Available Assistant

PRODUCT DATA SHEET

Available Assistant

AI for customer service that lives inside Zendesk. A copilot drafts grounded replies in the ticket sidebar, a web chat answers customers on your site, and action flows look up, track, cancel and return orders in your own systems — safely, and learning from your team as it goes.

Zendesk-native
Copilot in the ticket sidebar, chats and handoffs as Zendesk tickets

Grounded answers
Help centre, similar tickets, macros and approved answers

Acts safely
Order lookups and changes behind verification and a confirm button

Learns from you
Agent edits and feedback become suggestions you approve

1 The copilot in the Zendesk sidebar

Grounded draft replies

- Drafts built from your **help centre, similar solved tickets, macros and previously accepted answers**
- Whole help-centre articles are read, not fragments — so the caveat three paragraphs down is not missed
- An optional focus pass picks the passages that answer the customer's actual question, quoted verbatim
- Sources linked on the draft card; one click to **Accept & Insert** into the Zendesk composer

Languages

- Customer language detected automatically from the ticket text
- Agents read the conversation and draft **in their own language**; the reply is inserted in the customer's
- Edits on a translated draft are translated back before sending
- Retrieval prefers the customer's language but never misses an answer written in another

Edit a draft with a highlight

- Select any passage for **Shorten, Rephrase, Friendlier, Formal, Expand** or "Change to..."
- Only the highlighted words are rewritten — the rest of the draft stays exactly as it was
- Highlight text in the chat to "Draft from this" or "Search this"

Macro actions

- When a draft is based on a macro, its ticket changes (status, group, tags, fields) are offered on the card
- Nothing ticked by default; ticked actions go to the ticket form so the agent sees each change
- Matching macros shown as cards next to chat answers

Steering the AI

- **AI rules** and **conditional instructions** by intent, language, tags, fields, brand or data from your systems
- Every rule is scoped to the copilot, the web chat, or both
- Company context, tone of voice and per-brand profiles
- Ticket classification: intent, sentiment, urgency and language

Working the ticket

- Chat with the copilot about the ticket: summaries, searches, side conversations, attachments
- **Auto-draft** in chosen channels, so a draft is ready when the agent opens the ticket
- Optional **auto-reply** for selected cases
- Voice tickets are grounded in the call transcript (with Available Transcriptions/Phone)

2 Web chat on your website

AI answers customers

- Answers from your help centre, website and product pages — **checked against a source before it states a fact**
- Product search on your shop's own search page, with price, stock and product cards; sold-out items can be hidden
- Reads product details (material, care, fit) from the product page when asked
- Answer length, instructions and tone of voice set for the chat alone

Handoff to your team

- Live chat when an agent is online, an email ticket when not
- Live handoffs as **Zendesk messaging conversations** (Suite Professional+) or via the Available Chat channel
- The handoff form is prefilled with a first-person summary the visitor can edit
- Ticket subject template and tags for live, offline and all chat tickets

Presence & agent alerts

- Each agent sets Online/Offline in the Zendesk top bar; the team roster shows who is online, away or gone
- Agents in a background tab are marked away automatically
- Waiting chats trigger repeated notifications until someone takes them

Built for real shops

- **A shop per country:** the chat knows which shop the visitor is on and keeps fees, rules and links to that market
- Your chat texts are **auto-translated** into the visitor's language and cached
- Visitors can send photos and files; the AI reads them and they travel with the handoff
- The conversation follows the visitor across pages and tabs

Signed-in customers

- Your shop signs a short-lived token for a logged-in customer
- Their order is shown **without a verification code** — but only if the order is theirs
- Handoff form prefilled; ticket notes the verified login

Appearance & control

- Colours, texts, launcher and stacking order against your site's own banners
- **Access log** of opens, messages and handoffs with outcome
- **IP blocking** per address, plus rate limits and a daily AI budget

3 Action flows & parcel tracking

Action flows

- Four kinds: **order status, track & trace, cancellation and return**
- Work in both the copilot and the web chat, through your own order system
- Branches with conditions — e.g. "order older than 30 days" — each with its own instruction and action
- Order data shown as a card with exactly the fields you choose, never paraphrased

Safe by construction

- Web-chat visitors verify with a **one-time code** sent by email or SMS to the contact on the order
- Codes are single-use, expire after 10 minutes and are rate-limited
- A cancellation or return only runs after the customer or agent **presses a confirm button** — never from chat text
- Every performed action leaves an internal note and tags on the ticket

Carrier tracking

- The **carrier's own delivery status**, not the shop's order status
- Statuses normalised, so "left the warehouse" is never told to a customer as "delivered"
- Parcel lookup in the copilot and, opt-in, in the web chat with a daily budget
- Carriers enabled per surface from the full carrier catalogue; account numbers set once

Runs you can audit

- Results per flow: answered, not eligible, dropped
- Each run shows the order card, the branch decision, the lookups and who confirmed
- Test a flow with a dry run before customers use it

4 Integrations & knowledge

Integrations

- Connect business systems such as **Microsoft Dynamics 365 Business Central** with a managed sign-in — no app registration by hand
- Browse a live catalogue of thousands of systems by category
- Choose which lookups the AI may use; new ones are copilot-only by default
- Send a **connect link** to the person who holds the login, e.g. your ERP partner
- Custom connections to your own APIs, with every call logged

Help centre & brands

- Help centre, macros (incl. dynamic content per language), solved tickets and accepted answers indexed automatically
- Links, headings and tables in articles preserved
- **Brand isolation:** each Zendesk brand answers only from its own knowledge
- "Would it be found?" — test a question exactly as the chat or copilot searches
- See which articles are actually used, and where

Knowledge graph per brand

- Reads a brand's solved tickets and website into a topic tree of facts — each backed by a verbatim quote, personal data masked first
- **Contradictions** between facts, or with your help centre, are raised for a person to decide
- Drafts help-centre articles from public facts, with translations, and writes them to Zendesk Guide as **unpublished drafts** (or updates a live article when you allow it)
- Internal facts reach the copilot only as a suggestion you approve — never the public chat

5 Self-learning & feedback

Learns from your agents

- Edits are captured from the sidebar **and the Zendesk composer** and categorised (tone, facts, length…)
- A nightly pass turns repeated edits and thumbs-down into **suggested rules, instructions or articles**
- Nothing changes until an admin approves
- Before drafting an article it checks whether your help centre already covers it

Feedback that is accounted for

- Agent and web-chat ratings with comments in one place
- Each rating shows whether it is waiting, handled by a suggestion, or needs a human
- Knowledge gaps found on calls (with Transcriptions) become article proposals

6 Analytics, review & the Ask console

Analytics & adoption

- **Copilot adoption:** how many agents use it, and on how many of their tickets an AI reply was sent
- Accept and **edit rates**, edit categories, selection-tool and macro-action use
- Web chat: conversations, resolved by AI, handoffs and outcomes
- Weekly report for management and a cross-product daily digest by email, Slack or Teams

Review every ticket and chat

- **Tickets:** every ticket the copilot worked and what came of it — sent, edited, unused
- **Conversations:** every chat with its outcome, events and the files the visitor sent
- "Show what the AI did": the rules, sources and lookups behind each answer
- Translate a transcript into your language; mark reviewed and work a "Needs review" list

The Ask console

- Configure and diagnose the Assistant by talking to it: **"Why did it write that on ticket 4812?"** → it reads the record, explains, and proposes the smallest fix
- Every change is a proposal you **Apply** with one click — settings, rules, action flows, connections, learning suggestions
- Tests action flows, integrations and carrier tracking for real before you go live; "Ask your data" answers questions about your tickets
- "Discuss in Ask" straight from any ticket or chat transcript

7 Example setups — from simple to very advanced

Four fictional companies, each configured entirely in the Available portal. Each one builds on the previous level. Volumes and costs are illustrative; AI usage depends on ticket and chat volume and is shown per ticket and per chat in the portal.

SIMPLE Nordic Bikes — webshop, 3 agents

AI usage only

"We want good draft replies in Zendesk, in our customers' language, from what we've already written."

WHAT THEY CONFIGURE

- One-click install of the copilot sidebar in Zendesk
- Help centre, macros and solved tickets indexed automatically
- Company context and tone of voice
- Auto-draft on the email channel

WHAT HAPPENS

- A grounded draft is waiting when an agent opens a ticket
- Agents read and write in Danish; replies go out in German or Swedish
- Edits feed suggested improvements each night

No fixed fees — drafts, translation and retrieval are billed as AI usage

MEDIUM Hygge Home — interior retailer, 12 agents

≈ 1.440 DKK / month + AI usage

"Answer 'where is my order?' on the website without an agent, and hand over to a person when it matters."

WHAT THEY CONFIGURE

- Web chat on the shop, with their own colours and texts in Danish — auto-translated for other visitors
- Product search on the shop's own search page
- **Order status flow** on their order API, verified by one-time code
- **Carrier tracking** for PostNord and GLS
- Live chat handoff when agents are online, email ticket when not

WHAT HAPPENS

- Visitors get the carrier's real delivery status after confirming a code
- Chats needing a person arrive in Zendesk with a summary written as the customer
- The team reviews chats from a "Needs review" list

400 flow runs × 2,00 = 800 · 400 verification SMS × 1,00 = 400 · 300 tracking lookups × 0,60 = 180 · 500 web searches × 0,12 = 60

ADVANCED **Fjord Outdoor — sports retailer, 40 agents** ≈ 7.440 DKK / month + AI usage

"Let customers cancel and return orders themselves, and let agents see everything in Business Central without leaving Zendesk."

WHAT THEY CONFIGURE

- **Business Central** connected as an integration, sign-in done by their ERP partner via a connect link
- **Cancellation and return flows** with branches: within 30 days → self-service, otherwise → handoff
- Conditional instructions per intent, scoped to copilot or chat
- Selection-menu rewrite tools and macro actions for agents
- Zendesk messaging handoff for live chats

WHAT HAPPENS

- Customers confirm a cancellation with a button; the order changes and a note lands on the ticket
- Agents ask the copilot about stock and invoices in Business Central
- Ask console: "why was this draft edited?" → a proposed rule, applied with one click

1.500 flow runs × 2,00 = 3.000 · 300 actions × 4,00 = 1.200 · 1.000 SMS × 1,00 = 1.000 · 2.000 tracking × 0,60 = 1.200 · integration access 499 + 3.000 lookups × 0,14 = 919 · 1.000 web searches × 0,12 = 120

VERY ADVANCED **Scandi Fashion Group — 3 brands, 90 agents** ≈ 27.180 DKK / month + AI usage

"Every brand and every market answered correctly, logged-in customers served instantly, and a help centre that keeps itself up to date."

WHAT THEY CONFIGURE

- **Brand profiles** with isolated knowledge, so no brand quotes a sister brand's policy
- Web chat on all six country shops — fees and links follow the shop the visitor is on
- **Signed-in customers** from the shop login: no code needed for their own orders
- All four flow kinds, carrier tracking enabled per carrier and surface
- **Knowledge graph** per brand, drafting translated articles to Guide
- Live assist on calls with Available Phone

WHAT HAPPENS

- Contradictions between tickets and articles are raised for a person to decide
- Weekly report leads with copilot adoption for management
- Coaching goals built on each agent's accept and edit stats
- IP blocking and the access log keep the public chat in check

6.000 flow runs × 2,00 = 12.000 · 1.200 actions × 4,00 = 4.800 · 2.500 SMS × 1,00 = 2.500 · 8.000 tracking × 0,60 = 4.800 · integration access 499 + 15.000 lookups × 0,14 = 2.599 · 4.000 web searches × 0,12 = 480

8 Pricing

Pay for what you use. No per-agent seat licences — the Zendesk sidebar app, web chat, portal, analytics, reports and the Ask console are included.

AI & actions

AI usage	**per token, at 2× the AI model provider's list price**	
Action flow run	**2,00 DKK**	per run that reached a lookup
Action performed	**4,00 DKK**	cancellation or return written to your system
Verification SMS	**1,00 DKK**	per SMS segment

Lookups & integrations

Carrier tracking lookup	**0,60 DKK**	per lookup
Web search (open web index)	**0,12 DKK**	per search; your shop's own site search is free
Integration access	**499,00 DKK**	per workspace / month
Integration lookup	**0,14 DKK**	per lookup

All prices in DKK excluding VAT. AI usage is most of the Assistant's cost; cost per ticket, per chat and per month is visible in the portal under Usage. Paid add-ons such as action flows, web-chat parcel tracking and integrations are opt-in.

9 Security, privacy & reliability

Area	How Available Assistant handles it
Changes to orders	Write actions run only after a confirm button is pressed by the verified customer or the agent — never from chat text.
Customer verification	One-time codes to the contact on the order: stored hashed, single-use, 10-minute expiry, attempt and send limits. Signed-in customers only see orders that match their login.
Knowledge boundaries	Restricted help-centre articles never reach the public chat; brand isolation is a hard filter; integrations are copilot-only until you allow more.
Personal data	Tickets are masked before the knowledge graph reads them; chat files are kept in private storage behind short-lived signed links and deleted with the conversation.
Abuse protection	Rate limits, daily AI and tracking budgets, per-address IP blocking and an access log retained for 30 days.
Credentials	API keys, tokens and signing keys encrypted at rest.
Access	Portal sign-in with Zendesk; roles and memberships per workspace; operator actions audit-logged.
Honest failures	A failed lookup is reported as a failure, never as "no data" — to the AI and in the portal.

10 Part of the Available suite

Product	What it adds to Assistant
Available Phone	Live assist cards and automatic order lookups during calls; call context for drafts on voice tickets.
Available Transcriptions	Call transcripts ground voice-ticket summaries; knowledge gaps from calls become article proposals.
Available Insights	Customer surveys, perception gap, themes and alerts — including themes from support tickets.
Command Center	Home dashboard, daily digest and agent coaching built on accept and edit stats.