



**Zendesk**

# Reviews, tips, and advice from real users



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# Product Recap



Zendesk

# Zendesk Recap

Zendesk Support is intuitive, and it's built with support agents in mind. Everything they need lives in a single, dynamic help desk interface so it's easy to be productive and manage customer interactions.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:

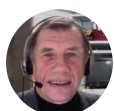
- ✓ “The benefits I have seen from using Zendesk include faster response times; as a CSM, faster response is the goal, which solves the customer's challenge in a timely manner, and Zendesk offers that capability, which is beneficial.”



**Anita Orioma**

Customer Success Manager at Mimshackworks Endeavors

- ✓ “Zendesk has been invaluable in automating communications such as email and phone calls.”



**JohanSkibdahl**

CEO at Etcetera Networks

- ✓ “It's a very stable tool, very powerful.”



**Ahmed Nassar**

Technical Consultant at Spectrum Group



“I love how the tickets would auto-populate very quickly in Zendesk, especially when a call comes in.”



**Calvince Okello**

Customer Success Lead at Power Financial Wellness, Inc



“I found the user experience with vendors on Zendesk to be straightforward, especially when it comes to understanding and searching for specific tickets. The search and navigation tools are easy to use, and I haven't encountered any issues with delays or communication gaps in ticket resolutions.”



**BharatR**

Product Marketing Manager at a educational organization with 201-500 employees



“The most valuable feature is the trackability of incoming requests. The system keeps a comprehensive history of work requests, making it a useful tool for our internal processes.”



**Kavita Khanna**

Executive Leader at Tonkin + Taylor

- ✔ “One of the most valuable features is that Zendesk gives you a lot of configurability, and a lot of leeway in terms of customizing the look and theme. Zendesk offers you the facility to design your own landing page, as well as the look and feel of the entire knowledge base. At the same time, they offer themes that you can simply purchase and implement. Either way, it can really be turned into the right look and feel of the knowledge base required by our company, which is very important—if you have a bland-looking page, most of the time, people will lose interest. Zendesk also allows you to test the customizations before you publish it. It gives you a sandbox location where you can test everything new that you're trying to create and publish, which is very interesting.”



**Abha Jhunhunwala**

Staff Technical Writer at Netradyne

What users had to say about valuable features:

“Zendesk Support has a lot of good APIs. They have support for triggers, whereby instead of us monitoring Zendesk Support's system for any change, it will notify us when a change happens. So it takes a lot of our load away..”

**Prasanth MG**

Software Engineer at Readyly

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“The most valuable features of Zendesk Support are collaboration, reports, and a self-service portal. The customer and team can see all the information needed from the portal..”

**Tariq-Muhammad**

SEO at Samen Limited

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Zendesk has been invaluable in automating communications such as email and phone calls. It allows us to handle more support cases with fewer people due to its advanced artificial intelligence capabilities. This intelligent tool can manage complex queries before users even realize they are interacting with a non-human. Additionally, we have integrated Zendesk with Datto and Klaviyo, enhancing our workflows.

**JohanSkibdahl**

CEO at Etcetera Networks

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“The most valuable aspect is transparency. Everybody can see everything, including all of the tickets, even from different departments. It doesn't have many tags. It is not as time-consuming as Freshdesk, for example, is. There was literally just one link and you click on that link and the ticket is basically assigned to your name. That's pretty easy. There is a drop-down menu from where you just choose, let's say, the name under whom you want to assign the ticket, and then the ticket will be assigned and the person notified. .”

**Jovana Pavlovic**

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Senior Back Office Manager at a financial services firm with 51-200 employees

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“Overall, Zendesk works well for me. The icons here are not overwhelming, and I only need to contact support once a day. Then, once you receive a request, you'll get an immediate notification, and you can respond to the client right away. Additionally, on Zendesk, you can create different items to categorize requests from clients in different regions, such as the US or other areas. We should definitely support that.

Additionally, Zendesk has a profile and knowledge base. You can connect Zendesk from Notion as well because we use Notion too. Any information you type on Notion, you can easily bring it in on Zendesk, which is super, super cool. Then if you want to get more information about the client you're working on, you can get them on Zendesk, which is super cool..”

**Verified user**

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User Happiness Manager at a tech vendor with 1,001-5,000 employees

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“What is cool about Zendesk is that they invest a lot in their documentation. If you spend a reasonable amount of hours reading the documentation, you can have a good understanding of how the solution works.

By default, by just using their predefined templates, you can get something very nice.

I like how it works together with support. With Zendesk support we can insert articles in our resolution to close the ticket. Your colleagues can collaborate on everything as well including work and updating an article. The fact that you can set up an approval process, where everybody can have their own opinion, however, in the end, I was the one that was validating or not.

The insights they provide are great. For example, you can find out what are the most popular articles? What are the articles that are not that popular? What are the keywords that people search? In that case, if they don't find anything or almost nothing, that is a clear trigger for us to write an article or improve a current one about a specific topic based on search trends.

What is cool about Zendesk Guide is how it works together with others Zendesk products. Especially with support and with the analytics. Put those together for a small or medium-sized company and it's a really powerful tool..”

**CezarCardon**

FinancialForce FFA and Salesforce CPQ Consultant at Cloudteam

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## Other Solutions Considered

“We decided to switch from Zendesk because of limitations for integrations. We were a tech company, and we needed more features, more add-ons, more conditions with a lot of tools that weren't accessible with Zendesk, so that's why we had to change it..”

**Ahmed Nassar**

Technical Consultant at Spectrum Group

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“I'm actually currently working on a comparison between this solution and TOPdesk. I'm also looking at Jira Service Management, however, I don't know if it is the best out there or not..”

**Anna Romanoff**

Senior Application Support Engineer at a tech services company with 51-200 employees

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“I believe Zendesk and FreshDesk are among the better tools available, especially for medium-sized businesses scaling up. But I haven’t used them personally. I've heard that Zendesk is more popular and commonly used in customer service-related functions.

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**BharatR**

Product Marketing Manager at a educational organization with 201-500 employees

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“We looked at Service Cloud. They have a help desk on it, however, it came with a cost. You had to pay for every user who actually wanted to use it. We have 3000 or 4000 employees. We would have to have some type of restricted user license. That can be very expensive if the company is growing. .”

**Verified user**

Project Manager/Product Owner at a tech services company with 11-50 employees

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“We have implemented Asana recently and use it in a similar fashion. I've also used Freshdesk which had too much tagging and was too time-consuming.

If I could compare Zendesk support with other ticketing systems, like Asana or Freshdesk, Zendesk and Freshdesk are very similar as opposed to Asana. Asana is just for if you are creating tasks. Here, you actually send an email in Zendesk or Freshdesk. I feel like that's the main difference when it comes to Freshdesk and Zendesk. It's much more transparent, and it's very organized. With Freshdesk at the moment is not really automatic in terms of translations. You have to write everything in English and if you want to translate it to Spanish, then you have to copy and paste it to a different tab, and then from there, you have to translate it and then add it. With Zendesk, everything is transparent. As soon as you click send, the text is going to go translated..”

**Jovana Pavlovic**

Senior Back Office Manager at a financial services firm with 51-200 employees

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“You really need to know how you are trying to service your customers to make a decision on whether or not to go with it. We were looking at three products, ServiceNow, Zendesk and Service Cloud. And you wanted the infrastructure component, the Cadillac version, right? All three different, too. That was another thing you really need to know – what are your requirements? What are your needs? And also look at your future roadmap. To me, those should have been the driving factors for making a decision. Just to clarify, those three solutions are the possible replacements if we decide to phase out the Zendesk Guide. We were looking at Service Cloud and I don't know if we made a decision on it because we are already using Salesforce.

They have a help desk for it, but it came with a cost where you had to pay for every user who actually wanted to use it. We have 3000 or 4000 employees. They also had some type of restricted user license and that can be very expensive if the company is growing. But that would be good. It would be something just to follow up on to find out with ServiceNow.

The total cost of ownership was a significant differentiator for Zendesk. I thought they were very reasonable. ServiceNow is very expensive, and adding each component every time you want to add a module and you're taking a lot of money. And they still decided to go with it.

One of the things that they showed me in ServiceNow is that they have an asset management component. That was pretty cool. So when you assign a computer to someone, they actually had a picture and they basically had a little card. Anyway, it was easy to click on and set up. I thought that would have been nice if they had some type of asset management component. I think we were using Salesforce to do asset management. Anything that's related to the HelpDesk, where they're tracking your device, your phone, that kind of stuff. So, it would be nice if that was included..”

**Verified user**[Read full review](#) 

Project Manager/Product Owner at a tech services company with 11-50 employees


# ROI

Real user quotes about their ROI:

“We were a very small company. If we switched to anything to help make things more efficient, and we immediately saw an ROI. This was true with Zendesk as well. .”

**CezarCardon**

FinancialForce FFA and Salesforce CPQ Consultant at Cloudteam

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“The ROI is related to your requirements and what you are trying to achieve and how well they address those needs. For us, it does what we need, which is ticketing, reporting, automation, responders, use of .csv imports, data extracts, API use for Help Center and other projects..”

**Verified user**

Senior Operations Manager at a tech services company with 1,001-5,000 employees

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“The ROI was quite noticeable. Ever when writing off the previous system, Zendesk’s annual license fee for the same number of users (even a few extra) still came out more affordable. Once you factor in the productivity increase, it was a no-brainer for us. The sales team where also quite accommodating in terms of licensing and advice. There are different types of user licensing, and we could leverage this easily..”

**Verified user**

Subject Matter Expert at a tech services company with 501-1,000 employees

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# Use Case

“I have utilized Zendesk in my customer service roles and also used it to learn about Zendesk Explore for reporting. I mostly used the solution for customer service and ticketing systems..”

**Calvince Okello**

Customer Success Lead at Power Financial Wellness, Inc

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Our primary use case for Zendesk is for customer support. We use it to handle calls and email support, and we've automated our support processes through Zendesk. Additionally, we are a partner with Zendesk to market the solution actively.

**JohanSkibdahl**

CEO at Etcetera Networks

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“We use Zendesk as an internal tool, mainly as a help desk. Although we haven't utilized all the features, such as the chatbot, it functions effectively for triaging work within different parts of our organization..”

**Kavita Khanna**

Executive Leader at Tonkin + Taylor

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“My use case for Salesforce Essentials is focused on gathering market insights for new feature releases and product launches. I utilize Zendesk to collect information from customer tickets regarding changes in features, new feature requests, and customer feedback helping me understand customer patterns and preferences, and guide my planning for product launches and updates..”

**BharatR**

Product Marketing Manager at a educational organization with 201-500 employees

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“My company used Zendesk for ITSM (IT Service Management) products and Jira for internal development, such as HR, finance, and other departments.

It was mostly used for internal purposes and integrations because it was mobile apps related to ride-dealing, like Uber. So, it was mainly for receiving requests from the customers and scanning the stuff..”

**Ahmed Nassar**

Technical Consultant at Spectrum Group

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“For the company I was working with that used Zendesk, they paid for the subscription. I cannot provide exact information for the duration they paid for, but it's usually the same setup as on Freshdesk. Once they pay and you're brought into the project, they add the email they created for you, add you as an agent, and give you access to Zendesk or Freshdesk so that you can promptly provide support on the tickets..”

**Anita Orioma**

Customer Success Manager at Mimshackworks Endeavors

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# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“It was pretty straightforward, but I'm not the one who configured it. Basically, there is a site to which you're given access, and you go through how to use it..”

## Verified user

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Sr. HR Reporting Manager at a comms service provider with 10,001+ employees

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“In terms of the initial setup, if you spend a reasonable amount of time reading documentation, you can do it by yourself with no issues. There might be one line of code. Not even. You can totally do it with point and click. That's very nice. .”

## CezarCardon

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FinancialForce FFA and Salesforce CPQ Consultant at Cloudteam

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“We started three years ago with their support solution for proof of concept. We made a small proof of concept to in our company. That proof concept ran really well and we started to apply it with our users. It all went so fast, the starting process and deploy were so easy. The deployment took about one week..”

**Jose Barbosa**

CEO at Finanblue

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“The setup process was pretty straightforward, and they have a very smart way of doing it. They have something called a brand, so we just go there, key our credentials, generate the certificate, merge it, and then we take that code and put it in our software, and it goes live. So the merging of Zendesk's health center is a pretty simple process. As the documentation writer, I was involved in the process, and we had our IT team handle the connection. In total, the process took about 24 hours. .”

**Abha Jhunjunwala**

Staff Technical Writer at Netradyne

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“The installation is very easy. There's nothing to do because once you pay for the license, it's effective. For the first one, it took us about two to three weeks to totally set up and deliver, because we used an existing template.

The integrator will set you up in the beginning, and then give you the key to upload everything. For deployment, I would say you need a team of three: the integrator, project manager, and operations—someone who is going to fill everything in. .”

**Ludovic Leleu**

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Customer service manager at a healthcare company with 1,001-5,000 employees

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“The initial setup with Zendesk is straightforward because we are already brought in when it's set up, mostly by the IT department or the department in charge of setting up CRM tools. The CRM tool can be embedded in the company's website or wherever the customer goes in that they can send a complaint, or on the contact section on their site.

“When they set it up, they add me as the agent or support master. Setting it up is not an issue, and it's very easy to navigate, similar to Freshdesk..”

**Anita Orioma**

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Customer Success Manager at Mimshackworks Endeavors

# Customer Service and Support

The technical support provided by Zendesk has been very satisfactory. While instant resolution is ideal, they typically respond within an hour to no more than 24 hours.

**JohanSkibdahl**

CEO at Etcetera Networks

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“The customer service and support experience were okay. When contacted, they respond really fast. I’ll give it to them on that angle. Once the network is down, within five or ten minutes, they will fix it..”

**Verified user**

User Happiness Manager at a tech vendor with 1,001-5,000 employees

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“I've never been in touch with Zendesk technical support. I met with the vendor and they were very, very helpful. We were going to use one of them to expand on some of the features, however, we now have plans looking at something else..”

**Verified user**

Project Manager/Product Owner at a tech services company with 11-50 employees

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“I have been in contact with Zendesk support. They have different levels with different levels of support. We are an Enterprise level, the highest that they have, so we have something called 24/7 online chat support. If we have a question, we are connected with a live agent, and they help us resolve our issue. The support is okay—I haven't had any issues. .”

**Abha Jhunjunwala**

Staff Technical Writer at Netradyne

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“The support team is time-consuming, and they don't find the answer to our problem.

Because if you are doing your job by yourself, it will be a lot of aim to seek their support. But if you have, like, a support contract with them or something like that, there's the support when you go for a good position or if they can push it. You have to pay extra for better support..”

**Ahmed Nassar**

Technical Consultant at Spectrum Group

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“Support is not great. Their support is that specific support you get from a big American tech company. For example, instead of help, if you ask something specific, they point to an article with generic information. That's why, if you don't figure it out by yourself, honestly, you are screwed. They don't help.

I can understand why it's like this. At the end of the day, you pay several hundreds of dollars per month. Only one person in the US is maybe paying \$100,000 per year. I can understand why they are trying to optimize things, however, to do this through documentation, I don't know if it's effective. The bottom line is, sometimes when you ask a human question, you would like for them to receive a human answer. To get a human, sometimes it takes three days, sometimes one week.

There seemed to be only one guy handling my ticket. They were based in the US, and if I was trying to chase information about a ticket, it would take a while. They relied far too much on documentation and sharing articles. However, this seems to be a very American approach to technical support. .”

**CezarCardon**

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FinancialForce FFA and Salesforce CPQ Consultant at Cloudteam

# Other Advice

On a scale of one to ten, I would give Zendesk a nine. I actively recommend it to others due to its extensive capabilities and marketing reach. However, for some very small companies, it might not be necessary.

**JohanSkibdahl**

CEO at Etcetera Networks

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“I would rate Zendesk as 8 out of 10 based on my experience. There's room for improvement in terms of usability, navigation, and implementing AI elements like chatbots for quicker access to information. I would recommend Zendesk to others. .”

**BharatR**

Product Marketing Manager at a educational organization with 201-500 employees

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“I would suggest using a trial version first and reading the logs before using it.

Overall, I would rate the solution a six out of ten because of the complexity of the tool and the high license price..”

**Ahmed Nassar**

Technical Consultant at Spectrum Group

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“If you are using Zendesk Support programmatically, always check for inconsistencies and expect it to be unstable. Perform your own additional filtering on the data you receive to confirm whether the data you've received is what you are looking for. Also, catch the errors it reports sometimes.

Overall, I rate Zendesk Support a seven out of ten..”

**Prasanth MG**

Software Engineer at Readyly

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“I think the advice about Zendesk Support should be to use Zendesk essentially if you are in a customer support role. It is very important. Even if you are in pair with your customers onboarding, Zendesk is user-friendly. You can easily get the customer's request immediately to resolve and then create a Macro on Zendesk. We can import information from the Notion page to Zendesk, and you can even import and connect articles on Zendesk.

Overall, I would rate the solution a nine out of ten..”

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**Verified user**

User Happiness Manager at a tech vendor with 1,001-5,000 employees

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“Zendesk's integration with the macros for auto-responses has reduced the response times. The macros feature on Zendesk has actually made response time easy.

Zendesk is very efficient when it comes to integrating with other tools. In my role, where I handled compliance issues, other tools were integrated with the Zendesk system, which worked fine and was very efficient. I have never experienced lag when trying to pull information from the other systems integrated with Zendesk.

Zendesk is an easy tool to use, especially when considering integration with other systems.


I would recommend the solution to other users. When it comes to features, Zendesk Explore is perfect, and when it comes to the ticketing system, Zendesk is perfect. I recommend Zendesk to someone who likes to do an API with other tools.

When it comes to the calling feature, I would really not recommend Zendesk, especially when you experience issues like the conversation being cut off. If you have to do a QA for an agent, the calibrations will definitely not be right because the call gets cut.

Overall, I rate Zendesk eight and a half out of ten..”

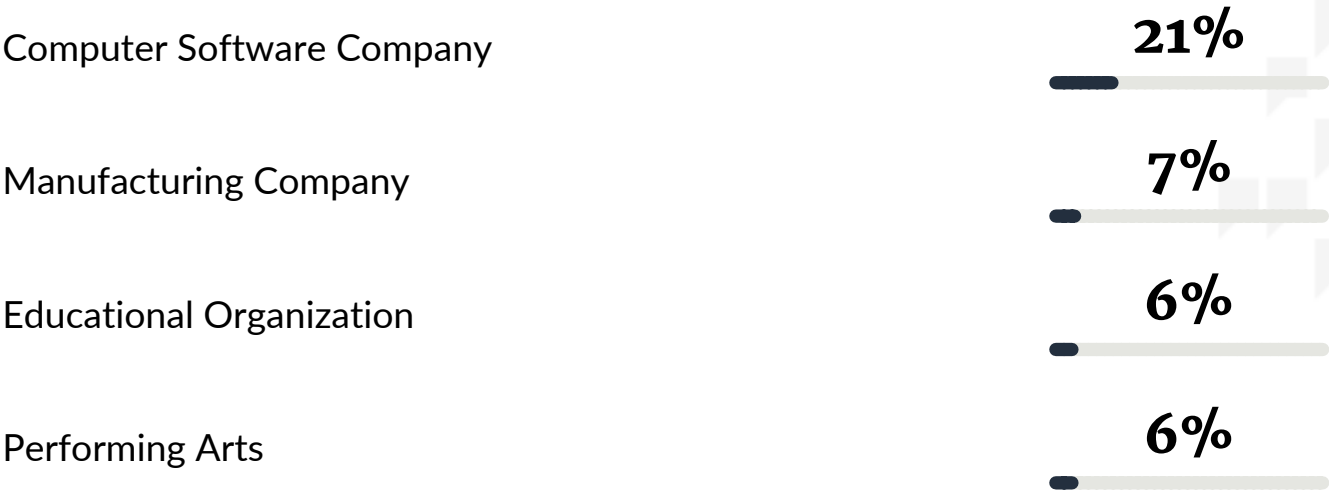
**Calvince Okello**

Customer Success Lead at Power Financial Wellness, Inc

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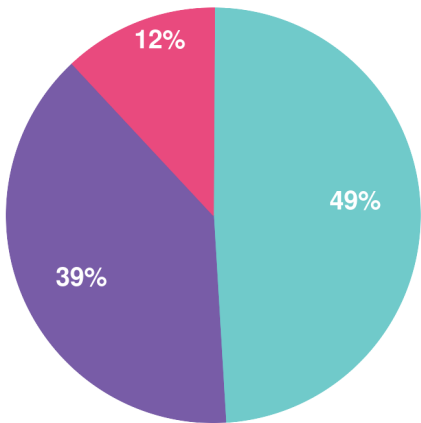
# Top Industries

by visitors reading reviews

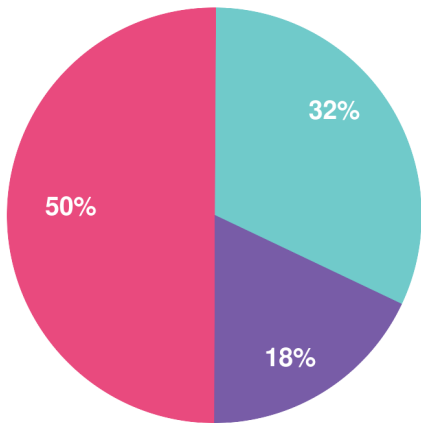


# Company Size

by reviewers



by visitors reading reviews



Large Enterprise      Midsized Enterprise      Small Business

# About this buyer's guide

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