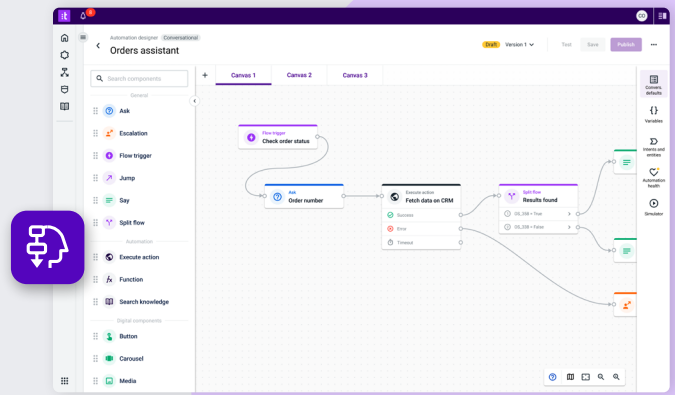# :talkdesk®

Talkdesk Automation Designer™

A design tool for frontline teams to create customer-centric automations.


Talkdesk Automation Designer is a no-code, 'point-click-publish' tool that enables frontline staff to design business process automations. This accessible design tool means contact centers can infuse more AI-powered automations across the customer journey to improve operational agility and reduce customer effort.

Main capabilities

Optimize business processes

Design and edit business process automations to handle a wide variety of use cases, such as publishing workflows for Talkdesk Feedback™, or crafting conversation flows in Talkdesk Virtual Agent™.
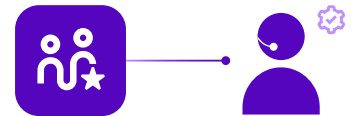

Develop orchestration flows

By separating process design from process execution, different teams within the contact center can create flows and templates to represent their unique workflows.
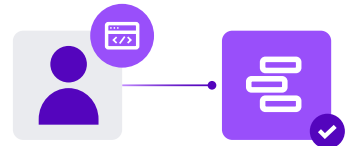

Empower frontline teams

With a no-code visual interface, empower any business user, including frontline staff, with the tools to design automations specific to their role in the contact center.
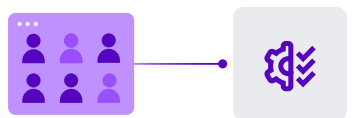
Talkdesk Studio™ integration

Orchestrate the complete customer journey with Talkdesk Studio, a visual routing designer that enables non-technical stakeholders to create effortless customer journeys with clicks, not code.
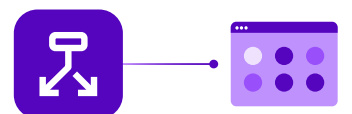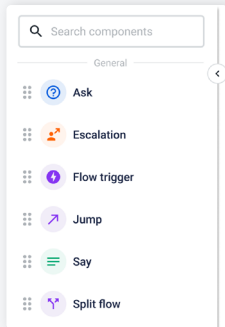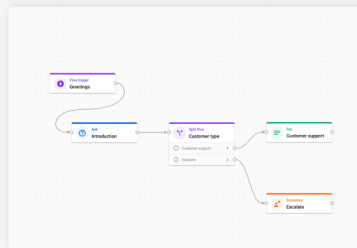
Key Features

Component panel

Easily access the building blocks of automation flows from a convenient component side panel.

Drag-and-drop canvas

Easily create, modify, or update business process automation by clicking and connecting components to craft seamless automation flows.
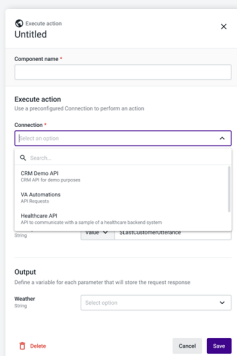

'Say' and 'Ask' components

Design digital Virtual Agent flows for chatbots and SMS to include rich media features such as a product carousels or a video.
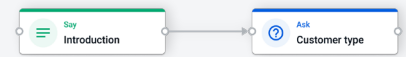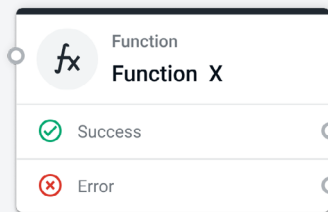

Execute external API's

Connect an external API to an automation flow with Talkdesk Connections, a no-code configuration-based, custom integration builder.

Function component

Modify the Javascript coding powering automation flows to meet the needs of your contact center.
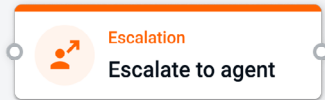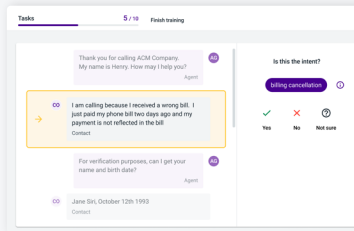
Key Features (cont.)

Escalation component

Seamlessly escalate customers to live agents when further support is needed.

AI Trainer™

Allow non-technical customer service staff to easily apply their practical expertise to create custom intents and entities, and continuously improve AI models powering automations in the contact center.

Digital components

Design digital Virtual Agent flows for chatbots and SMS to include rich media features such as a product carousels or a video.
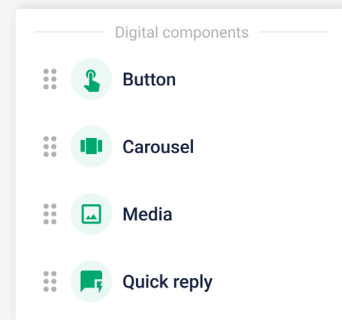
"Most organizations want to prioritize CX innovation and recognize the need to transform their contact centers, but they're encountering hurdles. Through our Builder portfolio and new tools like Automation Designer and Workspace Designer, Talkdesk is creating smarter ways for them to eliminate the barriers to contact center customization and bypass expensive, lengthy development cycles. Now they can achieve their CX goals faster, while also outpacing the competition."

— **CHARANYA KANNAN,** CHIEF PRODUCT ENGINEERING AND CUSTOMER OFFICER AT TALKDESK

About Talkdesk

Talkdesk® is a global cloud contact center leader for customer-obsessed companies. Our automation-first customer experience solutions optimize our customers' most critical customer service processes. Our speed of innovation, vertical expertise, and global footprint reflect our commitment to ensuring that businesses can deliver better experiences across any industry and through any channel, resulting in higher customer satisfaction and accelerated business outcomes.

:talkdesk®

Experience. A better way.

[Talkdesk Automation Designer™](#)