

NUCLEUS
RESEARCH

ANATOMY OF A DECISION

ZENDESK VS FRESHWORKS

ANALYST

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THE BOTTOM LINE

Nucleus assessed the experiences of Zendesk users to determine the value of implementing Zendesk over Freshworks. This assessment included five in-depth interviews with organizations that had experience with both Zendesk and Freshworks. Nucleus found that users making the transition from Freshworks to Zendesk experienced benefits including a 42 percent decrease in time to first response, a 27 percent decrease in average handle time, a 15 percent increase in admin productivity, and a five percent increase in CSAT scores. Users reported that Zendesk's ease of use, platform adaptability and scalability, stronger analytics and reporting capabilities, and the service received from the Zendesk support team were the primary advantages to making the switch.

OVERVIEW

In the customer service and support space, organizations are facing internal pressures to justify software expenses while simultaneously being tasked with providing elevated customer experiences. Over the last several years, many organizations sought to justify costs by transitioning to solutions that provided basic functionality and came with a lower software cost. However, when organizations are evaluating the tradoff in functionality and quality of customer experiences in relation to software spending, Nucleus identified a more recent trend in organizations demonstrating a willingness to increase software spending in search of stronger functionality translating to greater benefits and increased value. When evaluating an investment in customer service technology, organizations are now placing greater emphasis on a solution's adaptability to future needs and its ability to integrate with existing systems.

**One organization
accelerated response
times by 42% with
Zendesk**

Adopting a best-of-breed solution like Zendesk is particularly beneficial for scaling organizations aiming to elevate their customer service capabilities. Zendesk differentiates by offering flexibility, scalability, and a rich feature set, including purpose-built AI, comprehensive analytics that include workforce management and quality assurance advanced automation, omnichannel support, and advanced data protection and security, enabling businesses to provide a seamless customer experience. Unlike with basic, all-in-one solutions, Zendesk's ability to integrate with other leading software ensures a cohesive CRM technology stack that enhances operational efficiency without sacrificing agility. This approach enables organizations to address immediate business needs, while also providing a platform for future growth. The platform's user-friendly interface simplifies the adoption process, boosts productivity, and enables service agents to focus more on customer interactions and less on navigating the software.

WHY ZENDESK

Nucleus independently assessed the experiences project leaders, implementation specialists, and administrators and found that organizations typically chose Zendesk over Freshworks for a number of the following reasons: ease of use, platform adaptability and scalability, analytics and reporting capabilities, and strong vendor-customer relationships.

EASE OF USE


Users reported that the agent experience with Zendesk was more intuitive than Freshworks, with more streamlined agent workspaces, more seamless integrations with existing solutions, and ease of customization. Nucleus found that users were more productive, with a 27 percent decrease in average handle time and a 42 percent decrease in time to first response. This was driven by Zendesk's user-centric design that reduces the need for extensive navigation and multiple clicks, leading to a more efficient agent workspace. In addition, its features including automated ticket routing and clutter-free dashboards further simplify the agent experience and eliminate mundane portions of typical customer experience tasks.

PLATFORM ADAPTABILITY AND SCALABILITY

Zendesk's platform offers significant advantages in terms of adaptability and scalability, distinguishing itself as a more viable solution for scaling organization with increasing complexity in their support operations. Nucleus found that while organizations may initially opt for solutions like Freshworks due to its cost effectiveness and simplicity for smaller teams, users often report experiencing bottlenecks and limitations as needs evolve. In contrast, Zendesk users cited the platform's strong API capabilities and the ability to integrate with other existing systems as key differentiators. This compatibility was found to enhance workflow efficiencies and data accessibility, enabling users to tailor support experiences to individual customer preferences that scales in proportion to the organization's growth.

ANALYTICS AND REPORTING CAPABILITIES

Zendesk's comparative advantage in analytics and reporting capabilities is a critical factor that sets it apart from Freshworks, particularly for organizations prioritizing data-driven decision-making. In contrast with Freshworks, which users found to offer more basic analytics functionalities, Zendesk facilitates a deeper dive into data through its comprehensive analytics suite, Zendesk Explore. This tool enables businesses to customize reports and dashboards, allowing for a nuanced analysis of support operations, customer satisfaction metrics, and agent performance. These insights make it easier for organizations to identify trends, understand customer behaviors, and make informed decisions to enhance their support strategy. Nucleus found that Zendesk's analytics capabilities help organizations more easily identify bottlenecks or areas for improvement, leading to an average increase in CSAT scores of five percent. This aspect of Zendesk is particularly beneficial for scaling organizations that require granular visibility into their operations to effectively manage growth. In addition, the ease of setting up and accessing these analytics, coupled with the ability to integrate seamlessly with other business applications, ensures



that all stakeholders have easy access to relevant information they need. This streamlined access to actionable data supports long-term strategic planning, reinforcing Zendesk's value proposition as a tool for organizations committed to providing elevated customer experiences.

STRONG VENDOR-CUSTOMER RELATIONSHIPS

A shared sentiment expressed by users interviewed that made the transition from Freshworks is Zendesk's attentive and detail-oriented support and ability to establish a more personal relationship. This is demonstrated through proactive and partner-like engagement from Zendesk's support team. Users noted that Zendesk focuses on resolving issues as well as understanding and aligning with their broader business objectives. In addition, Zendesk's resources such as free audits by partners and a strong self-service and community support ecosystem enabled Zendesk admins to lessen their technical workload by an average of 15 percent. Users reported that Zendesk's team enabled them to achieve their desired levels of customized functionality, particularly when the admin didn't come from a technical background. This emphasis on building and maintaining strong vendor-customer relationships underlines Zendesk's strategic approach to supporting the long-term success of its users.

LOOKING AHEAD

As businesses navigate the challenges of meeting inflating customer expectations and the growing internal pressures to justify software costs, the shift towards best-of-breed platforms like Zendesk becomes increasingly strategic. While best-of-breed approaches are traditionally met with concerns about integration costs and complexity, Nucleus found that Zendesk's ability to easily integrate with existing solutions and provide advanced service functionality is a strong value message for organizations reassessing their CX strategies, particularly for those transitioning from a more basic solution like Freshworks. Zendesk's focus on continuous improvement and customer-centric innovation positions it as a leader in the CX market, catering to the growing demand for solutions that meet and anticipate changing business needs and customer expectations. This trend reflects the broader market shift where value, flexibility, and enhanced customer experience are key priorities.