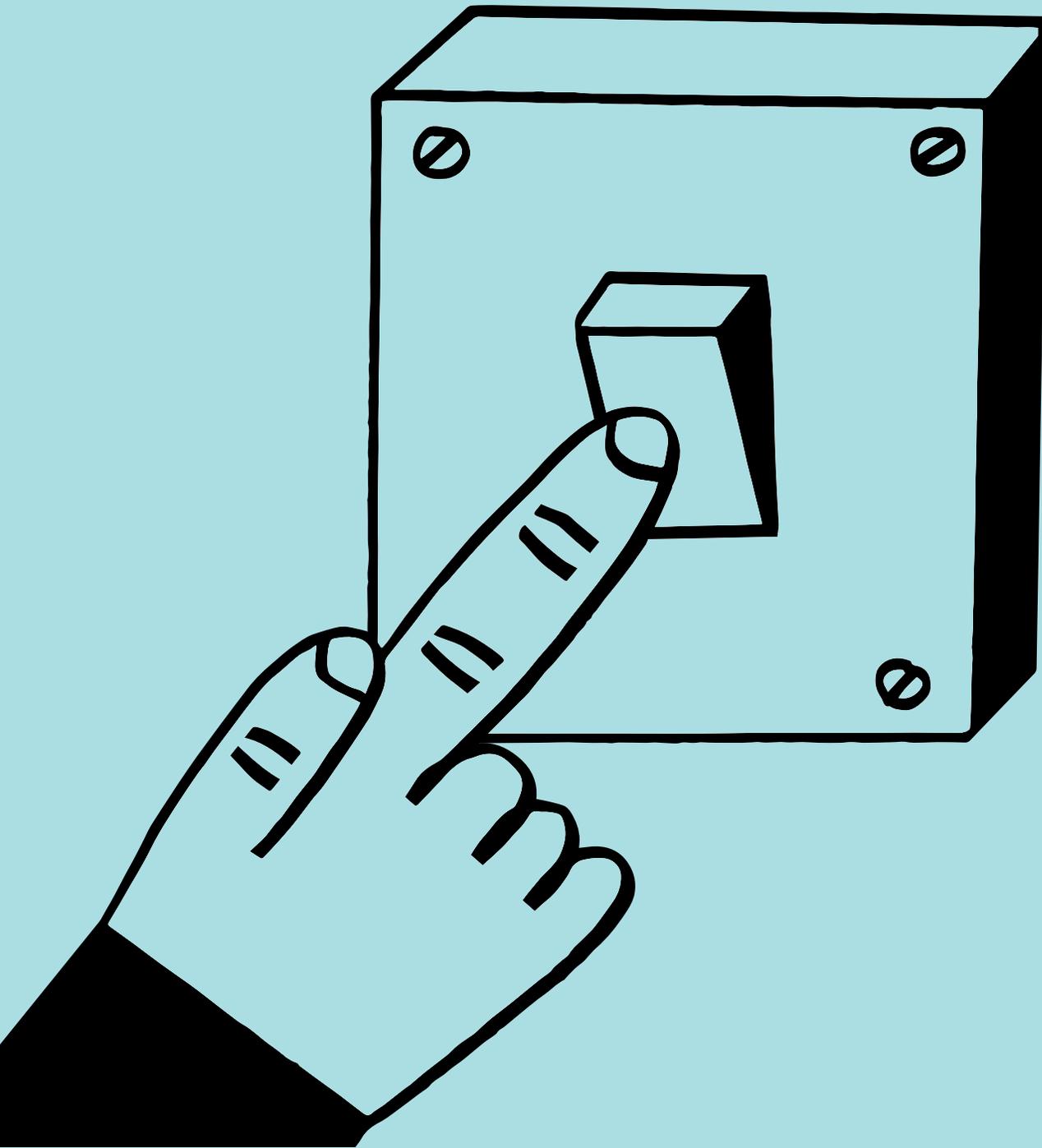# Five Signs It's Time to Switch from Freshdesk to Zendesk

Customer-centric companies are not created overnight, it takes cross-functional collaboration and visibility.

As your business continues to expand (more customers, bigger internal teams, new products, new regions) and customer experience becomes a core function of your business, you need a customer support solution that won't hold you back. If you initially chose a solution that was "good enough," you'll start to experience some common pain points.

This is where Zendesk can help, in fact we hear this a lot from companies that have outgrown "good enough." As an API-first company, we emphasize deep reporting on core business metrics and integrate with your existing tech stack including business intelligence tools, CRM and more. When you choose a leader, you also get early access to the most innovative features and support from industry experts.

We know switching tools can be a complicated decision. It takes time and support from your internal stakeholders. Based on our industry expertise and customer research, there are five specific signs that it's time to switch to Zendesk.

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Your current reporting isn't delivering the insights your business needs.

01

Stellar customer service isn't just about hiring good agents—you need to have the tools to understand the trends that affect your teams and the customers they serve. It might be tempting to stick with the help desk software that comes with simple, out-of-the-box reports and a handful of metrics, but as your business grows, you'll need greater visibility into how your support organization is performing.

For example, Freshdesk offers just 11 standard metrics, and users can't drill down any farther than the ticket level. That limits what you can measure, which means that critical issues could go undetected. This is where the power of Zendesk's analytics becomes clear— users can take advantage of a much greater number of standard metrics and even custom-create their own. Our analytics capture data down to the update level in real-time, providing a granular view that can reveal important trends. If there's something you need to know about your customer service organization, Zendesk can help you get the answers.
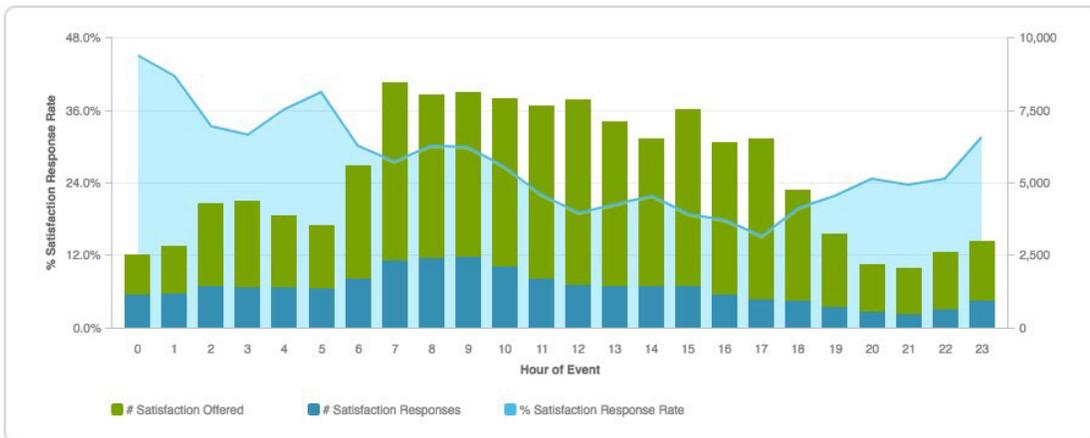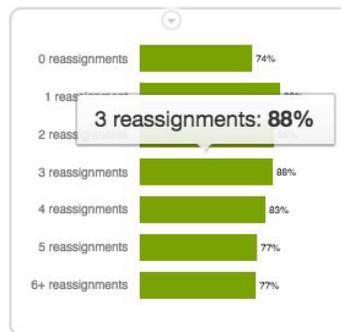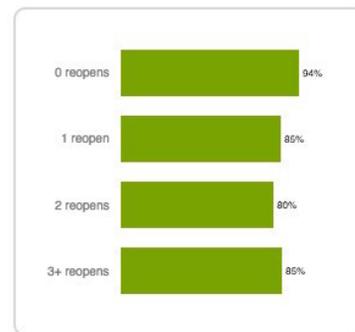
Once you ask those questions, you'll need to visualize data in a way that brings the information into focus so your company can take action. With Zendesk, you can simply select from a large number of filters, choose a time period, and then decide how you want to visualize data [see figure above]. Reports are easy to create and share via customizable dashboards, and combining multiple reports allows you to explore data in new and powerful ways, including information from 65 other sources (such as CRMs, company websites, and product databases). Freshdesk, on the other hand, doesn't provide users with a holistic view of how their support organization is performing—and they can't change how data is visualized. Although Freshdesk users can manually export multiple reports into a tool such as Excel (via CSV files), that's a laborious process that can add hours of work to your already busy day.

Many companies ultimately switch to Zendesk because, unlike most helpdesk tools (Freshdesk included), Zendesk gives companies the ability to customize their own reports and dashboards. So while Freshdesk customers continue to wait for this capability, Zendesk users get customizable reports and dashboards as a native feature, as well as the ability to join multiple reports.

coursera

Michael Robichaud

Manager of
Support Products

"We've been able to create very granular reports and dashboards. Zendesk was a system we could grow with, which was really important."

pipedrive

Martin Kõiva

Head of Sales and Support
for Europe and APAC

"When we were with Freshdesk, we weren't at a stage when we needed as much data, but now we use the Zendesk Support analytics extensively and have displays up in the office. The reports we've been able to build are very good."

Your support organization is growing and requires better workflows and customizations.

02

According to a 2017 Loudhouse study, 57 percent of customers expect a wide choice of service channels, including social media, texting, and self-service knowledge bases.

As your organization grows—and your ticket volume, too—will you be able to provide the options that customers demand?

Customer support agents rely heavily on a single view. As your support organization grows, workflows and customizations to maximize your overall efficiency will become a high priority for your team.

There are a number of Zendesk features that improve agent efficiency:

- **Ability to track number of new tickets in each view**
- **Custom fields can be added at any time**
- **SLAs can be customized and shown with time indicators**

57%

of customers expect a wide choice of service channels, including social media, texting, and self-service knowledge bases.

With Freshdesk, there is limited visibility in the queue.

Agents are required to click the drop down menu and click through each view to see the number of tickets. Without notifications or visibility on the number of new tickets in the queue, agents spend more time on an individual ticket.

As a support organization, it's important to assign categories and custom fields to each ticket. From an agent perspective, this streamlines assignment/triage/handling of the tickets to reduce the back and forth for a good customer experience. As a manager, it's important to report on these categories and custom fields to the broader team.

Although you should be concerned about how your agents work, even more important is how you communicate with your customers. Whether your company already has a global presence or is just dipping its toes in the overseas markets, you'll need to have a help desk solution that can help you speak the local tongue. Zendesk supports more languages than Freshdesk—more than 40, with new languages added frequently—including regional dialects. That means you won't confuse (or worse, offend) your French-Canadian customers by communicating with them like you would Parisians.

Another aspect of growth comes from international expansion.

As your company grows and expands into new markets, Zendesk offers over 60 languages.

This ensures every customer touchpoint including live chat and self-service knowledge base serves information in the right language for the right audience.

monese

Lauri Haav

Head of Customer Loyalty, Monese

"Agents began to see the ways in which Zendesk is better suited for us and a stronger solution than anything we've used before. The Talk product made the biggest difference for our agents, right away. It was much better, straight from the box."

Get the full story on why Monese moved from Freshdesk to Zendesk.

You want to future proof your support with a solution you can customize over time.

03

As your customer base expands, you'll need to identify problems before they arise and be prepared for pain-free growth. Getting there, however, requires high-quality apps, a powerful API, and a help-desk provider that delivers the same level of stellar customer service you wish to offer your own customers.

Zendesk's public apps marketplace, which has more than five times the number of plug-ins than Freshdesk, gives users powerful flexibility to customize Zendesk Support for their exact needs. But it's the quality of those apps that really matters. For example, while Freshdesk does provide apps that sync with essential tools like SFDC and Jira, they don't sync account level or contact info. Zendesk's dedicated integration team ensures that you'll get the SFDC and Jira information you need to make sound decisions and prioritize work.

Zendesk's features extend far beyond a cleaner interface and more apps—the robust API features more end points, better stability, and a rate limit that's 40 times higher than Freshdesk.

How those apps integrate your help desk solution is important—want to be able to set up an app so only a select group of agents or managers can use it? Zendesk lets you set up permissions-based roles so you can limit user errors and gives you great flexibility where you place the app (Freshdesk allows apps to be installed only in the right-hand column of the agent view). A quick comparison of Freshdesk's iFrames-based design and Zendesk's sleek, user-friendly interface reveals differences that at first might seem minor—is it really that awful if users have to scroll more often and click multiple times to access a function?— but soon become major pain points for agents. If your agents suffer from interface fatigue, you'll see a higher turnover rate, less efficiency, and the worst problem of all: longer wait times for customers.

That means greater functionality, speed, and depth for your organization. And as you scale—and your team puts the Zendesk API to use—you can count on reliable, first-class service to ensure you're getting the most out of your help desk software. The proof is in Zendesk's 95 percent CSAT score and 11 global offices dedicated to keeping your organization rolling.

That CSAT score stems partly from Zendesk's commitment to using data to help customers identify how well they're doing. Zendesk Benchmark, for example, offers companies the ability to measure how they stack up against 50,000 other organizations across 140 countries. Meanwhile, the maturity assessment will help you focus on where you need to improve: customer experience, agent experience, or the agent lifecycle. No matter what, Zendesk will be there every step of the way to help you understand where you need to put resources.

PRO**S**PER.

Brian Taylor

Senior Director of Customer Experience and Head of Call Center Operations

"In one of the first conversations we had with Zendesk, we heard, 'We can help save you money and do this smarter and better.' It wasn't about maximizing the profit on a deal with us. After that, Zendesk continued to be a consistent presence and even over-delivered."

Being proactive internally is one thing, but Zendesk also provides key functionality that helps customers before they know that they need assistance. You'll be able to set up self-serve knowledge center that will grow and change with your customers (including analytics that measure the quality and use of your content), and proactive messaging can help you reach customers directly in your product (such as new product alerts, helpful tips, and more).

Because Zendesk invests heavily in AI, machine learning, and automation using bots, your help desk software will continue to improve and make your life easier. For example, you can set up third-party chat bots to handle high-touch, low-value queries such as simple "how to" questions (how do I change my password, etc.), with automations that trigger hand-offs to a live agent. Answer Bot frees up knowledgeable agents so they can handle more complex customer service issues.

Your support team uses multiple systems and needs visibility across multiple teams and internal tools.

Almost every business struggles at some point with breaking down silos between departments. Not being able to share data across teams results in missed opportunities and unnecessary roadblocks to providing best-in-class customer service. Your help desk software should make it simple to connect your organization's disparate systems so your sales team and customer service agents can work more efficiently.

Zendesk addresses this need with seamless integration between your help desk software and your CRM, which means your agents can access critical sales information that will help them understand customer pain points. Is this the first time the customer has contacted the company since they signed up for the service? Are sales agents actively working on up-selling features to that client? On the flipside, if you're a salesperson, you're going to want to know if the customer has recently experienced trouble with your product.

75%

of customers want options for resolving problems on their own, without having to talk to an agent.

Your support team is struggling to keep up with customer demands.

05

All customer service organizations experience growing pains or periods of intense customer demands. This is where self-service channels can help you relieve the pressure and make your customers happy—after all, 75 percent of customers want options for resolving problems on their own, without having to talk to an agent. And since most your customers expect you to provide this capability, why not take advantage of it?

Zendesk Guide can help you reduce response times by building a dynamic knowledge base that grows and changes with your customers' needs. Although Freshdesk offers a knowledge base channel, a closer look reveals limited functionality. Zendesk offers superior analytics and insights about how your customers use your knowledge base, so you'll be able to identify content that needs improvement. Guide's seamless integration with the agent interface helps your team identify which self-service articles customers have accessed, and Zendesk's Answer Bot uses machine learning to answer customer questions based on content in your knowledge base. Fast, reliable, and always improving, Answer Bot plays a key role in ticket deflection that keeps your agents focused on high-priority tickets instead of answering common questions. And when Answer Bot gets stumped, it loops in experienced agents to ensure that your customers get exactly what they need.

Choosing a new vendor is a big decision.

If your company is experiencing growing pains with your current solution, it's time to find a better long-term partner. Zendesk has more than 100,000 paying customers and a 95 percent CSAT score to prove we're committed to your success.

See for yourself—schedule a personal demo today.