# **Service Hub**

## vs Zendesk Suite

### Why Choose HubSpot?



#### **Unified Platform**

Zendesk is disconnected from sales & marketing context. HubSpot powers better service & support through shared customer insight.



#### Service + Success

Zendesk lacks tools for proactive customer engagement. HubSpot helps you drive retention & reduce churn with proactive customer success tools.



#### **Industry-Leading Support**

Zendesk support is rated worse, and premium support costs extra. HubSpot is easier to use and includes industry-leading support.



## See Business Results, Fast

## HubSpot customers with Service Hub tools see

79% Fewer tickets created\*

13x
Faster ticket resolution\*

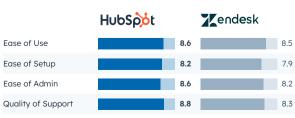
	HubSpot	Zendesk
Help Desk Workspace	✓	<b>✓</b>
Ticketing Pipelines	✓	X
Canned Snippets	✓	✓
Advanced SLAs	✓	✓
Skill & Capacity Based Routing	✓	✓
Calling with IVR	✓	\$\$\$
Conversation Intelligence	✓	X
AI Case Summaries	✓	\$\$\$
AI Call Summaries	✓	\$\$\$
Live Chat & Messaging	✓	✓
AI Chatbot	✓	\$\$\$
Customer Portal	✓	✓
CMS-Grade Knowledge Base	✓	✓
Customer Success Workspace	✓	X
Playbooks	✓	X
Coaching Playlists	✓	X
CSAT Surveys	✓	✓
NPS & Custom Surveys	✓	X
CRM	✓	\$\$\$
Meeting Scheduling Pages	✓	X
Ticket Automation	✓	✓
Custom Reports & Dashboards	<b>✓</b>	<b>✓</b>
Custom Goals	<b>✓</b>	X
Service Analytics	<b>✓</b>	<b>✓</b>
Recurring Revenue Tracking	<b>✓</b>	\$\$\$
Forecasting	✓	<b>✓</b>

HubSpot Service Hub Enterprise vs Zendesk Suite Enterprise shown

We can identify and fix issues on the spot with HubSpot, unlike Zendesk, where marketing and service were in two different worlds... HubSpot is very forward-thinking. They're not going to become stagnant, which I've seen happen with other SaaS companies. I'm confident that as our organization and needs become more complex, HubSpot will grow with us.



RICK RAVEN
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Studio Designer



Based on G2 reviews as of 06/2024