

Build a better Citizen Experience.



G-Cloud 15 Zendesk Software Service Definition

Route 101

Powered by Route 101

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About Route 101

Route 101 is a SaaS provider of next generation customer engagement platforms, offering award winning solutions from market leading vendors. We deliver a full range of services to ensure our clients get the maximum value from the solutions we provide, including all associated consultancy, professional services, training and support. Route 101 has:

- The **knowledge** to get to the heart of your business and customer needs,
- The **expertise** to advise you on what you need and what you don't,
- The **technology** to deliver a world-class, customer focused solution, and,
- The **desire** to build a lasting and mutually beneficial partnership with you.

Route 101 and Zendesk in Partnership

Route 101 is an accredited Zendesk Premier Partner and Premier Implementation Partner. We are also a multiple Zendesk award winner, including EMEA Partner of the Year, Development Partner of the Year, Regional Partner of the Year UK and Ireland, and most recently Global MVP Partner of the Year. These awards recognise the competency, commitment and capabilities across our entire team, including design, sales, implementation and support. This means we are invested in the Zendesk partnership and have put many of our implementation and engineering staff through a rigorous training programme in order to achieve this accreditation. As a result, Route 101 has extensive experience with the platform and the ways in which different organisations use it, and we have the expertise to complete Zendesk projects using nothing but Route 101 resource. Our internal Zendesk Practice continues to grow, meaning we are excellently placed to work with you to ensure you see the results you need from your Zendesk solution. Please see our glowing reviews on [Zendesk's partner page](#).



Route 101's Associated Services

Please also see the accompanying "G-Cloud 15 Route 101 Support Service Definition" document, "G-Cloud 15 Route 101 Support Pricing" document and our "G-Cloud 15 Government Digital and Data Roles Rate Card" for our associated professional and support services and pricing. These can be found under Route 101's listing within Lot 3, and include the following:

Design & Implementation: We provide full architecture design, configuration, IVR development, channel enablement, platform deployment, testing, training, and consultancy services, using our own qualified expert technical resources.

Support & Service Management: Route 101 offers a tiered support service, with options to include 24x7 P1 and P2 incident coverage; ITIL service management; customer success management; regular service optimisation sessions; moves, adds, changes; and much more.

Continuous Optimisation: Beyond go live, we work with customers to continually optimise the service, for example by refining routing, expanding digital channels, introducing new automations, improving operational efficiencies using data driven insights, and much more.

Zendesk for Public Sector Service Delivery

Zendesk provides a flexible, intuitive and scalable customer experience platform that helps public-sector organisations deliver faster, more personalised and more efficient services. Designed for simplicity from day one, Zendesk is provisioned instantly, configured in minutes and requires no specialist technical expertise to maintain. It empowers agents and service teams with a clean, unified workspace while giving citizens seamless access to support across their preferred channels.

Trusted by more than 170,000 customers worldwide, including an increasing number of UK government bodies, Zendesk combines powerful case management with built-in AI, multi-channel engagement and a comprehensive security and compliance framework. With options for UK, EU or US data residency on eligible plans, it provides confidence for organisations handling sensitive or regulated data.

A Unified Suite of Products to Support Every Citizen Journey

Zendesk Suite: The Zendesk Suite brings together support ticketing, knowledge management, live chat, messaging and voice into one coherent omnichannel experience. It ensures conversations remain connected across channels and enables teams to manage queries accurately and efficiently without switching systems.

Zendesk Support: A simple yet powerful helpdesk solution for tracking, prioritising and resolving cases. All customer information is stored in a single location, driving faster responses and a consistent experience. Available across multiple service tiers with full data exportability on advanced plans.

Zendesk Guide: A mature knowledge-base platform that enables organisations to publish high-quality, self-service content. It supports knowledge capture, content analytics and continuous improvement of citizen-facing information.

Zendesk Chat & Messaging: Live chat and persistent messaging provide real-time engagement and seamless omnichannel conversations, integrated directly into websites, apps and social channels. Messaging retains full context and history, making interactions smooth and personalised.

Zendesk Talk: A cloud-based call centre solution embedded directly within Zendesk Support; ideal for organisations wanting integrated voice without the overheads of traditional telephony systems.

AI-Powered Efficiency and Automation

AI Agents (Essential & Advanced): Zendesk's AI tools use the latest generative capabilities to automate replies, detect intent, summarise issues and suggest responses. These features improve accuracy, reduce handling times and free teams to focus on more complex or sensitive cases.

Zendesk Copilot: An advanced AI add-on that automates triage, assists agents with suggested responses, creates ticket summaries and provides real-time writing enhancements, helping teams stay consistent, compliant and productive.

Automated Resolutions & Generative Search: Add-ons that expand the volume of queries AI can resolve, enabling greater call and contact deflection while maintaining quality through knowledge-based answers.

Deeper Insight, Workforce Optimisation & Governance

Zendesk Explore: Powerful reporting and analytics, offering pre-built dashboards and the ability to build bespoke reports for operational, performance and customer-insight needs.

Zendesk QA: An AI-driven quality assurance solution that analyses every interaction, identifying sentiment, risks, coaching opportunities and outliers to improve consistency and service quality.

Zendesk WFM: Integrated workforce management with real-time insights, forecasting, scheduling, coaching tools and employee-wellbeing features to support high-performing, resilient teams.

Administrative Controls & Security Add-Ons: Sandbox environments, advanced privacy controls, high-volume APIs, data residency options and priority support ensure organisations can scale safely and meet compliance obligations.

Omnichannel Contact Centre Capabilities

Zendesk offers a complete contact centre solution with omnichannel routing, real-time analytics, AI-assisted conversations, outbound campaign support and enterprise-grade voice delivered via AWS infrastructure. It combines ease of use with high reliability, rapid deployment and compliance with standards such as GDPR, SOC 2 Type II and HIPAA.

Zendesk for Employee Service

Zendesk's Employee Service Suite – built on the foundation of Zendesk's customer service platform – delivers seamless experiences for employees, streamlined operations for internal service teams, and greater productivity for all.

Why Public-Sector Organisations Choose Zendesk

- Fast to deploy, easy to adopt, and intuitive for agents and citizens.
- Secure and compliant, with flexible hosting locations.
- Proven AI capabilities that scale service without increasing cost.
- Omnichannel by design, reducing fragmentation and improving consistency.
- Open and extensible, with rich API integration options.
- Supported by Route 101's expertise, including implementation, optimisation and ongoing service wrap.