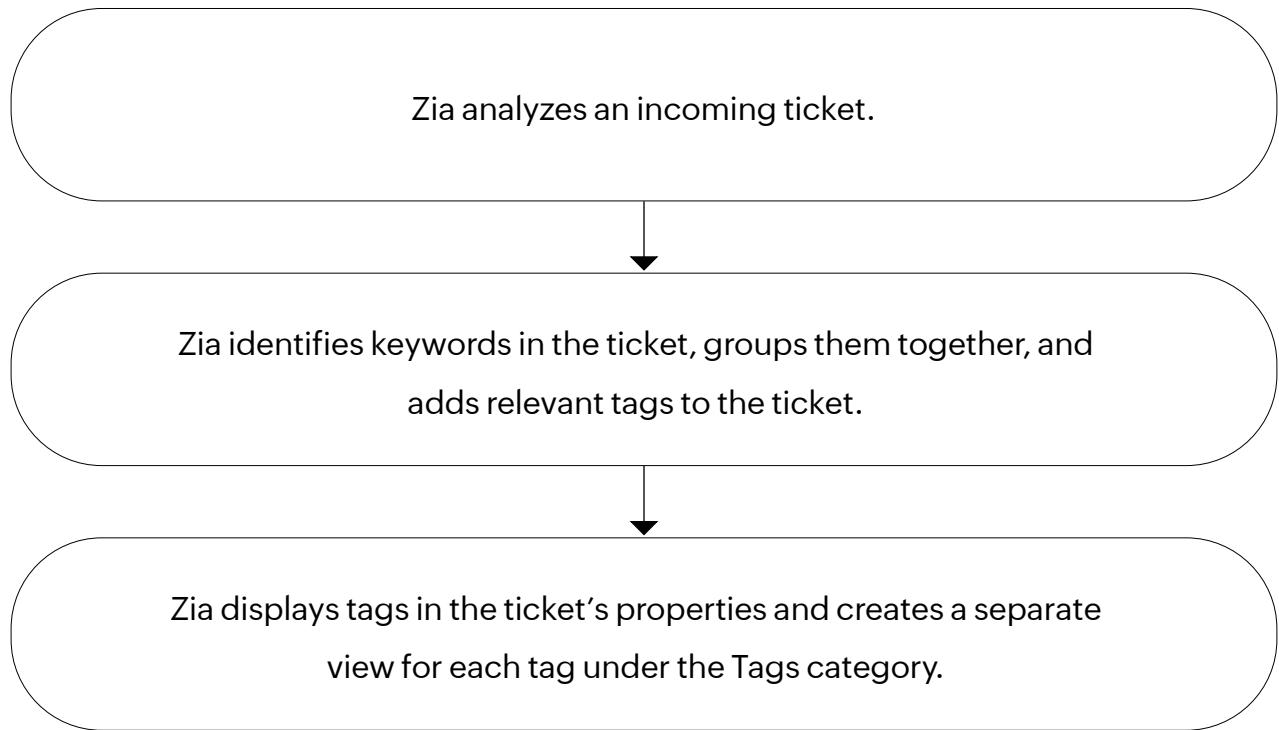
Let's say you're planning to build a help center because you've received an increased number of repetitive support requests. In this instance, it's helpful to know which support topics customers commonly ask. Zia provides a list of trending tags so you can understand what your customers are asking about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

Building a support team that delivers value begins with taking the right approach to training. It's important to introduce your service reps 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 service reps 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 service reps for more help.

Here's how it works



[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 service reps to take the most effective approaches to resolve tickets.

 **Flight cancelled**

#343445 · 30 Mar 2022 09:00 PM | 00:00:03

6 CONVERSATIONS ▾ HISTORY ATTACHMENT TIME ENTRY APPROVAL ACTIVITY

MC Santhosh Singh 03
Awesome, thanks!

DS Don Evans .03Apr
Hello Santhosh, I've reattached. Thank you for your cooperation...

Yod Agbaria . Private . 02 Nov 03:12 PM
Thanks for the flight details, [Don Evans](#).

Sentiment

Positive 

Aspects
Loved It, Zylker Travels

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 service reps 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

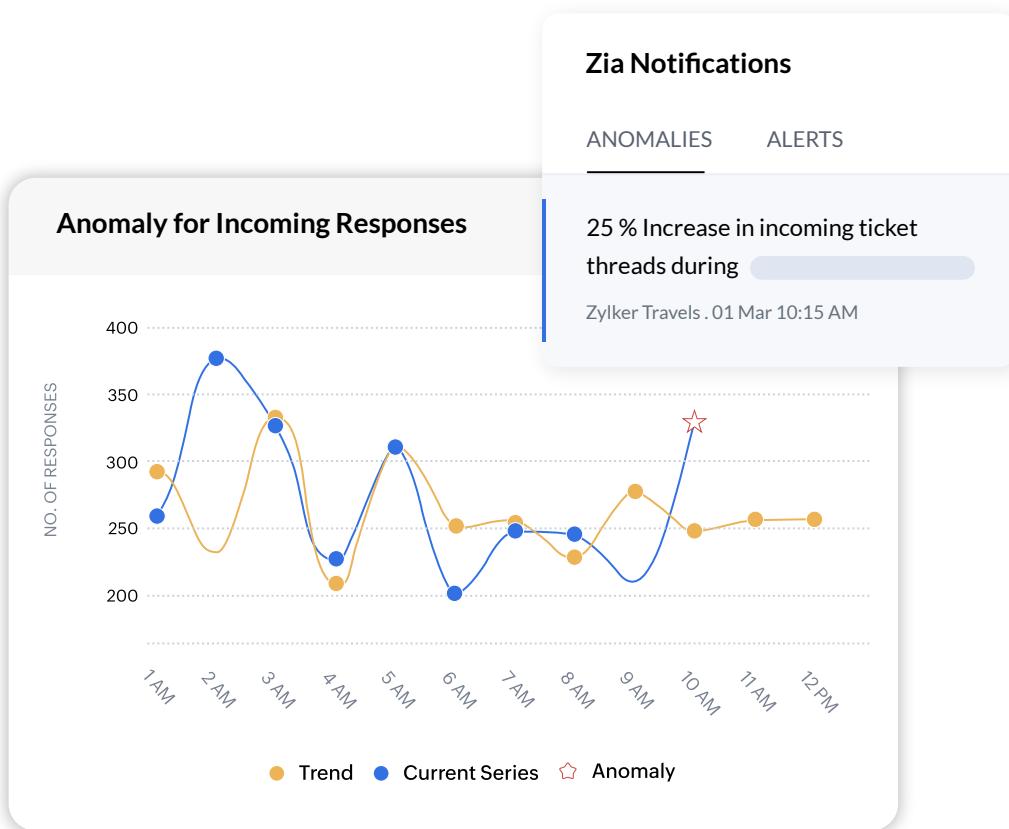
Zia analyzes customer sentiment automatically.

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

Service reps 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, service rep 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 service reps 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 and posting error-free solutions is just as important as providing quick ones. With Zia, your service reps receive a detailed analysis of their responses, knowledge base articles, and community posts. It highlights grammatical errors, evaluates readability, and assesses overall writing quality to ensure your team delivers clear, polished, and effective support.

✉️

Conversations

ARC

Hi Sarah,

The best time to witness the Northern Lights are the 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

42 Readability Score

0 Run On Sentences

0 Wordy Phrases

0 Improper Word Choices

2 Informal Writing

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

Use case

Run a quick quality check

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 service reps send and post, Zia can; it can help your service reps 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 they 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 toggle switch

+ Add additional languages

Languages	Help Centre Name	Help Centre Access
En English	Zylker Inc	toggle switch
Af Afrikaans	<p>Translation type</p> <p>Select how you would like to translate your knowledge base articles.</p> <p><input type="radio"/> Manual Enter or paste the translated content into articles manually.</p> <p><input checked="" type="radio"/> Automatic Translate articles using a translation engine automatically</p>	
Ar Arabic		
Bn Bengali		

Zia toggle switch

Unbabel

Google Translate

Use case

Create a multilingual knowledge base

Let's say you have a small team of service reps 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

Offering easily accessible help requires a lot of effort: crafting the perfect response, updating knowledge resources, and ensuring the right action happens at the right time. We kept these needs in mind when we introduced generative AI in Zoho Desk. It is spread across your Zoho Desk's environment to provide contextual help to your teams when they need it.

To ensure generative AI powers your support operations smoothly, we give you the freedom to choose the LLM—Zia, our built-in LLM, or ChatGPT—that works best for your business needs. To make your decision easier, here's a quick comparison of the LLM models offered in Zoho Desk.

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

1. Generative AI in the reply editor

Now your service teams get contextual help as soon as they open a ticket within the reply editor. Zia gives your service teams a quick gist of the conversation by summarizing the ticket and then assists in creating and refining the response. Here's how both Zia and ChatGPT help your teams in the reply editor.

Capabilities	Zia	ChatGPT
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 service rep-written responses based on the service rep'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 service reps 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 →](#)

2. Generative AI in the knowledge base

Your customers care about finding solutions quickly, whether that's from your service teams or the available self-help resources. But often they're left with outdated and unhelpful articles, pushing them to reach out to service reps for help.

But now, with Zia, you can ensure your knowledge base is continuously updated with the latest information by converting ticket conversations directly to knowledge base articles. This ensures your KB is updated with the answers to recently asked questions and reduces the ticket load on your service teams.

Use case

Offer answers to new questions immediately

Consider this: You've just released a new product, and a customer raises a request on a topic that's not only new but also something other customers are likely to ask about. With the help of Zia, now you can directly convert these interactions into helpful articles.

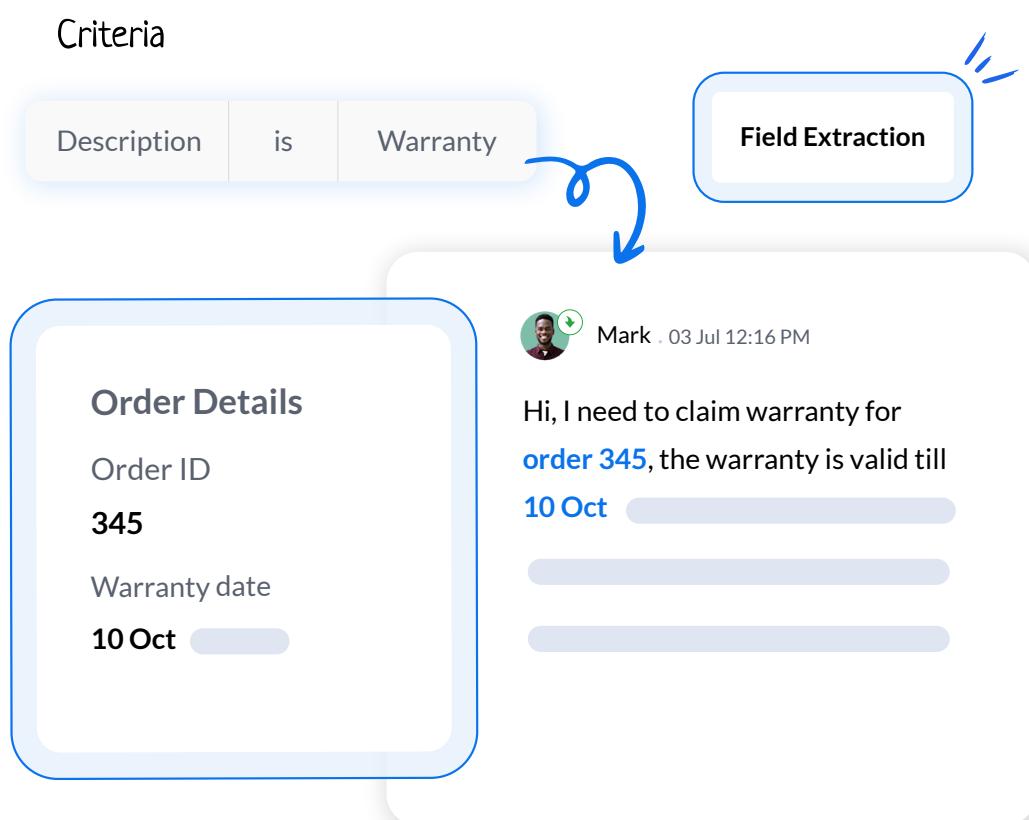
All that you need to do is select the conversation that contains the relevant information, and Zia will generate the article for you. This ensures your customer's questions are answered without increasing the burden on your service team.

3. Generative AI in automation

We're guided by the idea that AI is helpful when used at the right time at the right place. That's why we've included Zia in automation as Zia actions. This gives you more control over when Zia gets triggered in Zoho Desk. You can specify the criteria upon which Zia should extract key ticket details, predict and update ticket fields, generate content, and send helpful articles in email automatically.

a) Field extraction

When your customers raise a ticket, you can extract key details from the, like order ID, purchase date, and warranty number, with Zia field extraction. This ensures your teams never miss any key details and reduces the need for manual ticket updates.



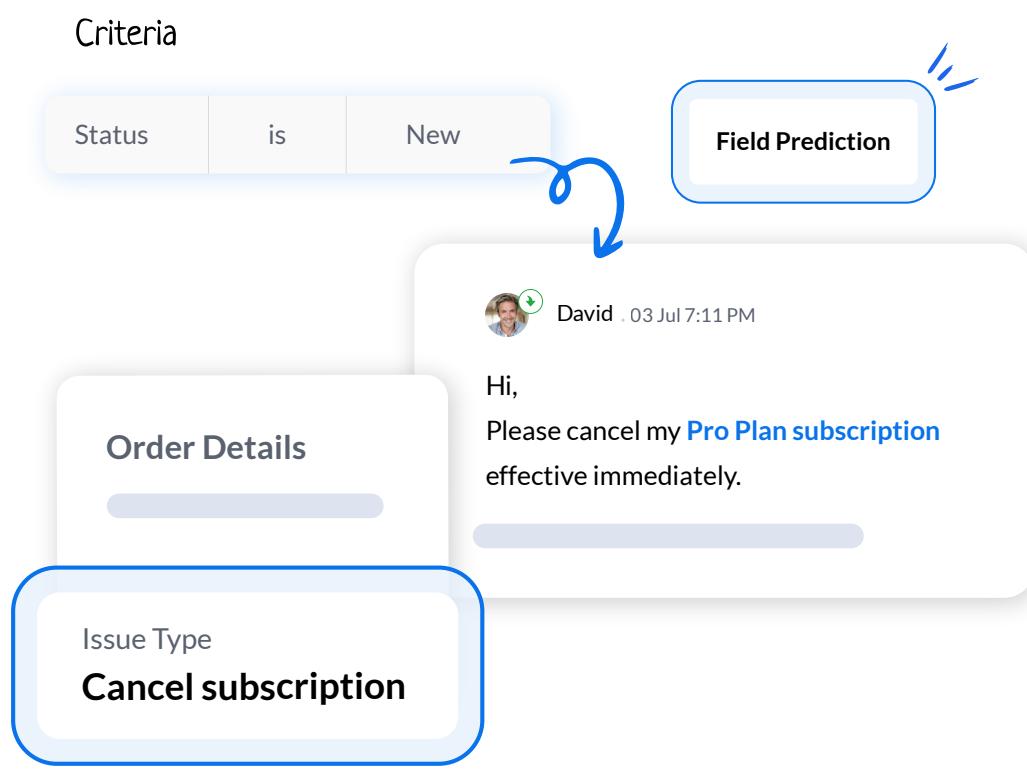
Use case

Easily record and update key details

Take for instance, you receive frequent requests about warranty claims. But often the key details are lost in the conversation. With the help of Zia field extraction, you can set up an automation such that, whenever the ticket description contains warranty request, key details like order ID, and warranty date are pulled and automatically updated by Zia.

b) Field prediction

Context is of the utmost importance to ensure every ticket is resolved with care. You can configure Zia to update ticket fields based on specific criteria. For instance, you can configure Zia to predict fields only when a ticket is created or only when a customer responds to a ticket.



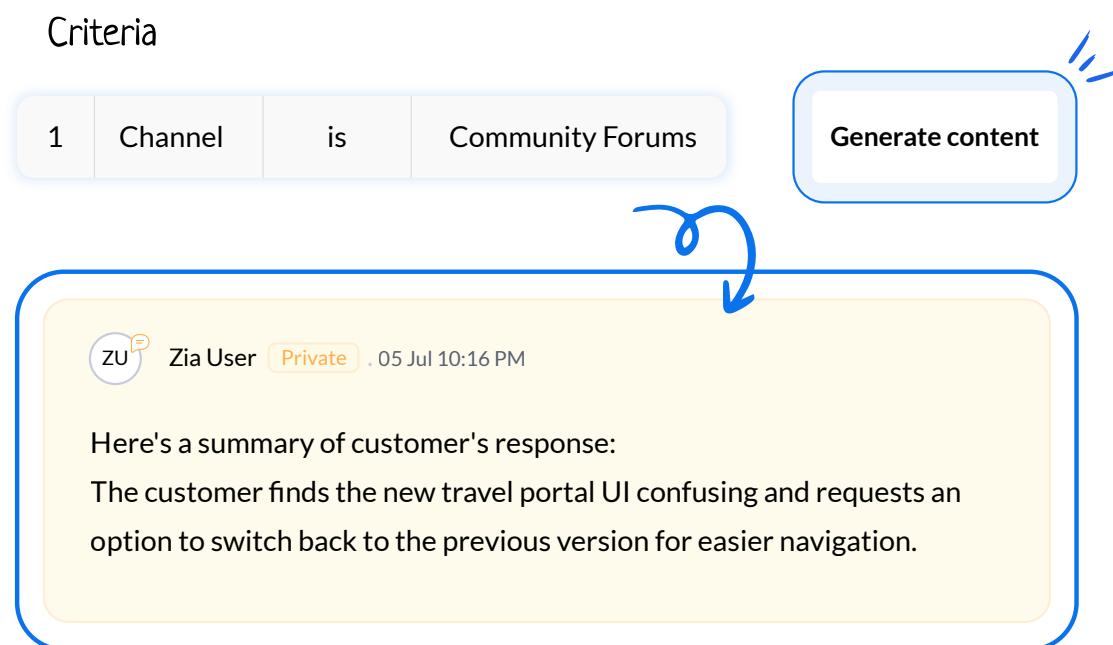
Use case

Prioritize tickets based on recent changes

Often the priority of a ticket can be determined by understanding the request or issue in detail. With the help of Zia field predictions, you can set up a configuration stating that the ticket status is updated to high, low, or medium only when the customer responds to a ticket and the ticket status is new. This ensures the priority and issue type field is updated based on the latest conversations and not just the initial request.

c) Generate content (Early Access)

When you need to coordinate across multiple conversations in your helpdesk platform, it becomes difficult to keep track of them. With Generate content, you can summarize conversations or generate content based on these conversations taking place across places by adding them as public comments, private comments, or ticket fields.



Use case

Clear the chaos and offer helpful information

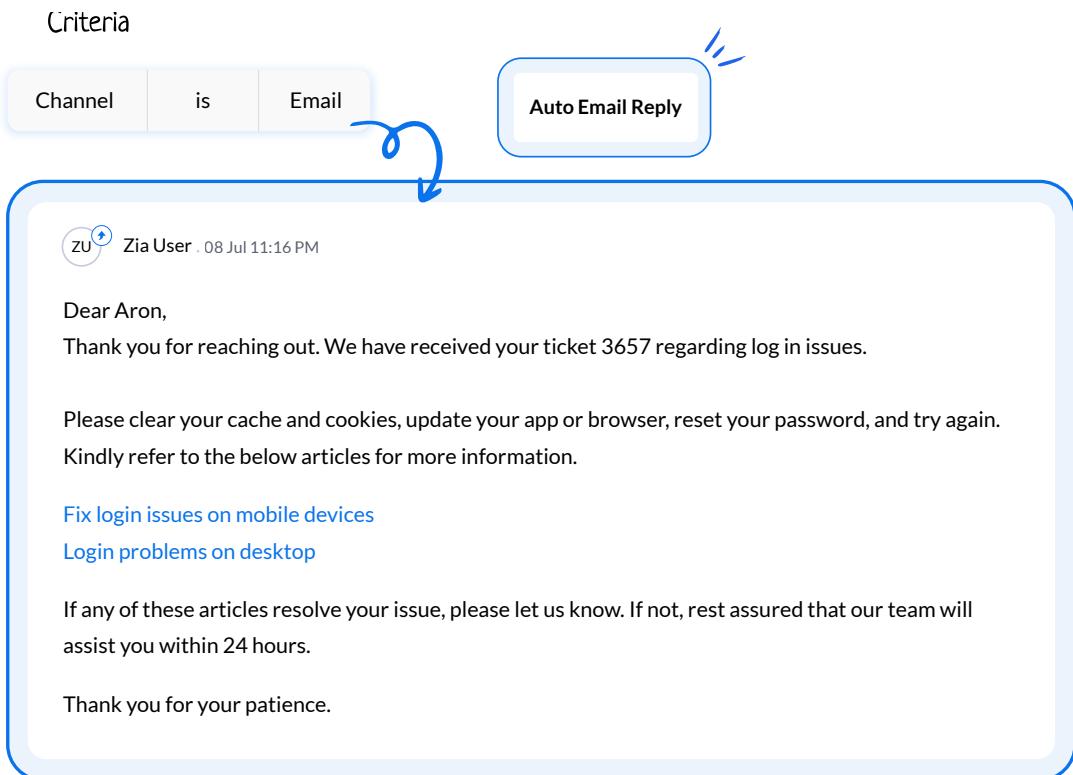
When you're a product company, your community forums are often buzzing with customers sharing detailed use cases, feedback, and ideas for both new and existing features. While these insights are valuable, they can also be lengthy and time-consuming for your support teams to go through each time.

With the help of Zia Generate, your service reps can instantly get the gist of a customer's concern. All you need to do is set up an automation so that whenever a ticket originates from the community forum and a customer replies to that ticket, Zia quickly generates a summary of the customer's response, enabling your service reps to reply support effectively.

d) Auto email reply (Early Access)

Interactions that take place over email often take longer to resolve than other channels. You can reduce resolution times for email by enabling Desk's auto email reply.

You can set up Zia to send helpful articles to your customers the moment they raise a ticket.



Use case

Send contextual responses upon ticket creation

It's common for businesses to send an automated acknowledgement email the moment a customer raises a ticket. But your customers are usually looking for a resolution and not just an acknowledgement. With auto email reply, you can configure Zia to send helpful articles that are relevant to the question asked by a customer. This ensures your customers receive answers and not just a generic response.

Zia Agents (Available for early access)

While Zia can help your customer service teams with a wide range of tasks, Zia Agents have the capability to work on a task autonomously from start to finish. You can either choose to assign Zia Agents to work on processes independently or bring a human in the loop to review the process.

We offer pre-built Zia Agents right within Zoho Desk to make getting started effortless.

Support Specialist

This virtual agent can take care of your commonly asked questions by understanding each customer's question and sentiment, then pulling the relevant information from the knowledge base and composing an appropriate message. Deploying the support specialist ensures your teams can focus on complex issues while your customers receive a personalized experience.

Resolution Expert

The Resolution Expert ensures your teams always have just the right information. It offers a summary of the issue and the steps taken to resolve it and adds it under the resolution tab. This helps service teams quickly address similar issues in the future by referring to the previously used process.

Once the resolution is added, you can also add it as a knowledge base article to ensure customers seeking self service have access to the latest guidance.

Agent Studio

We understand that every business operates in a unique manner, which is why we offer you with the flexibility to create your own agents in the Agent Studio. You can either configure agents from scratch or just ask Zia to create agents for you.

[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 service rep assistance, you can use the Agent API, which enables service reps 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 service rep 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 service reps' attention. With Zia API's, you can save your service reps' time and ensure they step in only when necessary.

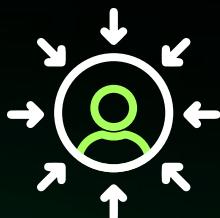
When your customers submit a ticket regarding how to submit a warranty claim, you can rely on the Answer Bot API to respond to the email ticket by fetching information from your knowledge base and marking the ticket as closed. When your customer responds, the ticket is re-opened.

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 service rep, 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 service reps 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



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 service reps.	✓	✓	\$
Reply assistance for service reps	A chatbot provides relevant response suggestions for service reps 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 service reps 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 service rep assistance.	✓	\$	\$
Anomaly detection	AI identifies and notifies service teams 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	Sends responses to customers and service teams, converts tickets into KB articles, and takes actions based on specified automation.	✓ (Zia)	\$	\$
AI Agents for customers and service teams	Virtual agents can work on a task from start till the end all on their own. You can set them up to work independently or along with human reps based on your needs.	✓	\$ AI agents for customers	\$ AI agents for customers
Agent studio	Enables you to build AI agents using natural language instructions.	✓	✗	✗

AI features	Feature description	Zoho Desk	Zendesk Support	Freshdesk
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 conversational AI follows 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. Currently, in the AI Agents essentials plan, you're only given a limited number of automated resolutions after which a specific amount is charged for every interaction considered as resolved.

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. However, the pre-requisite is to purchase the add-on for all your licenses irrespective of the number of users who actually need it. 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 Oct 2, 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.



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