



Interactive Decision Trees and Agent Scripts that Save Time and Money

zingtree.com

EASY TO AUTHOR DECISION TREES

Tree Creation Tools:

- Wizard (Interview / Forms Based)
- Draw via Graphical Designer
- Enter Trees using Overview
- Import from Excel
- Import from Google Sheets
- Import from CSV
- Import from JSON
- Import from Service Cloud
- Import from Yonyx

Authoring Capabilities:

- Simple Overview
- Thumbnail Overview with Zoom
- Edit via Graphical Designer
- AI-based Node Layout Auto-arrange in Designer
- Link to Other Trees using Tree Nodes
- Automatic Return from Tree Nodes
- Link to Web Pages using Link Nodes
- Add Buttons to Nodes, and reorder via Drag and Drop
- Send Emails using Email Nodes
- Dynamically Create Documents with Document Node
- A/B Testing – Randomly go to a Node
- Branch to Nodes using Variables and Logic Nodes
- Make Non-hierarchical Logical Network structures
- Tag Nodes
- Enter Author Comments in Nodes
- Print a Node
- Duplicate a Node within a tree
- Copy a Node to Another Tree
- Edit Nodes in HTML Code View or WYSIWYG Text
- Add Images to Node Content via Paste, Upload or URL
- Add Videos to Node Content
- Responsive Sizing for Images and Videos
- Aspect Ratio Selection for Videos
- Add Links to Content (new tab or on page)
- Content Type Style Selections (typeface, bold, italic, underline, etc.)
- Undo/Redo in Text Editor
- Insert Variables in Content Area
- Insert Variables in Link Nodes
- Custom Button Colors and Icons
- Custom CSS and Stock Themes
- Data Entry Fields (Text, Multiline text, date, number, checkbox, radio button, list box, phone, email, address, password, file upload)
- Optional Required Attribute for Data Entry Fields
- Address Auto-complete in Data Entry
- USA Address verification
- Email Verification
- Phone Number Verification
- Reorder Data Entry Fields using Drag and Drop
- Repeating Data Entry Forms for List Entry
- Score Button Clicks – Running Total for use with Logic Nodes
- Score Data Entry Field Selections for use with Logic Nodes
- Change Starting NodeTree
- Require Confirmation to Continue
- Search within a Tree
- Search all Trees by title, tag or content
- Configure Button Layouts (1 across, 2 across, etc.)
- Print Tree as PNG or Node-by-node
- Export to JSON or CSV
- Include Session History (Q&A transcript) in Node Contents
- Show Lists of Tagged Nodes for FAQ Style Trees
- Over 50 Gallery Trees to Copy and Modify

POWERFUL TOOLS AND REPORTING

Managing Trees:

- Add and Delete Authors
- Assign Collaborator Rights to Individual or All Trees
- Admin, Editor, View-only Rights for Trees
- Multiple Authors per Guide
- Search Trees
- Snapshots Tool to Recover Previous Versions, Log Changes
- Compare Versions
- Compare Two Trees
- Organize and Filter Trees by Tag
- Create New Organizations
- Segment Trees by Organization
- Dual Use Trees: Markup for Internal/External Uses
- Filter Trees by Author
- Request Rights to Trees from Owners
- Super-user can manage entire organization
- Billing Admin can manage payment
- Archive and Restore Trees

Publishing Features:

- Zingtree Hosted Option (URL)
- Embedded Option to host on any site (HTML/Javascript API)
- Pop-up Overlay via Button Click from any site (HTML/Javascript API)
- Show History Option
- Breadcrumbs Display Option
- Send Variables into Trees using Merge Variables
- Buttons Style for Short Answers
- Panels Style for Long Answers
- Transition Effects between Nodes
- Include “Persistent Buttons” on Every Node
- Include Feedback Button
- Session Notes Button
- Responsive Rendering for all Mobile/Tablet/Desktop Browsers via Bootstrap 3
- Launch a Tree from Any Node
- Permanent Link URLs for Any Node
- Supports All Languages, including right-to-left
- Automatically Collect End-user Language and Location Data
- Customize Title Display, Scrolling Behavior, and more via URL Parameters
- Send Javascript Messages from Embedded Trees
- WordPress Plug-in Available
- Webhooks can Exchange Data with other apps

Call Center Specific Features:

- Agent Portal Option hosted by Zingtree
- Add Agents in Bulk to Agent Portal
- Pay-for-what-you-use Pricing Model
- Pause and Resume – Save State and History Between Calls
- See Session History During and After Calls
- Agent Feedback sent to Authors, included in Editing tools
- No Agent Provisioning Required for Integrations
- Zendesk Agent Scripting App
- Automatic Tree Selection Based upon data from CRM
- Address Validation and Auto-Complete
- Email Verification
- Phone Number Verification

Reporting Capabilities (by Date Range)

- Session List (optional filter by Source/Agent)
- Click-by-click Transcripts for Every Session
- Result Tracking for Individual Sessions and Aggregate Reports
- Visual Traffic Map
- Most Popular Click Paths
- Button Click Popularity for Each Node
- Popular Nodes
- Node Time
- Session Matrix
- Form Data Collected
- Export Reports to CSV or Query via API
- Data Totals for Form Fields
- Search Term Totals
- Visitors by Browser, Country and OS
- Usage Stats for All Trees
- Usage Stats for All Agents
- Track Usage with Google Analytics

SMART INTEGRATIONS, PERFORMANCE & SECURITY

Integrations:

- REST API
- PHP Interface Module for API
- Zendesk Support App
- Zendesk Agent Scripting App
- Salesforce Integration
- Desk.com Integration
- Freshdesk add-on
- Intercom Front-end Integration
- Zendesk Chat Front-end Integration
- Wordpress Plug-in
- Zapier Integration to Send Data to 750+ Apps
- Webhooks to integrate with custom third party endpoints
- Launch Trees with Custom Merge Variables
- Slack Notifications
- Include Session Data in a Ticket Form
- Easy integration with any CRM

Resources:

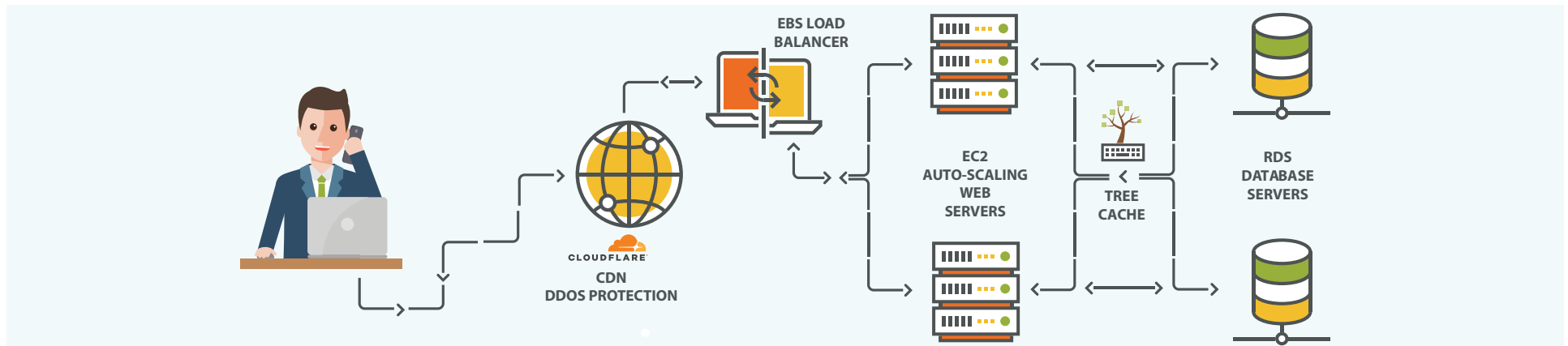
- Searchable FAQ (built with Zingtree)
- Blog (how-to articles, tips, etc.)
- Gallery of 50+ Examples (view, examine, copy)
- System Status & Uptime Report
- Tutorial Videos
- Case Studies
- Live Chat and Email Support

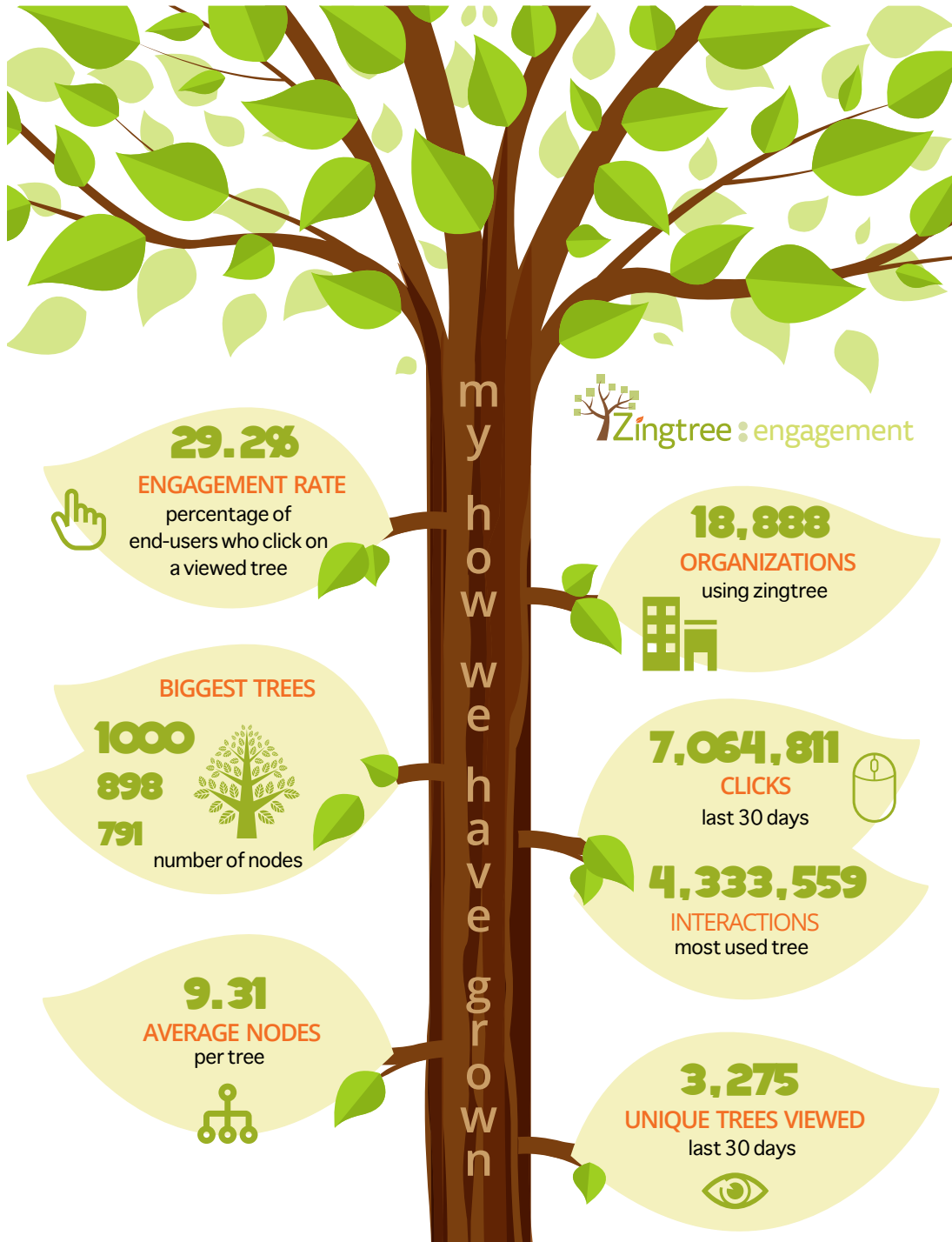
Reliability and Performance:

- CDN Layer for performance (JS, CSS, Image files)
- DDOS Prevention (Cloudflare)
- Amazon Elastic Beanstalk Application Servers (load balanced, infinitely scalable)
- Amazon RDS Database Servers
- Rendered Tree Caching
- Load Entire Tree at Once for Instant Node-to-node transitions
- Daily and Weekly Backups
- Version Control via Snapshots
- 99.999% Uptime
- On-demand System Status History Reports via Site 24x7
- Libraries Load Asynchronously from Multiple Domains

Security and Network Architecture

- SSO (SAML 2.0 compliant single sign-on)
- IP Filtering to Limit Off-site Access to Trees
- Restrict Agent Access to Trees via Setting or Agent Tags
- Self-hosted Enterprise Option
- Forced SSL Encryption





29.2%

ENGAGEMENT RATE

percentage of end-users who click on a viewed tree



BIGGEST TREES

1000
898
791



number of nodes

9.31

AVERAGE NODES

per tree



18,888

ORGANIZATIONS

using zingtree



7,064,811

CLICKS

last 30 days



4,333,559

INTERACTIONS

most used tree

3,275

UNIQUE TREES VIEWED

last 30 days



HOW THEY'RE BUILT

Zingtree tools used last 30 days



16,279 trees edited



4,078 authors used the wizard



8,969 authors used the designer

BUSINESS SEGMENTATION

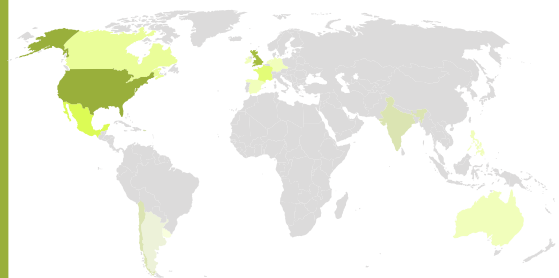
who's using Zingtree

- 19.5% ● Contact Center
- 17.8% ● Business
- 12.4% ● Customer Support
- 11.6% ● Sales & Marketing
- 10.4% ● Troubleshooting
- 6.6% ● School Administration
- 5.4% ● Medical
- 4.6% ● Financial
- 2.9% ● Legal
- 2.9% ● HR & Training
- 2.5% ● Government
- 2.1% ● Insurance
- 1.2% ● Education & Non-Profit



END-USERS BY COUNTRY

percentage use



- United States 64.8%
- United Kingdom 7.3%
- France 5.9%
- Mexico 3.9%
- Canada 2.8%
- Australia 1.9%
- Spain 1.3%
- Chile 0.9%
- Argentina 0.7%
- Uruguay 0.7%
- Puerto Rico 0.6%
- India 0.6%
- Philippines 0.6%
- Germany 0.6%
- Ireland 0.6%
- Netherlands 0.6%