

5 signs it's time to switch from Freshdesk to Zendesk



Are you offering the best customer experience?

Delivering a great CX is hard, especially when you don't have the right tools or guidance. Is Freshdesk giving you what you need to be successful?

Be honest. Is it easy for customers to resolve issues, or does it take a lot of time and effort? Can customers contact your support team on the channel of their choice? Do your agents have to toggle between a lot of different screens to hunt for the information they need?

Providing the kind of support your customers expect takes the right technology and tools. Wondering what you might be missing?

Here are five signs it's time to switch from Freshdesk to Zendesk:

1

Freshdesk reporting isn't delivering the insights you need to optimize your business.

2

Your agents are frustrated with Freshdesk's fractured interface.

3

You're having trouble connecting Freshdesk with other systems.

4

Your Freshdesk help center isn't helping.

5

You're not getting the support you need to be successful.

01 Freshdesk reporting isn't delivering the insights you need to optimize your business

The challenge with Freshdesk:

Freshdesk doesn't give you the breadth and depth of reporting metrics and visualization options to identify critical trends and analyze your CX. And now that more and more businesses are setting themselves apart with great customer experiences, you need to be able to dig deeper into your data to deliver.

How Zendesk is better:

With Zendesk, you'll have the data you need to identify trends quickly and make better decisions to optimize your business.

Printful switched to Zendesk because of Freshdesk's instability and inaccurate reporting.



"As we moved into the holiday season, we really started getting a lot of volume, and I saw issues with the stability of taking calls and chats. Then I started seeing issues with the inaccurate reporting. It could have been devastating to our business."

Lora Kimball

Customer Support Manager, Printful



Reporting - Zendesk vs. Freshdesk

Analytics	Zendesk	Freshdesk
Omnichannel	<p>Unified. Report on all channels across the platform in one consolidated analytics tool.</p>	<p>Separated. Every Freshdesk channel has its own unique reporting tool, so you often need to export and combine data manually.</p>
Custom Metrics	<p>Yes. Define custom metrics unique to your business.</p>	<p>No. You can't create custom metrics with Freshdesk.</p>
Visualization	<p>Custom. Layer multiple datasets and visualize them in any way you like to gather insights quickly. Want to visualize this for yourself? See our First Reply Time Heat Map.</p>	<p>Manual. Limited ways to layer datasets forces users to waste time exporting to Excel or a BI tool to analyze further. Try building a FRT Heat Map in Freshdesk. (Spoiler alert: you can't.)</p>

02 Your agents are frustrated with Freshdesk's fractured interface

The challenge with Freshdesk:

The Freshdesk agent experience can be summed up in two words: "swivel chair." Freshdesk agents have to toggle between multiple browser tabs and applications to access what they need to resolve issues. Each application also stores data differently. In Freshworks, agents don't have access to a unified customer view across channels, because each product stores its own customer profile. This leads to confusion for agents, along with longer reply times and resolutions times. And that creates bad customer experiences.

How Zendesk is better:

Agents get all the tools they need in one seamless omnichannel interface — ticket fields, macros, sidebar apps, and more — to provide consistently great customer service, regardless of the communication channel. This simplicity makes it easier to train new agents, too. They learn one tool for all channels in Zendesk instead of three tools for three different channels in Freshworks (Freshdesk, Freshchat, Freshcaller).

A single view of the customer

Zendesk brings it all together in one customer profile, with a history of communications between your company and the customer for the agent, no matter the channel. This gives agents the context they need to personalize each customer's experience.

Showpo switched to Zendesk because Freshdesk's multiple interfaces were frustrating.



"When we were on Freshdesk, an agent would have eight, nine, ten different tabs open—DHL, Australia Post, Magento, all these different tabs, our goal is to integrate those into Zendesk."

Paul Waddy

Head of Operations, Showpo

Showpo.

03

You're having trouble connecting Freshdesk with other systems

The challenge with Freshdesk:

Most businesses need a variety of systems to manage the customer experience. And to do so effectively, they usually need to integrate those systems. Freshdesk might have out-of-the-box integrations, but they aren't as easy to use or as robust as Zendesk's. And that's a problem. Customers who have switched from Freshdesk to Zendesk have noted the challenges they had integrating multiple legacy systems for support.

How Zendesk is better:

With Zendesk, there's no need to invest time, money, and resources into building custom integrations with core apps like Salesforce Sales Cloud, Jira Software, or Slack, because we have dedicated product management and engineering teams that solely focus on building and continuously optimizing those integrations. This allows our customers to focus their time, money, and resources on building a superb CX rather than complex and costly integrations.

After switching from Freshdesk to Zendesk, [Azimo's](#) team of 45 agents increased their NPS® score by 21 points while solving 20,000+ tickets a month.



"The ability to integrate all communication channels into a single, unified platform was absolutely crucial for us. Having everything in one place—including 14 percent of duplicate tickets—means the teams are no longer constantly switching between different platforms. They have more control over customer data—and, as a result, the customer experience."

Kevin Miodek

Head of Customer Support and Operations, Azimo

AZIMO

04 Your Freshdesk Help Center isn't helping

Low quality self-service experience usually leads to more inbound requests (tickets and outreach) from customers, which means time wasted and inefficiencies for support teams.

The challenge with Freshdesk:

With Freshdesk, agents are forced regularly to spend time manually sifting through the Help Center to identify areas of improvement, a process which is often prone to human error. Because of Freshdesk's limited Knowledge Capture, reporting, and content creation capabilities, service organizations often struggle to adopt self-service as a customer service channel. This hinders your ability to reduce your support costs.

How Zendesk is better:

Zendesk is built for customers, and customers want to self-serve. Zendesk reduces the cost of support by helping teams offer a robust self-service experience that customers love. This means less repetitive and basic incoming requests, and more time for your agents to focus on high priority issues. People love our Help Centers so much that we compiled a list of the [top 100](#) to share with our customers.

[Thinkific](#) chose to rip and replace Freshdesk with Zendesk in order to reduce the cost of support and offer a superior self-service experience.



Thinkific's team calculated the return on investment (ROI) of switching to Zendesk by determining that agents could resolve 2.5 more tickets per day, which translates to one less headcount. They also achieved 96% ticket deflection using Zendesk, meaning 96% of incoming requests were handled by the customer self-serving and without the help of a live agent.

THINKIFIC

Help Center - Zendesk vs. Freshdesk

Help Center	Zendesk	Freshdesk
<p>Help Center Content Cues</p>	<p>Automated. Zendesk saves your admins and agents time by automatically identifying articles to archive, update, and create.</p>	<p>Manual. The only way to identify ways to improve your Freshdesk Help Center is by sifting through it manually.</p>
<p>Help Center Hierarchy</p>	<p>Flexible. Zendesk offers up to 6 tiers, providing companies with ample customization options to build out a robust, content-rich self-service option for customers.</p>	<p>Rigid. Freshdesk lacks flexibility — they only have three content tiers, which limits your ability to optimize the help center experience for your customers.</p>
<p>Knowledge Capture</p>	<p>Efficient. Zendesk enables agents to link articles and create them as they service customers. This means more articles and less work for agents faced with the same issue in the future. You can also report on usage to ensure that agents are leveraging the content they create.</p>	<p>Limited. Freshdesk only allows agents to link articles. They can't create articles while servicing customers, and that leads to lower efficiency. Freshdesk knowledge capture usage is not reportable.</p>

05 You're not getting the support you need to be successful

The challenge with Freshdesk:

We hear this a lot from customers that have switched from Freshdesk to Zendesk. Customers of Freshdesk often feel isolated and unsupported by their Freshdesk account manager (if they're lucky enough to have one) and support team.

How Zendesk is better:

At Zendesk we treat every customer as a partner. We offer dedicated account management, success management, and support resources to ensure your success. Because if our customers aren't successful, we aren't successful.



"I'm quite happy with our interactions with Zendesk," he said. "We're very comfortable with the product and the customer support, and the account managers who work closely with our business, product, and engineering teams. Whatever our business goal is, they're able to support us."

Sankar Rao Amburkar

Director of Products, [Ola Cabs](#)



Get the tools you need to improve your CX

Making the switch is much easier than you may think. The Zendesk team is here to support you every step of the way. We have helped other companies switch and we can help you evaluate your reasons to switch. Contact us to find out how to get started.

Get started here:

zendesk.com/contact/



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