

# PureCloud for Zendesk

## PureCloud and Zendesk: A Perfect Pair



### Capabilities

#### 1. Omnichannel support

- Voice, callback, ACD email and ACD chat interactions
- Dialer interactions and dialer scripts

#### 2. Embedded user interface

- Click-to-dial support
- WebRTC stations for browser-as-phone capabilities
- Call controls, including record, secure pause and dual-tone multi-frequency (DTMF)
- Blind and consult transfers
- Type-ahead agent and queue search for dialing and transfer
- Show queue statistics before dialing and transfer
- Drag-and-drop to create conference calls

#### 3. Screen-pop options

- Simple ANI-based screen pops
- Advanced screen pops to user records
- Advanced screen pops to new or existing tickets
- Queue activation
- Agent performance statistics

PureCloud for Zendesk is an out-of-the-box integration that partners the comprehensive PureCloud® contact center solution with the Zendesk service platform. The result is a simple and powerful way to deliver exceptional customer experiences.

With PureCloud for Zendesk, your agents can manage customer phone calls, chat and email interactions directly within the Zendesk environment. The integration also extends your Zendesk data to include information about outstanding tickets, key customer information and interaction history. Because PureCloud was built in the cloud, it's easy to deploy and doesn't require professional services, maintenance or backup. Both integration and PureCloud platform updates are pushed out automatically and instantly available—without downtime. Blend your business tools and empower your cloud contact center with PureCloud for Zendesk.

## One Solution for Voice, Chat and Email

Your agents might handle phone calls, web chats or email messages—or a combination of channels—and need to change channels at a moment's notice. PureCloud for Zendesk is a unified solution that supports omnichannel interactions directly within Zendesk, leveraging robust PureCloud functionality, such as canned responses and interaction history.

## Set up Agents for Success

With PureCloud for Zendesk, native screen pops give your agents instant access to contextual Zendesk data, including the caller's user record and tickets. This empowers agents to provide personalized interactions and eliminates the need to ask time-consuming or repetitive questions.

## Facilitate Teamwork

Sometimes it takes more than one agent to help your customer. PureCloud for Zendesk makes it easy for multiple agents to collaborate. When selecting a colleague to transfer a call to, an agent can see that individual's real-time presence as well as status and activity indicators, including the current interaction count and estimated wait time for the queue. With this information, the first agent can ensure that the second agent is available or that the queue is not overwhelmed, so your customer doesn't get transferred into a black hole.

## Turn Any Device Into a Phone

With WebRTC (web real-time communication) technology, PureCloud for Zendesk turns an agent's web browser into a phone. The PureCloud softphone enables agents to work from any location. It also eliminates hardware, maintenance and set-up time, allowing you to focus your organization's resources on delivering exceptional customer service.

## Turn Interactions Into Insights

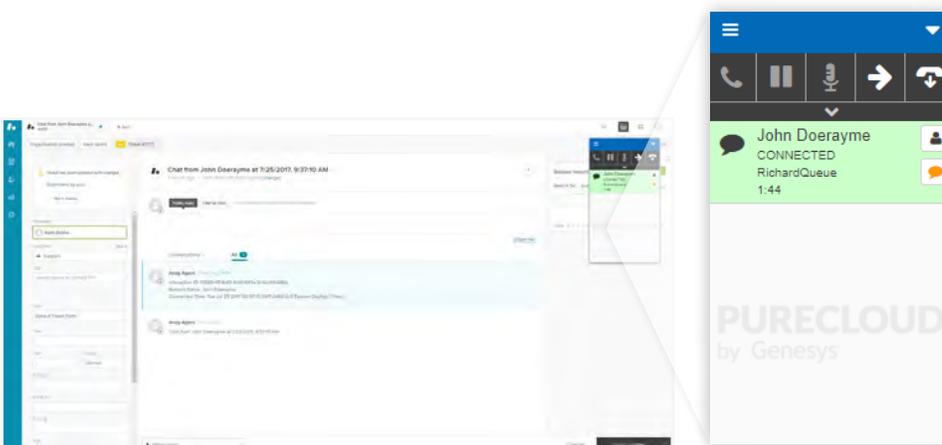
Every interaction matters. That's why, for each interaction that your agent handles, PureCloud for Zendesk saves the interaction details to Zendesk. This enables you to leverage Zendesk reporting to gain visibility into the entire customer journey.

### Specifications

- Requires an additional PureCloud license
- Available in the Zendesk App Marketplace for easy installation

### Benefits

- Faster agent response times and first-call resolution
- More precise and personalized interactions
- Consistent agent experience across all channels



### ABOUT GENESYS

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

