Available Insights

PRODUCT DATA SHEET

Available Insights

Customer experience measurement built into Zendesk. Survey the right customers by email or SMS, compare how agents and customers rate the same conversation, and let AI turn every survey, review, call and ticket into themes, alerts and ranked improvement opportunities.

NPS & CSAT
Selective survey campaigns on solved Zendesk tickets

Perception gap
Agent and customer rate the same conversation on the same scale

Email & two-way SMS
The whole survey answered by text reply on your own numbers

AI that explains why
Themes, alerts and opportunities from all your feedback

1 Surveys that reach the right customers

Targeted survey campaigns

- **NPS (0–10) or CSAT (1–5)** per survey
- Target by **brand, ticket channel and tags** within a set period — selective campaigns, never a blanket survey of everything
- Sent when a targeted ticket is **solved**; solved status and targeting are checked against the ticket itself at send time
- **One survey per ticket** — retries never survey a customer twice

Questions that dig deeper

- Optional **static follow-up questions** per survey
- **AI follow-ups** that probe for the root cause of a score — up to three adaptive questions
- Asked in the customer's own language
- Relationship surveys to a contact list on a set cadence, independent of tickets

Close the loop on unhappy customers opt-in

- A fresh detractor (NPS 0–6, CSAT 1–2) on a ticket survey becomes a **follow-up ticket in your Zendesk**, with the score, the comment and the original ticket — so a person owns the recovery
- Your own tag, priority and group; never filed twice for the same response

2 Your design, the customer's language

Survey designer

- Your **brand colour and logo** (upload and crop in the portal)
- Email as a single button, or with **every score inline** as a link
- Edit every text; live preview of the real email and rating page
- A score clicked in the email is pre-selected on the page — **never auto-submitted**, so email link-scanners cannot answer surveys

Automatic translation

- Write your survey once; AI translates it into **each customer's language** and keeps the translation for reuse
- Language chosen from evidence: the language spoken on the call, else the customer's Zendesk profile, else your own copy — never a guess
- One switch turns translation off completely
- Optional **AI-personalised** subject and intro written from the ticket

3 Email and two-way SMS

The right channel per customer

- Per survey: **email, SMS or automatic**
- Automatic texts customers who **phoned you** — on the number they called from — and emails everyone else
- Falls back to email, with a reason, whenever SMS cannot carry the survey
- SMS sent from your own **Available Phone** numbers

The whole survey in a text thread

- On a two-way number the customer **texts back their score**, then answers your questions and AI follow-ups one message at a time
- Scores are read deterministically ("8/10" is an eight); the rest of the message becomes the comment
- Send-only numbers get the same rating link as the email

One opt-out list for every channel

- A texted STOP, the unsubscribe link in every survey email and an opt-out recorded by an agent all land on **one list per person**, checked before every send — switching a campaign to SMS can never reach someone who opted out of email

4 The perception gap: agent vs customer

PGAP rating windows

- During a **bounded window** (a few per year), agents rate the conversation on the same scale before solving the ticket
- The rating opens as a **Zendesk modal** when the agent sets the ticket to solved
- The difference between the agent's and the customer's score is the **perception gap** — per ticket, per agent, per team

Insights app in the ticket sidebar

- **One-click install** from the Available portal
- Agents see their **last ten customer ratings** and their averages against the company
- **AI score audit:** both the customer's and the agent's score are checked against what actually happened in the ticket (and, with consent, the call transcript)

5 Understand why: themes and the Explorer

AI themes on your own taxonomy

- AI groups feedback into **themes in a tree** of up to three levels
- Each mention is marked as **problem, praise or neutral** for that theme — one review can praise delivery and complain about the website
- The tree is yours: add, rename, move, merge or import a taxonomy; AI never edits an existing theme
- New themes named in the language you choose

Explorer

- Per theme: mentions across every source, problems, praise, survey score and **impact** on your overall score
- Rolled up through the tree, each piece of feedback counted once
- Weekly trend and the newest problem and praise quotes per theme

One feedback pool opt-in per source

- Bring in **reviews and social posts** (Available Mentions), **analysed calls** (Available Transcriptions, with consent) and **support tickets** (Available Assistant) — themed with the same vocabulary as your surveys
- End-of-chat ratings from the Available web chat flow through the same analysis
- Pooled feedback feeds themes and theme alerts but **never moves your NPS or CSAT** — only real survey scores do

6 Act on it: alerts and opportunities

Proactive alerts

- Five signals: **score drop** week over week, **gradual decline** over four weeks, **sentiment shift**, **emerging theme** and **theme spike**
- Each alert carries a plain summary, a severity, the 8-week trend and quoted evidence
- One open alert per subject, escalated only when it gets worse; your own sensitivity settings

Alert destinations

- Push alerts to **email, Slack or Microsoft Teams** — one destination per team
- Filter by minimum severity, alert type and theme
- Delivery status visible in the portal, with automatic retries; "Send test" from the portal

Improvement opportunities

- Every week, themes with recurring problems are **ranked by potential**: the exact points your overall score would gain if those customers had scored like everyone else
- AI writes up each one — fix, improve or introduce — with what is happening, likely causes and suggested actions, grounded in the customer quotes shown beside it
- Track each opportunity as open, in progress, done or dismissed

7 Reporting, analytics & coaching

Reports & Ask your data

- **Weekly stakeholder report** by email with an AI executive summary, the week's alerts and flagged opportunities
- **Ask your data** — an AI analyst answers questions about scores, themes and opportunities
- Analytics with breakdowns, score drivers and every individual response

Command Center & coaching

- Insights KPIs, alerts and opportunities on the **Home** page, with a link straight to the theme
- Daily digest across all Available products by email, Slack or Teams
- Leader coaching uses each agent's ratings, perception gaps and **recurring problem themes** in suggestions and AI 1:1 briefs

8 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; see the pricing section for rates.

SIMPLE Nordic Bikes — webshop, 3 agents

≈ 180 DKK / month + AI usage

"We want to know how satisfied customers are after we've helped them — without annoying anyone."

WHAT THEY CONFIGURE

- One CSAT survey on solved email tickets for their single brand
- Brand colour and logo in the survey designer
- Weekly report to the owner

WHAT HAPPENS

- Each customer gets one survey email in their own language
- Comments are grouped into themes automatically
- Monday's report shows the score and what customers talk about

1.200 survey emails × 0,15 = 180

MEDIUM

Hygge Home — interior retailer, 12 agents

≈ 900 DKK / month + AI usage

"Find out why unhappy customers are unhappy, and make sure somebody calls them back."

WHAT THEY CONFIGURE

- NPS survey on email and web-form tickets, with **AI follow-up questions**
- Email with every score inline; texts edited in Danish, auto-translated for Swedish and Norwegian customers
- **Close the loop**: detractors become follow-up tickets for the team lead's group
- Alerts on score drops to the team's Slack channel

WHAT HAPPENS

- Detractors explain the root cause in two or three short answers
- A team lead picks up every detractor in Zendesk the same day
- A drop in "Delivery › Late" is posted to Slack with quotes

4.000 survey emails × 0,15 = 600 · 150 detractor follow-up tickets × 2,00 = 300

ADVANCED

Fjord Energy — utility, 40 agents

≈ 9.900 DKK / month + AI usage

"Survey callers on the phone they called from, and find out whether our agents see their calls the way customers do."

WHAT THEY CONFIGURE

- Channel **automatic**: phone customers get a two-way SMS survey from an Available Phone number, everyone else email
- A two-week **PGAP window** each quarter with the Insights app in the sidebar
- **AI score audit** grounded on call transcripts
- Their own theme taxonomy imported; alerts to email and Teams per team

WHAT HAPPENS

- Callers text back "8" and answer the follow-up in the same thread
- Managers see per agent where agent and customer disagree
- Ranked opportunities show which themes cost the most points

10.000 survey emails × 0,15 = 1.500 · 3.000 SMS surveys × ~4 segments (both directions) = 12.000 × 0,60 = 7.200 · 600 detractor follow-up tickets × 2,00 = 1.200

VERY ADVANCED

Scandi Fashion Group — 3 brands, 4 countries, 90 agents

≈ 26.700 DKK / month + AI usage

"One view of what customers say about us everywhere — surveys, reviews, calls and tickets — and a clear list of what to fix first."

WHAT THEY CONFIGURE

- A survey per brand and channel, each in its own design; AI translation into every customer's language
- **Feedback pool**: Google and Trustpilot reviews, social mentions, analysed calls and support tickets
- A three-level theme tree; destinations per brand team, filtered by theme and severity
- Close-the-loop tickets on the Available Feedback channel

WHAT HAPPENS

- A spike in "Returns › Refund delay" across reviews and calls alerts the returns team before scores move
- Weekly opportunities with AI write-ups go to the leadership report
- **Ask your data** answers "why did NPS fall in Sweden?"; coaching briefs name each agent's recurring themes

30.000 survey emails × 0,15 = 4.500 · 8.000 SMS surveys × ~4 segments = 32.000 × 0,60 = 19.200 · 1.500 detractor follow-up tickets × 2,00 = 3.000

9 Pricing

Pay for what you use. No per-agent seat licences — the Zendesk app, portal, survey designer, PGAP windows, Explorer, alerts, opportunities and reports are included.

Survey delivery & follow-up

Survey email	**0,15 DKK**	per email sent
Survey SMS	**0,60 DKK**	per SMS segment, both directions
Close-the-loop ticket	**2,00 DKK**	per detractor follow-up ticket filed (opt-in)

AI usage

All AI features	**2× list price**	per token, at the AI model provider's list price

- Theme analysis, AI score audit and AI follow-up questions
- Survey translation and personalised emails
- Opportunity write-ups, report summaries and Ask your data

All prices in DKK excluding VAT. Every feature is opt-in: nothing is billed until it is switched on. Translations are generated once per language and reused. SMS surveys require Available Phone numbers. Usage is visible in the portal under Usage.

10 Security, privacy & reliability

Area	How Available Insights handles it
Consent & opt-out	One opt-out list per person across email and SMS, checked before every send. Unsubscribe and scores clicked in an email both need a deliberate confirmation, so link-scanners can neither unsubscribe nor answer for a customer.
Cross-product data	Call transcripts are only read with the consent setting in the call products switched on; pooled sources are off until you enable them, and switching one off removes its items from themes and alerts.
Alert webhooks	Only Slack, Teams and Microsoft automation endpoints are accepted; URLs are stored encrypted and only ever shown masked.
Access & credentials	Portal sign-in with Zendesk; roles and memberships per workspace; operator actions audit-logged. The Zendesk app token is stored encrypted, and Insights holds no telephony credentials — SMS goes through Available Phone.
Fail-safe design	A failed translation waits and retries rather than sending the wrong language; automatic channel choice falls back to email; failed alert deliveries are shown and retried.

11 Part of the Available suite

Product	What it adds to Insights
Available Assistant	Solved-ticket events from Zendesk, support tickets in the feedback pool and end-of-chat ratings from the web chat.
Available Phone	Two-way SMS surveys from your own numbers, sent to the number the customer called from.
Available Transcriptions	Analysed calls in the feedback pool and call transcripts for the AI score audit.
Available Mentions	Reviews and social posts in the feedback pool, themed alongside your surveys.
Command Center	Home dashboard, daily digest and agent coaching built on ratings, perception gaps and themes.