Gravity CX

Zendesk Copilot · Auto assist

Articles explain. Procedures act.

Auto assist suggests replies and actions to your agents inside the ticket. It learns from two kinds of knowledge, and they do very different jobs. Here's what each one is, and how auto assist chooses between them.

	Help center article Tells people what's true	Procedure Tells auto assist what to do
Written for	Your customers. Plain language, explains a policy or answers a question.	Auto assist, written as if briefing a new agent: "check this, then do that".
Shape	Reference content. Text, images, links.	Ordered steps with conditions (if this, then that) for one type of ticket.
Can include	Content only. It can't change a ticket or	Standard and custom actions, action

How auto assist chooses its source

1 Matching procedure?
Always checked first. Auto assist follows your steps and suggests the reply and actions.

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2 No? Public article
Searches public articles in the ticket's brand and language. Reply only, no actions.

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3 Still nothing?
Falls back to similar solved tickets. The least reliable source.

Same topic, two jobs: a refund request

Article: "Our refund policy"

Refunds are available within 30 days of delivery, back to the original payment method. Sale items are exchange only.

Answers the customer's question.

Procedure: "Handle a refund request"

1. Look up the order and delivery date (action).
2. Within 30 days and not a sale item: issue the refund (action) and confirm, citing the refund policy (article).
3. Outside 30 days: apply "Refund declined" (macro).
4. Over $500: tag for team lead approval (agent instruction).

- ✓ **Start with procedures** for your highest-volume ticket types. They're what auto assist trusts most.
- ✓ **Link, don't copy.** Insert the article into the procedure so the policy lives in one place.
- ✓ **Keep articles public** and use the same product names your customers use in tickets.