CHRIS HAUSLER

Building Data Products with Machine Learning @ Zendesk

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Data Product >> Building Models

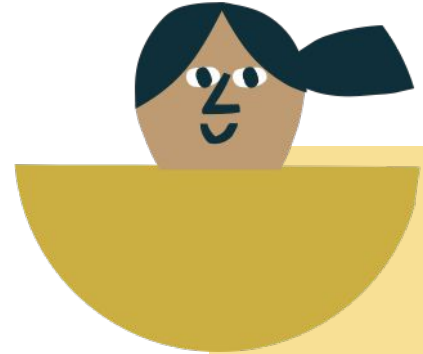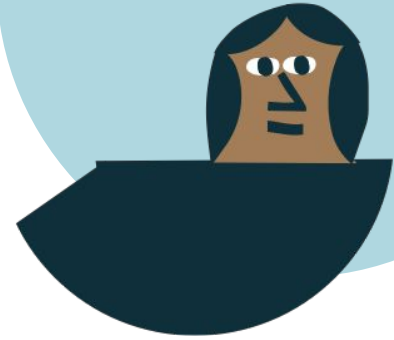Some Context

What is a zen desk?

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Hi, I'm Chris

Be the company your customers want you to be

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Automation

Remove repetitive work

Answer Bot

Answer Bot

Do any of these articles answer your question?

International shipments — Yes, close my request

Shipping information — Yes, close my request

European Size Conversions — Yes, close my request
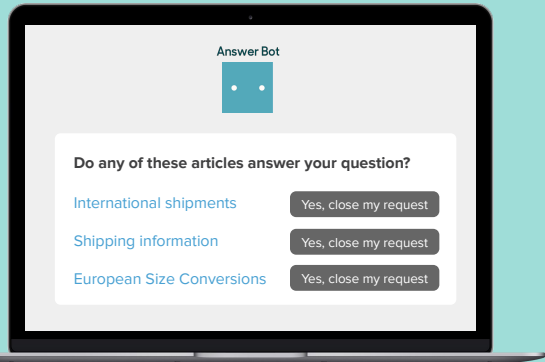
Recommendation

Inform decisions humans make

Content Cues

500 relevant tickets

Help Reset Password Locked Out

password locked help

Create New Article
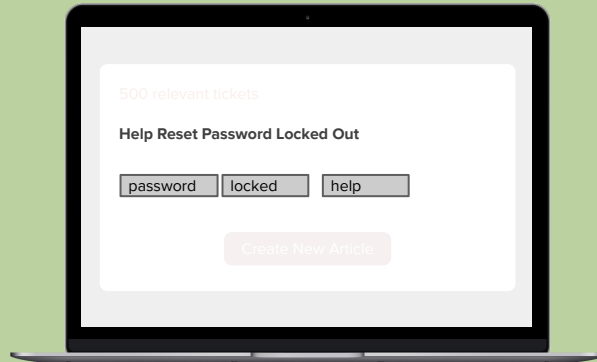
Prediction

Spot trends humans can't see

Satisfaction Prediction

Tickets	Satisfaction Prediction
Question about delivery	88/100
Product question	78/100
Reset my password	65/100
Product doesn't work	45/100
Cancel my policy	22/100
Terrible service	12/100
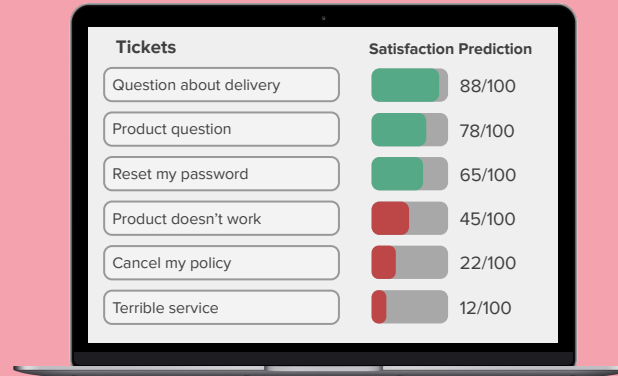
1 DATA PRODUCT IS STILL PRODUCT

2 INVEST IN DATA INFRASTRUCTURE
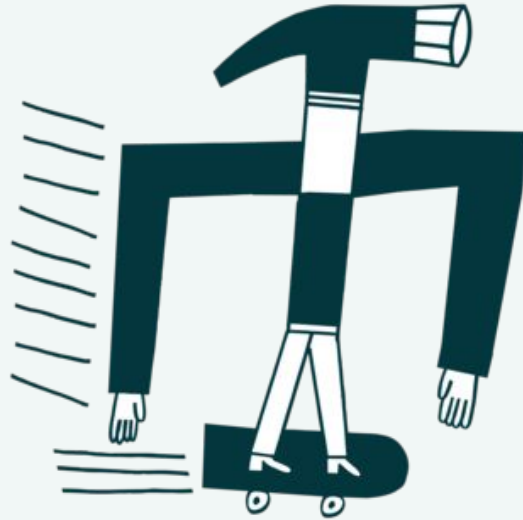
3 LEARN TO LEARN

4 SCALING IS HARD

5 UX FTW

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Data Product
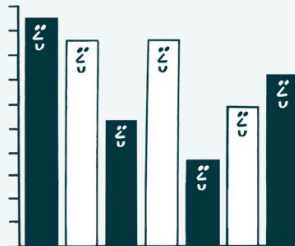# is still Product

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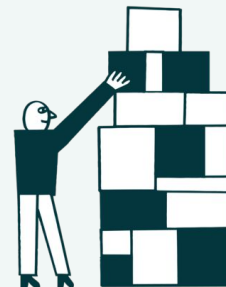# ML is a hammer, not everything is a nail

Extreme customer-centricity for better experiences

Start with the customer

Embrace your data

Be agile and iterative

Be clear how to measure success
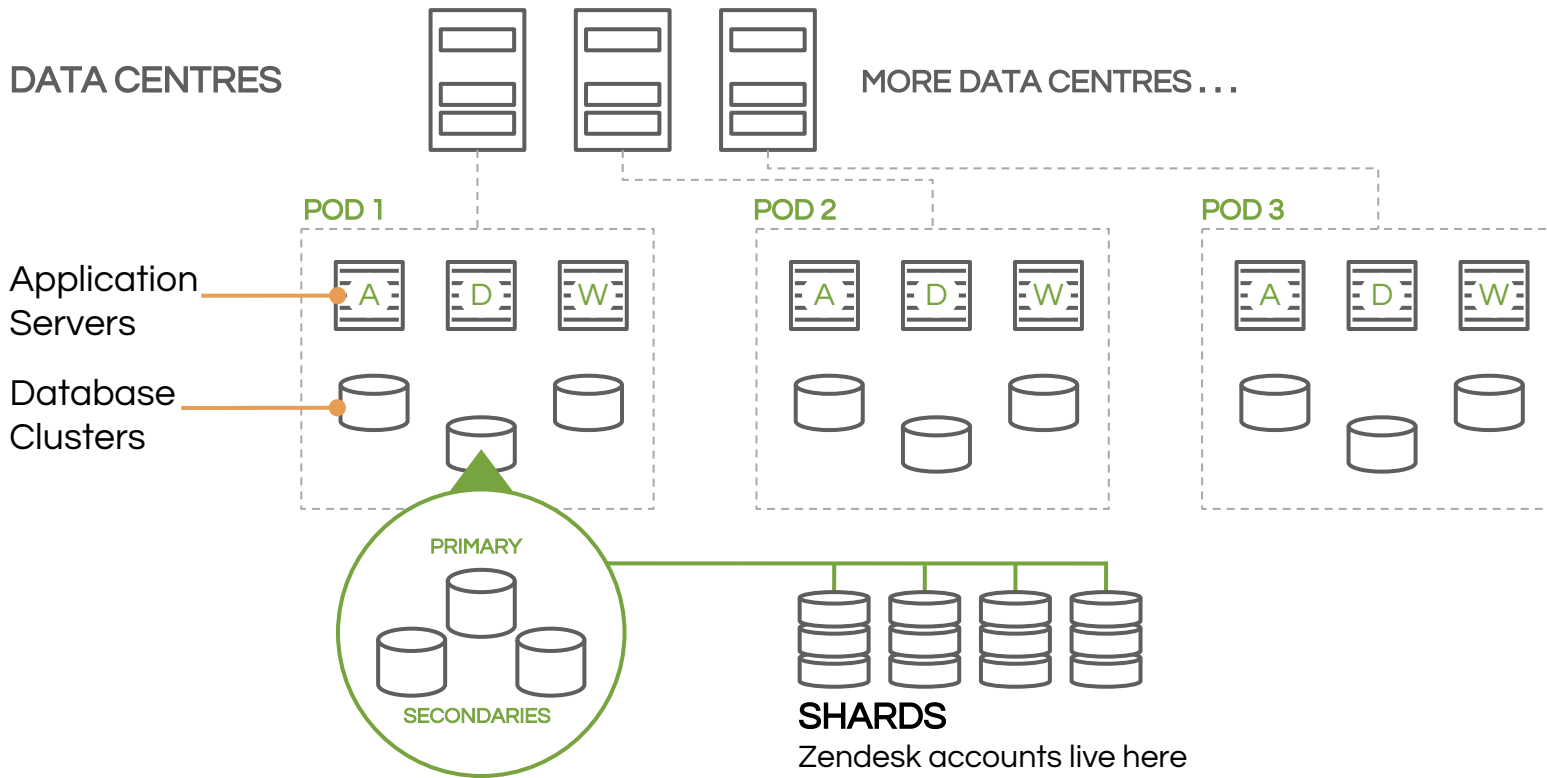
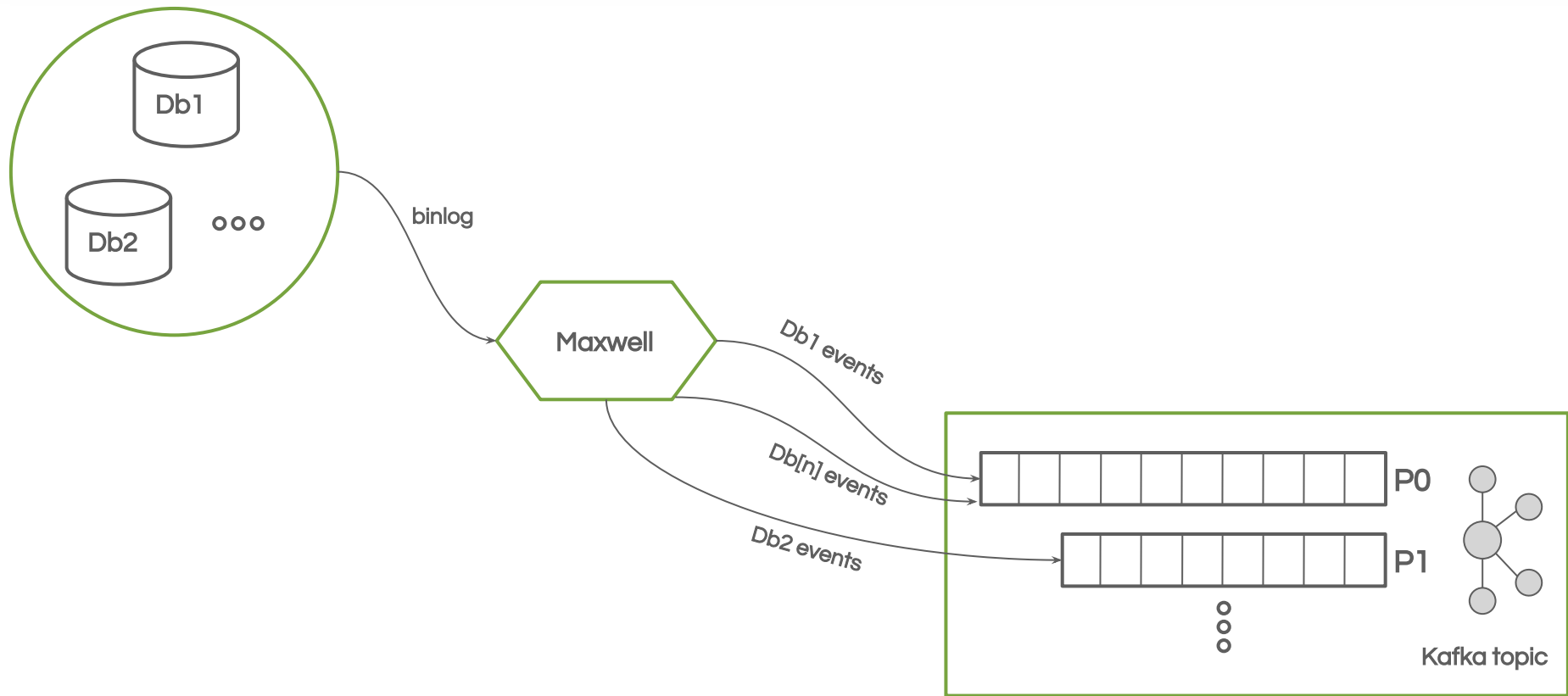Work with your Product Manager

Always come back to the customer value

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WE MADE A DATALAKE

Db1

Db2

○ ○ ○

binlog

Maxwell

Db1 events

Db[n] events

Db2 events

P0

P1

○
○
○

Kafka topic

github.com/zendesk/maxwell

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Customer Satisfaction

94%

Percentage of good customer satisfaction ratings

Replies To Resolution

8

Number of replies from a support agent to a customer

Full Resolution Time

20 hrs

Time it takes a support agent to solve a ticket

First Reply Time

4 hrs

Time it takes a first response to reach a customer

Ticket Volume

259

Total number of customer support inquiries per month

One Touch Resolution

39%

Percentage of support tickets solved with one response

Select Industry

All   Education

Entertainment & Gaming

Financial Services

Government & Non-profit

Healthcare   IT Services

Manufacturing

Marketing   Media

Professional Services

Real Estate   Retail

Social Media   Software

Travel & Tourism

Web Applications

Web Hosting

Tie infrastructure investment to customer value

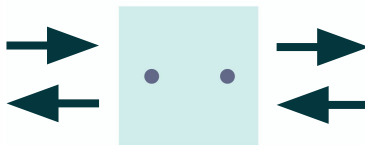zendesk

Subject
Re: Get my ticket data out of Zendesk

Body
Hi!
We'd really like to dump our ticket data out of Zendesk so we can import it into an external reporting product and identify high risk customers. Can you help us out?

Thanks a bunch
George

Support & Analytics Manager
AwesomeCorp Pty Ltd
Melbourne

Exporting data to a JSON, CSV, or XML file (Professional and Enterprise)

Anton de Young
Updated 3 days ago

Follow

Plan Availability | Essential | Team | ✓ Professional | ✓ Enterprise

👁 **Quick Look:** Admin > Manage > Reports

Important: Data export must be enabled by Zendesk for your account. If you are on Professional or Enterprise and want to enable this option, your account owner can email support@zendesk.com.

When data export is enabled, you can export data as an activity report to a JSON, CSV, or XML file. Export generates fresh data each time you export. You cannot run multiple exports for the same type of data (tickets, organizations, users) at the same time.

Data export is available on Professional and Enterprise plans. You must be an administrator or an Enterprise agent with permission to view and edit reports to export data.
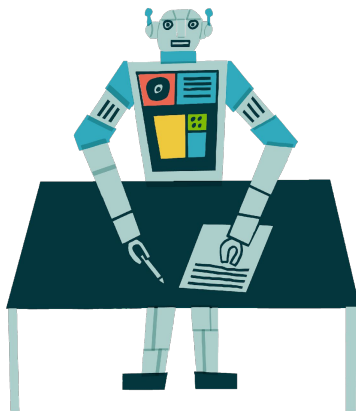
This article contains the following sections:

- Understanding the data export options
- Enabling and disabling data export
- Exporting your data to a downloadable file

Related article:

- Exporting a view to a CSV file

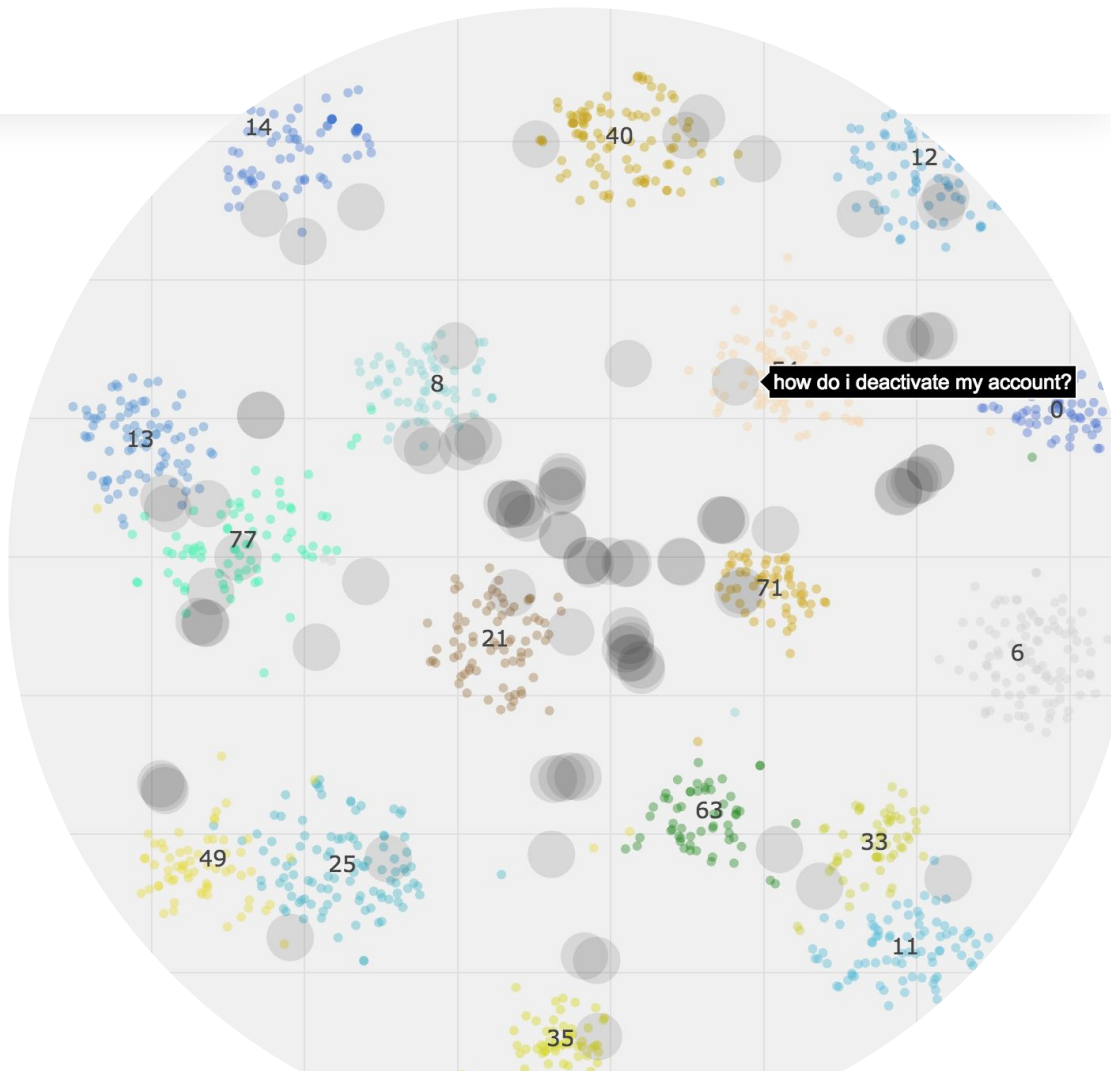# Global Deep Learning Model

Solves the "cold start" problem and enables anyone to leverage AI immediately and respond quickly to new problems

Create a safe space

Run a Journal Club
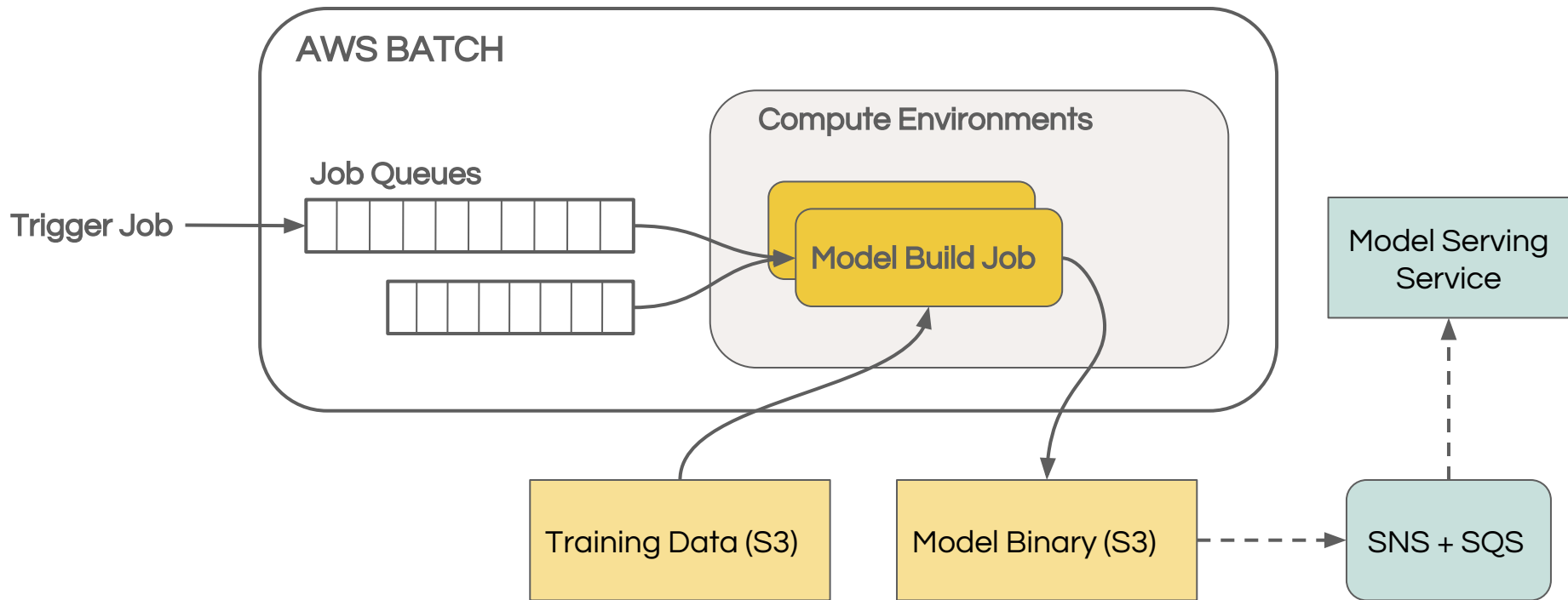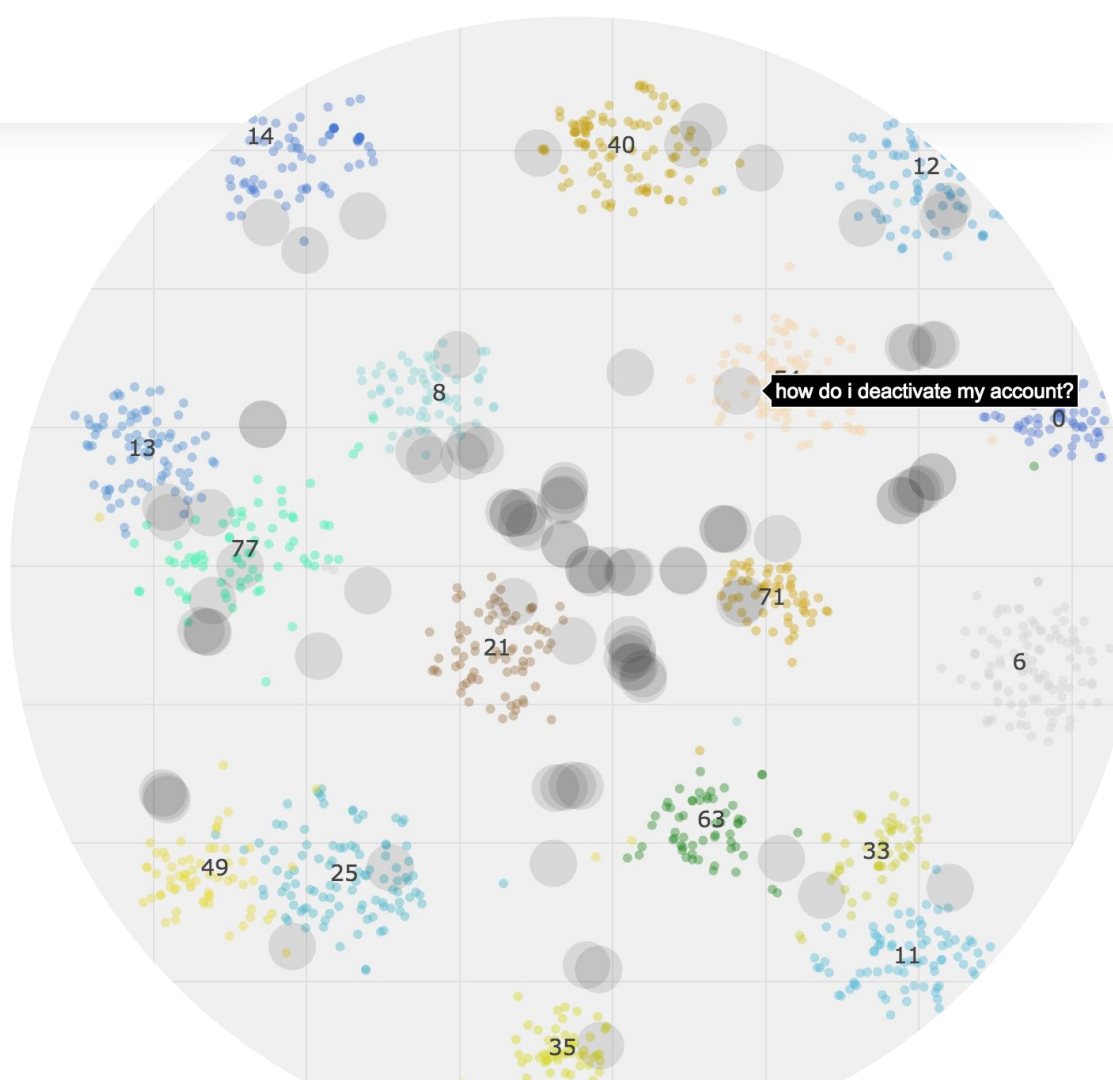
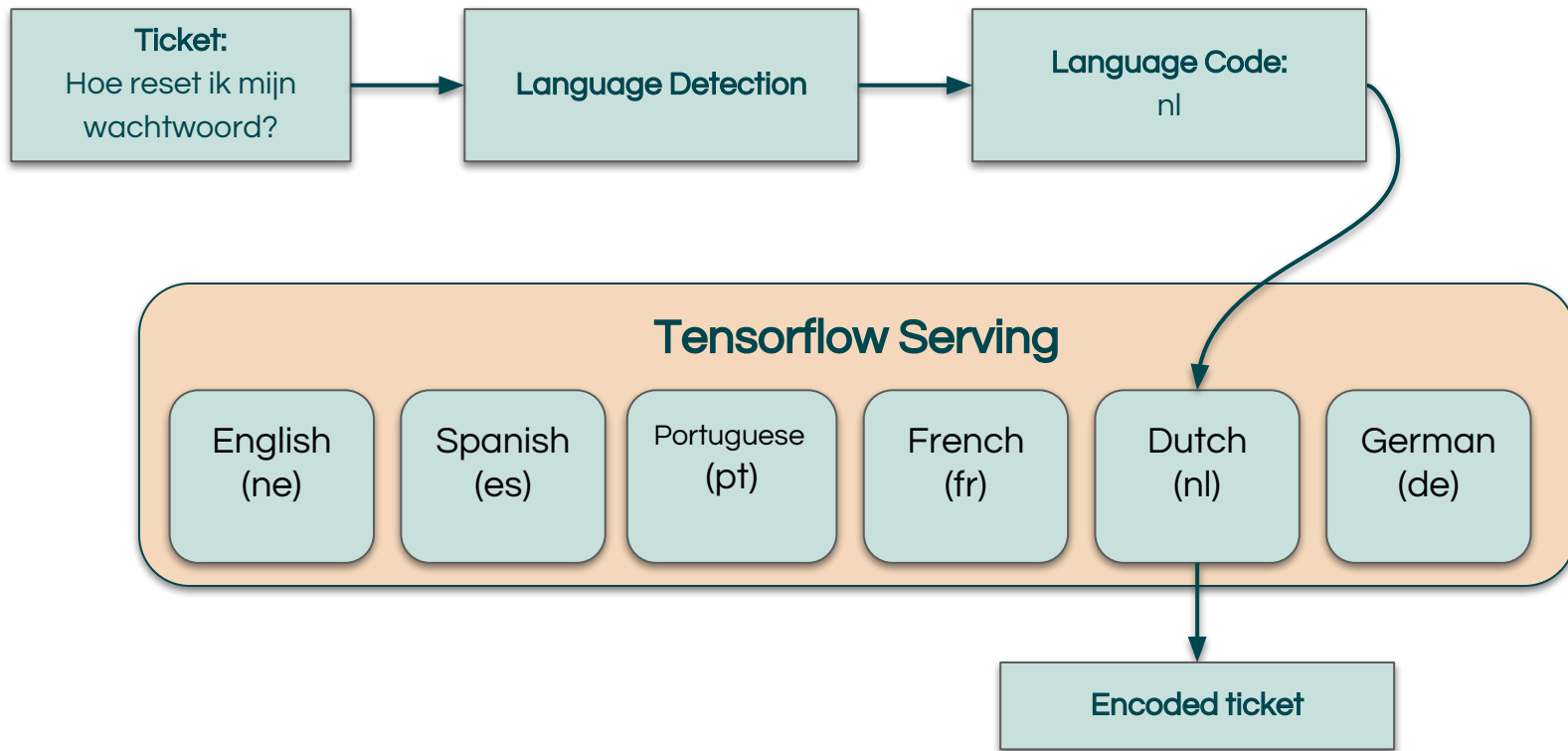Get research as far ahead of engineering as far as possible

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Scaling is hard

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One Global Deep Learning Model

Getting from one customer to many is hard

Scaling needs Tooling

Global models are great

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UX FTW

My printer is stuck! #1024

Organization (create)   Damen agent   OPEN Ticket #1024

User | Apps

Brand

z3ndamen

Requester

Damen agent

Select assignee   take it

Followers ⓘ   follow

Damen agentⓘ ✕

Sharing

-

Form

Default Ticket Form

Tags

Custom text field

Custom credit card

Skills

German ✕

My printer is stuck!

Damen Turnbull Admin (assign)   Yesterday 11:21

I've read the manual but I can't seem to fix my printer. It says "press any key", but I can't find the "Any" key.

Answer Suggestion - Predicted Articles 💡

Click on a link to add it to your comment

👁 How to troubleshoot a paper jam   ➔
👁 Why is my printer not working   ➔
👁 Setting up a new printer   ➔

👎 None of these articles seem relevant.

Public reply | Internal note

To: Damen agentⓘ✏

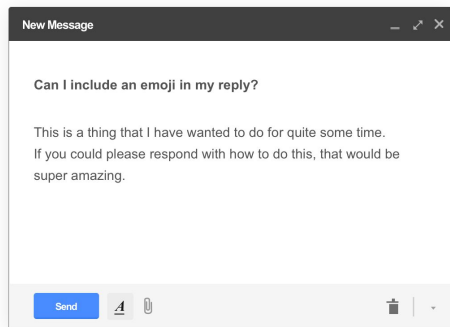CC: Damen end user ✕

T 📎   🔌

⚡ Apply macro   Stay on ticket ⌄   Submit as Open ⌄
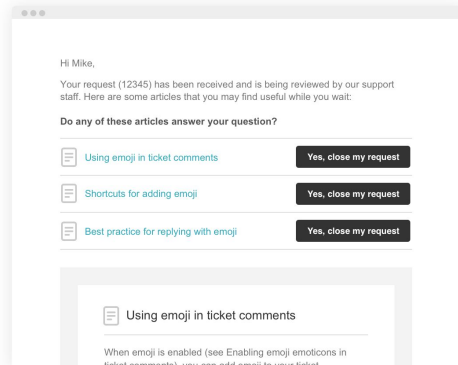
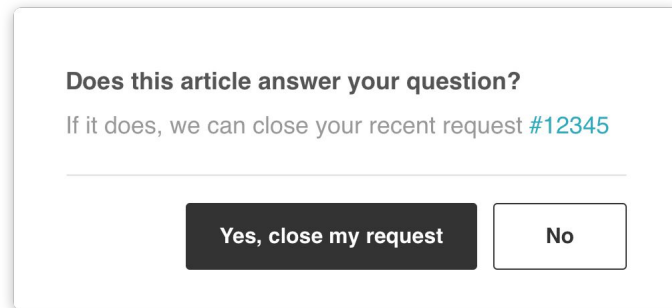# AUTOMATICALLY RESOLVE CUSTOMER ISSUES WITH ANSWER BOT

1

A customer has
a question

2

Answers are
suggested

3

The ticket is
solved or passed to an agent

New Message

Can I include an emoji in my reply?

This is a thing that I have wanted to do for quite some time.
If you could please respond with how to do this, that would be
super amazing.

Send

Hi Mike,

Your request (12345) has been received and is being reviewed by our support
staff. Here are some articles that you may find useful while you wait:

Do any of these articles answer your question?

Using emoji in ticket comments	Yes, close my request
Shortcuts for adding emoji	Yes, close my request
Best practice for replying with emoji	Yes, close my request

Using emoji in ticket comments

When emoji is enabled (see Enabling emoji emoticons in
ticket comments), you can add emoji to your ticket

Does this article answer your question?
If it does, we can close your recent request #12345

Yes, close my request   No

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"Solve my request"
vs
"Yes, close my request"

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It doesn't matter how good your model is if no one engages with it

Make interactions clear so you can trust the feedback
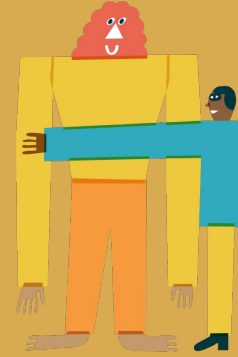
ML should never get in the way

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Data Product >> Building Models

Thank you

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