












Zendesk VS Salesforce Service Cloud

Capability	 zendesk	 Service Cloud	Our Verdict
Case Management	Provides effective case management tools, but user created Tags can quickly increase and make reporting difficult	Known for its advanced case management capabilities	<input checked="" type="checkbox"/> Service Cloud Service Cloud is better for case management due to advanced features available.
User Interface (UI)	Boasts a user-friendly and intuitive user interface	Offers a customizable UI that allows you to create tailored user experiences and custom apps	<input checked="" type="checkbox"/> Service Cloud Service Cloud provides more customization options to meet the diverse needs of users.
Case Routing	Provides some case routing features	Offers advanced case routing capabilities such as AI-powered routing recommendations	<input checked="" type="checkbox"/> Service Cloud Service Cloud is ultimately better for case routing.
Macros	Supports macros for automating repetitive tasks	Includes macro functionality	Both products are similar in macros functionality.
Internal Comments	Allows internal comments within cases	Supports internal case comments with the Chatter case feed in Salesforce	Offer the same capabilities, but in different formats
Collaboration	Offers limited collaboration tools	Provides collaboration features that allow you to track all comms across Sales, Service, Customer Success directly on the case	<input checked="" type="checkbox"/> Service Cloud Service Cloud allows for more cross collaboration among teams, winning our vote in this category.
Jira Integration	Zendesk offers Jira integration, but can be difficult to install without support	Has native Jira integration options	<input checked="" type="checkbox"/> Service Cloud Service Cloud has more customizations to meet your process needs.

Knowledge	Has some knowledge base capabilities	Provides extensive knowledge base features	 <p>Service Cloud offers better knowledge management.</p>
Reporting	Includes some reporting functionality based on your plan	Offers robust reporting and analytics capabilities such as Customer 360 Reports and Personalized Agent Dashboards	 <p>Service Cloud is better for reporting.</p>
Data-Driven Automation	Supports data-driven automation with some customization options	Offers advanced data-driven automation options including automation on every field and external data, point-and-click, and development	 <p>Service Cloud is better for data-driven automation due to advanced capabilities.</p>
AI	Provides generative AI capabilities powered by OpenAI	Service Cloud includes AI-powered tools like Einstein for Service	 <p>Service Cloud allows you to leverage all Sales, Support, CSM data in Salesforce to help AI quickly learn and improve.</p>
Self-Service Portal	Provides self-service portal functionality	Includes a self-service portal for customers	 <p>Service Cloud provides more tailored and intuitive interactions for customers.</p>
Entitlements & SLAs	Offer entitlements and SLA management and is easy to set up	Includes robust entitlements and SLA features that are both flexible and granular	 <p>Service Cloud provides better alerting and monitoring to meet SLA compliance.</p>
Customer Success Management	Offers some out-of-the-box tools for customer success	Offers Customer 360 for comprehensive customer success management	 <p>Service Cloud allows you to easily integrate with Sales & Service teams.</p>
Self Administration	Supports some self-administration options	Offers some self-administration options but is best left to a Salesforce Admin	 <p>Service Cloud allows you to easily integrate with Sales and Service teams.</p>
Macros & QuickText	Capabilities exist	Capabilities exist	Comparative; capabilities exist in both systems
Telephony	Offers Zendesk Talk for voice - a cloud-based call center software built into Zendesk Support	Offers telephony integration through features such as Salesforce Lightning Voice	 <p>Service Cloud uses AmazonConnect for full voice transcription, in-depth analytics, and AI insights.</p>