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ZENDESK SERVICE DESCRIPTION

In today's digital world, our customers increasingly demand personalised and efficient interactions with their external and internal customers. To keep up, businesses must adapt by embracing new technologies while maintaining a strong focus on empathy and human connection.

Zendesk helps businesses deliver the best customer experiences in a world of constant change

Only Zendesk delivers the unique blend of best-in-class experiences and the flexibility needed to adapt to evolving technology and customer expectations. It's a powerful combination that ensures businesses can take advantage of new opportunities and handle constant change. Zendesk delivers cost efficient scalability and agility, without sacrificing service or innovation.

Provisioned immediately, configured in minutes and requiring no technical skills to maintain, Zendesk also provides world-class customer support and service, security, compliance and scalability along with multi language support, multi-brand support, integration, customisation, tracking and reporting capabilities. Both agents and end users love Zendesk's ease of use.

Over 100,000 customers, including a growing number of UK government bodies, trust Zendesk to support their customers, partners and employees.

Data protection is a core priority at Zendesk. We employ industry-leading security measures to safeguard customer information and maintain rigorous compliance standards. Zendesk is certified under the EU-U.S. Data Privacy Framework (DPF), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF. Furthermore, our Binding Corporate Rules (approved by the Irish Data Protection Commission and the UK Information Commission Office for both Controller and Processor roles) and our Data Processing Agreement, incorporating the EU SCCs and UK Addendum, ensure that transfers from Europe strictly adhere to applicable privacy laws. Our DPA can be accessed via the Zendesk Customer Agreement or our Agreements and Terms page.

Our Sub-processor Policy gives customers a clear view of how and when we use sub-processers to deliver our service.

Hosting in our UK or EEA data centres is available and free of charge for Zendesk Suite Professional or higher plans (see Data Center Location below for further information).

The Zendesk Family of Products

Zendesk Suite and Zendesk Support

Zendesk Suite combines our core product, Zendesk Support (help desk ticketing), with Zendesk Guide (knowledge base and smart self-service), Chat (live chat and messaging), and Talk (call centre software), for an easy, bundled omnichannel customer service experience. Together, The Suite connects all the dots so that you can choose to open and close channels as desired, but always recognize your customer. No contacts slip through the cracks, and nothing is lost in one system while you're working tickets in another.

Zendesk Support is the core product in the Zendesk family. Zendesk Support is a beautifully simple system for tracking, prioritising, and solving customer support tickets. It puts all your customer information in one place. Everything you need lives in a single location, so that communication between you and your customers is efficient, relevant, and personal. Zendesk Support is available in Essential, Team, Professional, Enterprise and Elite Service Plans. Service Data is fully exportable at any time on Professional and Enterprise Plans. Zendesk Support is available via desktop (on Chrome, IE, Firefox, Safari) and native Mobile clients (iOS and Android).

Zendesk Chat is a live chat product, providing a fast and responsive way to connect with customers in real time. Zendesk Chat is available in Basic, Advanced and Premium Service Plans.

Zendesk Messaging enables the ability to have rich conversations with customers that are persistent, with full context and history. Messaging connects to an external-facing website or help centre, mobile apps, and social channels, making it easy for customers to self-serve or connect with an agent.

Zendesk Talk enables you to connect with customers on a call centre solution built right into Zendesk Support.

Zendesk Guide is a mature content management suite with features to support creating, organising, and publishing self-service content. Zendesk Guide empowers advocates to create content with the Knowledge Capture app, and provide meaningful analytics revealing the savings you've made, and what needs improvement.

Zendesk Explore provides powerful, prebuilt reports that help you view and analyze key information about your customers, support resources, and more. When you need reports tailored to your unique needs, you can use the tools in Explore to build your own reports.

AI agents - Essential is included in all Zendesk Suite and Support plans, AI agents - Essential allows you to start automating in minutes with generative replies powered by

the latest AI technology. You can create AI agents across messaging, email, API, and web form channels.

The Essential level is designed for quick, self-service adoption. With it, you create generative AI agents that harness knowledge-based self service.

Free trials of Support, Chat and Talk are available via www.zendesk.co.uk

The Zendesk Family of Products

Sunshine Conversations, Zendesk Quality Assurance (QA) and Zendesk Workforce Management (WFM)

Sunshine Conversations is a development platform that helps customers engage with their customers on third-party social channels, bots, apps, AI and through their own messaging apps and websites. Our rich software development kits allow modern messaging to be integrated into all brand properties such as websites, mobile applications and software products. With a unified API and native connectors to popular business applications and AI, we go beyond texting with rich, interactive capabilities that allow customers to intelligently orchestrate conversations and to elevate the customer experience. Regardless of the channels being used, all interactions are unified into a centralised record allowing agents to access a single view of conversation.

Zendesk QA AI helps companies pinpoint and fix gaps in customer service operations and automate QA across 100 percent of customer support interactions. It pinpoints conversations with positive or negative sentiment, identifies outliers, churn risk, escalation, follow-ups and scores all conversations - even those done by outsourced teams through BPOs. It spots knowledge gaps and coaching opportunities that can be used to improve agent performance.

Zendesk WFM integrates directly with Zendesk to simplify the complexity of running best-in-class CX teams. As a result, Workforce Management (WFM) enables CX teams to bolster agent engagement, lower employee turnover, reduce risk, save money, and deliver better customer experiences. Zendesk WFM also includes:

- Gamification, coaching, quality management with speech and text analytics
- Real-time agent performance insights and AI-driven recommendations for coaching
- Employee wellness and workload balancing features increasingly critical in contact centers

WFM can be added into your existing Zendesk solution today, where you will be able to see immediate value by improving how you run your CX teams. When paired with our AI and omnichannel routing capabilities, we will be able to deliver a unique experience and unlock even more significant value for you.

Workforce Engagement Bundle

With the Zendesk WEM bundle, you get two great products bundled together for a discounted price: Zendesk QA and Zendesk WFM.

Zendesk Add-Ons

We offer a number of additional services (“Add-Ons”) that supplement and enhance Zendesk Suite and Zendesk Support.

Zendesk Copilot is an AI-powered add-on that enhances your customer service experience by automating tasks like intelligent triage, auto assist, and ticket summaries. It helps reduce agent workload, improve response times, and streamline workflows. Features include suggested replies, writing enhancements, and AI translations, all designed to boost productivity and customer satisfaction without needing extensive setup or technical expertise.

AI agents - Advanced gives agents the confidence to offer better, more personalised service by summarising issues, detecting customer sentiment and intent and suggesting and even helping craft responses.

Automated resolutions - This add-on allows you to add recurring packs of automated resolutions to your existing plan at a discounted price, letting your AI agents solve more customer requests.

Generative Search Extender - by default Suite and Guide plans include 100,000 generative searches per month. This add-on increases the number of generative searches per month included with your plan.

Productivity Pack enables you to boost your team’s productivity with features designed to streamline tasks. Track the full customer journey and create custom forms to gather all the required information (and nothing extra). These features bring more context and help agents provide faster support. Available on Support Professional, and included in Support Enterprise.

Customer Lists and NPS Surveys allows you to segment your customers based on profile or support history. Create exportable lists or test your brand loyalty with Net Promoter Score surveys you can send to your lists right from within Zendesk Support. Available on Support Professional and Support Enterprise.

High Volume API lifts your API usage limits. Our top plan includes 700 requests per minute (RPM.) This add-on increases that to 2,500 RPM to handle your larger scale projects. Available on Support Professional and Support Enterprise.

Data Centre Location allows you to specify whether your account data is hosted in the UK EEA or other available regions. Some restrictions apply as set out in our Regional Data Hosting Policy.

Advanced Data Privacy and Protection enables companies to deliver experiences that earn the highest level of trust from their customers. With it, you can:

- Safeguard their business, at scale, with stronger encryption by controlling the key for personal data
- Elevate customer privacy by specifying what data they show and keep
- Strengthen security with greater visibility by logging who accessed and searched for data

Light Agents enables you to get more of your employees involved in customer conversations. Light Agents can view tickets and add private comments, giving them visibility into specific issues and allowing them to collaborate with agents on solutions. Available on Support Professional and Support Enterprise.

Side conversations enable you to send a note outside of the main conversation with people inside or outside your company, but keep it all within the ticket. Side conversations are spaces in a ticket where agents can have a side conversation with a specific group of people, or discuss a specific area of concern or course of action. You can use them to organize information about a ticket. These features are included in Zendesk Suite and available as an add-on on select Support plans.

Sandbox environments provide a test environment that closely mirrors your production instance in configuration and some data. This allows you to accurately test updates to workflows, experiment with integrations, and provide training for new agents in an environment that reflects your production environment. Support Enterprise plans include one sandbox. Suite Enterprise and Enterprise Plus plans include two sandboxes. Support Professional and Suite Growth plans and above can purchase one or more sandboxes as an add-on.

Premier Access, Premier Plus and Premier Enterprise provide a guarantee of a one-hour global first reply time to English-language inquiries for 95% of requests and a 99.9% uptime Service Level Agreement backed up by service credits. Available on Suite Professional, Suite Enterprise and Suite Enterprise Plus.

Additional Storage add-on enables you to monitor the data storage usage in your account and manage data storage as needed.

Zendesk Assist packages provide you with ongoing access to Zendesk experts who can help with hands-on configuration and/or give detailed, contextual guidance. Choose from 12 or 28 hours per month. Premier Enterprise includes 36 hours per month.

Launch packages provide an initial deployment that prioritises scalability and strategic process design. Deliverables can include implementation planning and configuration, training and onboarding, data migration, an in-production pilot, and custom development and integration.

Advisory packages provide a roadmap aligned to business goals, and drive high-value innovation on the Zendesk platform by developing scalable solutions to gain efficiencies, optimising configuration to boost adoption, and building best practices into Zendesk projects.

AI Expert - Zendesk is evolving its services to deliver significantly more value to you and a package that suits your evolving AI needs. You can now get ongoing access to expertise, which includes onboarding, AI success planning, and AI expertise via consulting hours. Where Copilot is also purchased, this new offering helps to:

- Maintain high-quality Copilot performance and continuously optimize and deliver exceptional customer experiences.
- Accelerate Copilot adoption and simplify AI implementation.
- Continuously unlock measurable business outcomes by adopting the latest features and innovations.
- Provide clear, ongoing support to unlock even more value from AI investment.

With our proven expertise, Zendesk customers have already achieved automation rates of over 80%, and we're committed to pushing those results even further.

This addition will simplify AI implementation, accelerate Copilot adoption, and provide a clear, ongoing support strategy - helping you unlock even greater value from AI.

Optimisation packages provide access to Zendesk consultants, architects and developers so that Zendesk solutions can be fine-tuned with advanced functionality, business rules, processes, governance, and workflows for improvement can be reviewed, and streamlined. Purchase of Add-Ons is subject to additional requirements as set out in our pricing document.

Zendesk Success Services

Zendesk's success services enable you to work with our success team experts on a custom engagement. Based on your goals, we can implement programs to speed adoption of Zendesk, optimise your support processes or transform your business with improved customer and agent experience. Available on all Zendesk Support

service plans. Success project fees are charged in accordance with Zendesk's daily rates, as set out in our SFIA rate card.

Zendesk for Employee Service

Employees are a company's greatest asset, and they deserve exceptional support. Now, we're launching something just for them: the Zendesk Employee Service Suite. Built on the foundation of the world's #1 customer service platform, this suite delivers seamless experiences for employees, streamlined operations for internal service teams, and greater productivity for all.

AI-powered Employee Service

Enable customers to embed intelligence into every layer of their IT and HR service operations to improve productivity and extend their team's impact, from day one.

Maximize ES agent productivity with Approvals Workflows + Service Catalog

Boost ES agent efficiency with Approvals Workflows, streamlining request management for faster resolutions. Agents can also deliver exceptional AI-powered employee service with our Service Catalog, giving employees a single hub to instantly access information and request help effortlessly.

Empower admins to provide exceptional ES with OOTB Experience and Action Builder

Enable admins to provide a best-in-class agent workspace customized for employee service, featuring out-of-the-box templates with OOTB Experience. Drive operational efficiency with a no-code Action Builder to create and automate multi-step workflows across humans, AI, and third party systems.

Zendesk for Contact Centre

Option One - Zendesk for Contact Center is a comprehensive customer service platform designed to streamline and enhance contact center operations. It offers omnichannel support, allowing agents to manage customer interactions across channels such as phone, email, chat, social media, and messaging apps within a single interface. Key features include intelligent ticketing, automated workflows, real-time analytics, and AI-powered tools like chatbots and agent assist to boost efficiency and improve customer experience. Zendesk also provides workforce management, call recording, and quality assurance capabilities, ensuring high service standards and scalability for businesses of all sizes. The platform integrates easily

with other business tools to provide a unified, flexible solution for modern contact centers.

Option Two - Zendesk Contact Center is an AI-powered, enterprise-grade CCaaS solution built on the Zendesk Resolution Platform and AWS infrastructure, unifying voice, digital, and self-service channels into a single workspace for faster, smarter customer resolutions. Designed for larger, complex service operations, it offers advanced voice capabilities, routing, outbound campaigns, and seamless integration with existing Zendesk tools, enabling quick deployment and agent productivity without extra training. With AI automating tasks like note-taking and real-time performance insights, it simplifies operations while maintaining high reliability and global scale. The platform meets stringent compliance standards such as GDPR, HIPAA, and SOC2 Type II, making it trusted by healthcare, finance, and government sectors for secure, scalable customer service worldwide.

Option Three - Zendesk Contact Center is an AI-powered, enterprise-grade solution built on the Zendesk Resolution Platform. It unifies voice, digital, and self-service into a single workspace where AI, agents, and workflows work together to deliver faster, smarter resolutions on every channel.

Zendesk Contact Center is designed for fast, effortless deployment. With minimal setup, businesses can be up and running in no time, maximizing their Zendesk investment from day one.

While Zendesk Voice is ideal for smaller teams that require fewer intensive high-volume contacts, Zendesk Contact Center is built to meet the needs of larger, more complex service operations. It adds enterprise-grade voice, advanced routing, outbound campaigns, and core contact center capabilities to the resolution platform, making it a complete CCaaS solution rather than just voice as a channel.

It’s built on AWS infrastructure (Amazon Connect), delivering the same core capabilities, reliability, and scale used by the world’s largest enterprises, supporting 158 countries, 40+ Tier-1 carriers, and 99.9% uptime SLAs.

Because it’s built into the same Zendesk platform your teams already use, agents can onboard quickly and stay productive without learning new tools. AI handles note-taking, summarization, and after-call work automatically, while real-time guidance and QA insights keep performance high. The result is a faster, simpler, and more efficient experience where agents spend less time managing systems and more time resolving customer issues.

Zendesk Contact Center is compliant with GDPR, HIPAA, SOC2 Type II, and supports data residency controls for voice recordings. Customers in healthcare, finance, and government rely on Zendesk for its security-first architecture.

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Zendesk Contact Center replaces traditional complexity with AI-powered simplicity, offering a unified platform that’s faster to implement, easier to manage, and ready to scale globally.