zendesk sunshine

Step into the light

Zendesk Sunshine is an open, flexible CRM platform. Sunshine is built on AWS and lets you seamlessly connect and understand all your customer data--wherever it lives. It's fast, powerful, and gives you the freedom to build whatever you want.

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 more 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.

Do more with your customer data

With Sunshine, you can power custom Zendesk Support apps that give agents instant access to critical customer data. Sunshine also lets you build entirely custom applications that help you go beyond customer support.

ASSETS AND DEVICES

Track the history and health of your products, assets, or connected devices to get full context about the customer.

PRODUCT AND ORDERS

See the entire order lifecycle, from check-out to delivery for a more personalized support experience.

CUSTOMER INTERACTIONS

Get the full scope of the customer lifecycle with eyes on every interaction across the entire customer journey.

USER AND ACCOUNT MANAGEMENT

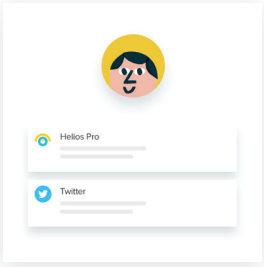
Manage account hierarchies and complex user relationships.

PRODUCT TROUBLESHOOTING

See plan details and click paths for your users.

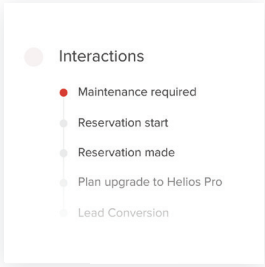
Build with, on, and beyond

Sunshine gives you a complete view of the customer experience across profiles, relationships, events, conversations, and objects.



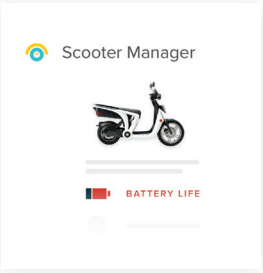
Profiles

Identify each customer with a centralized view of profiles across every channel and application. Easily import attributes from third party systems that extend the Customer Essentials Card for Zendesk Support.



Events

Define and capture custom events across your web and mobile apps for greater visibility into the entire customer journey. Events are automatically surfaced in the Interaction History for Zendesk Support.



Custom Objects

Store custom data entities—like Products and Subscriptions—that are unique to your industry and business. Use the developer tools you already know and love to build custom apps for the Support workspace.

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

Reverb