

THE **SAN FRANCISCO** MARATHON®

**Race season
asks the same
questions.
Zendesk
AI agents
answer them.**



Scope we delivered, shown as the path a runner's question takes.

THE PATH A QUESTION TAKES

- 01** A runner sends a question during race season
- 02** Zendesk recommends the right help center article
- 03** A Zendesk AI agent answers the repeat question
- 04** Anything that needs judgment goes to a person

WHAT WE BUILT

Triggers / Views / Macros / Help center / Help center recommendations / Zendesk AI agents