

# 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	✓	✓
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	✓	✓
Custom Goals	✓	X
Service Analytics	✓	✓
Recurring Revenue Tracking	✓	\$\$\$
Forecasting	✓	✓

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  
Director of Customer Success  
[Studio Designer](#)

	HubSpot	Zendesk
Ease of Use	8.6	8.5
Ease of Setup	8.2	7.9
Ease of Admin	8.6	8.2
Quality of Support	8.8	8.3

Based on [G2 reviews](#) as of 06/2024