



Mastering Zendesk

Cedric F. Jacob

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Key Features

- Deep dive into the functionalities of Zendesk and improve the customer services for your organization
- Learn how to expand the capabilities of Zendesk by integrating and extending it with third-party tools
- A mastering level guide that manages tickets, channels, and workflows along with advanced security features

Book Description

Zendesk is a cloud-based customer service solution that is widely used because of its ease of use, efficiency, flexibility, and low cost of ownership. It is highly scalable and is agnostic of the size of the organization.

If you're a Zendesk administrator and are eagerly waiting to explore the advanced-level concepts, then this book is for you. We deep dive into the core functionalities such as managing users, groups, and organization, and creating and adding custom fields. We will then show you how to add customized ticket channels to your account.

Later on, we focus on customizing business rules and extending Zendesk with Jira and Salesforce. Towards the end, we not only emphasize on the security and troubleshooting aspects, but also provide tips and tricks to create a more efficient support environment.

By the end of this book, you will be able to turn a basic Zendesk setup into a highly customized working environment.

What you will learn

- Customize ticket channels such as email, Twitter, Facebook, and Chat
- Add business rules to create a more effective and automated Zendesk environment
- Use Zendesk apps to add more functionality to the Zendesk setup
- Extend Zendesk with Jira and Salesforce
- Create custom metrics within GoodData in order to set up customized and automated reports
- See how to secure and troubleshoot Zendesk.

About the Author

Cedric F. Jacob is a Zendesk administrator at LOVOO GmbH. He has 6 years of experience with Zendesk.

You can find him on LinkedIn at <https://www.linkedin.com/in/cedricfjacob>

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