Setting up Zendesk Support & Help Center and Integrating Zendesk With Slack & Jira for Better Service Operations

HIGHLIGHTS

Successfully Set up Zendesk Support and Help Center

Successfully Integrated Zendesk with Slack and Jira

Organized Knowledge Base for the Help Center

Better Track and Management of Tickets

THE CUSTOMER

The customer is a leading cybersecurity software company based in Sunnyvale, CA. Their core mission is to transform application security by unifying multiple security functions into an open, AI-powered platform that safeguards customers' APIs and web-based applications from automated bot attacks and vulnerabilities. Their customers include Fortune 500 organizations across multiple vertical markets.

THE CONTEXT

The customer had a robust tech stack including Slack for collaboration & support and Jira for issue tracking and project management. However, the unavailability of support and help center was a challenge since they wanted their customers to raise tickets with ease. Also, they wanted to improve their support services by implementing Zendesk Support and Help Center an integrating Zendesk with Slack and Jira.

THE OBJECTIVE

The customer wanted to make their backend support processes rock-solid with Zendesk Support Center so that their customers can raise tickets and support agents can resolve them easily with features like case routing. Also, their team and end-users were using Slack for queries/solutions to any challenges. So, they wanted to integrate Zendesk with Slack to improve their productivity and efficiency. Addtionally, they wanted to integrate Zendesk with Jira for better collaboration between the product and support teams. And for all this, they were looking for a partner with extensive experience and expertise in Zendesk, Jira, and Slack that could handle their processes and integrations efficiently.

THE SOLUTION

After a thorough analysis of their requirements, our experts set up a Modern Customer Portal using Zendesk that enables the customer to offer a seamless self-service and support experience. We:

- Configured the Zendesk Support Center with custom UI so that their customers can raise tickets via email or help center.

- Set up triggers to enable case routing in Zendesk so that the incoming tickets are assigned to the right agent.

- Created a Help Center so that the customers can not just create cases but check out all knowledge base articles available to find solutions.

- Created bi-directional sync between Zendesk and Slack per their unique requirements.

- Integrated Zendesk and Jira by installing an out-of-the-box (OOB) plugin provided by Zendesk on Jira and the Zendesk production environment.

- Installed, integrated, and configured a uni-directional sync between Jira and Zendesk.

- Provided assistance to the customer for external integration with Jira and Slack to resolve customer issues in real-time.

- Created a custom notification layout for creating tickets and sending comments from Zendesk to Slack Channel.
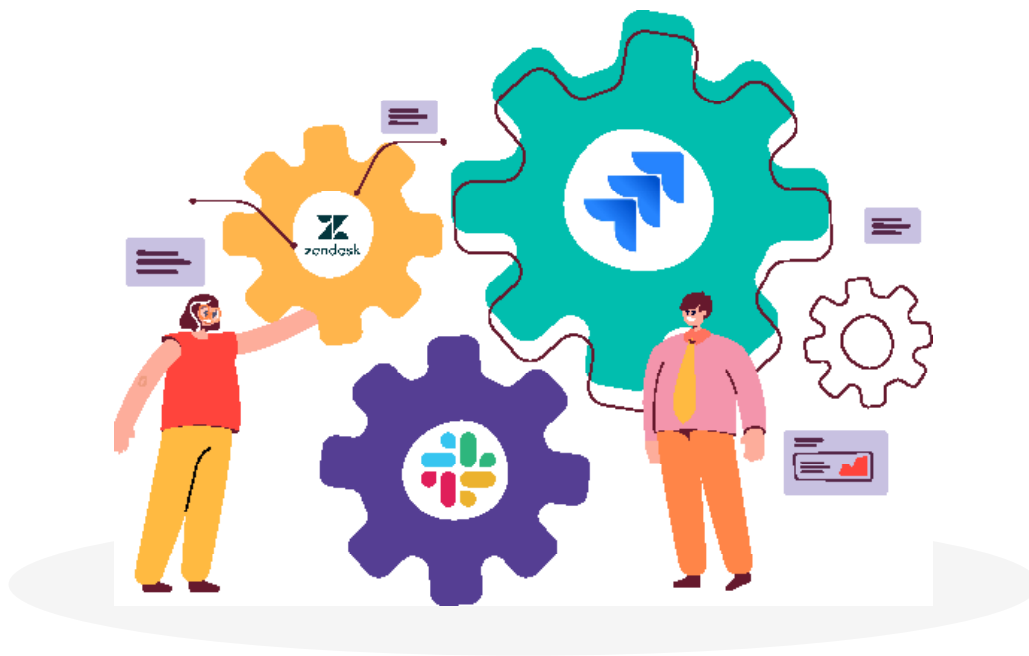
THE OUTCOME

With Grazitti's help, the customer got a robust support center on Zendesk which enabled support agents to resolve tickets, track status, and provide solutions to customers. With a support and help center on Zendesk, agents can create and share Knowledge Base articles with customers and can even create new ones. Also, the custom UI of the support center made the UX much better. The bi-directional sync between Zendesk Support and Slack enabled them to track and solve customer issues and prioritize specific tickets over others. Additionally, the integration between Zendesk and Jira improved the collaboration between the development and support teams.