



zendesk sunshine

Step into the light

Zendesk Sunshine is an open, flexible CRM platform. Connect all your customer data for complete context—wherever it lives—and give developers and admins the tools they need to build the best customer experiences.



Give agents a complete view of the customer

Bring together your data to give your agents a single pane of glass to focus on the customer conversation, with an enriched agent workspace to make better decisions, and apps to automate repetitive processes.



Build experiences as unique as your customer

Provide custom support experiences tailored to your customers, no matter where they are on their journey, surfacing content, and triggering activities and workflows unique to them.



Shift relationships from reactive to proactive

With real-time customer data, agents can anticipate customer needs, resolve issues faster, and trigger outreach, deferring to a lower cost of service channel.

“Zendesk is a platform that is really enabling us to focus on our customers.”

Reverb

FOR CX LEADERS

Better customer relationships

Put people—not legacy CRM—at the center of your business. Sunshine gives you the flexibility to identify, understand, and segment your customers for your personalized experiences.

FOR CIOs

All your customer data, connected

Take back control of your customer data. Sunshine is an open platform designed to work with all of your business applications, so you can capture every customer interaction, no matter where it comes from.

FOR DEVELOPERS & ADMINS

App creation, at your command

Sunshine gives you the freedom to build modern customer applications your way. Use your favorite tools for complete control, with the flexibility of an open, standards-based platform.



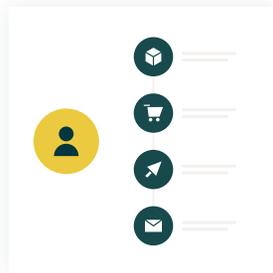
See what makes Sunshine so bright

Sunshine is made up of 4 core components—Unified Profiles, Custom Events, Custom Objects, and Conversations—giving you everything you need to get a complete view of the customer experience.



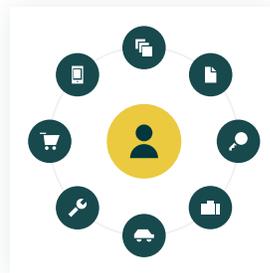
Unified profiles

Build customer profiles with attributes from third-party applications to get a more complete picture of your customers.



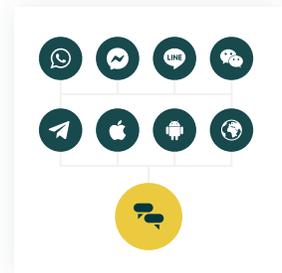
Custom events

Capture every customer interaction—like shopping cart, web, or mobile activity—to get a real time view of the customer journey.



Custom objects

Store and connect any data source, like products and order history, for greater context about your customer.



Conversations

Bring messages from every channel together into a single, unified view of the customer conversation.

3X

Companies manage 3x as much data as they did 5 years ago

71%

of customers expect companies to collaborate internally so they don't have to repeat themselves

Zendesk Customer Experience Trends Report 2020

