

# KM PRODUCT REVIEW zendesk

- Software company headquartered in San Francisco, California
- Provides SAAS products related to sales, customer support and other customer communications
- The company was founded in 2007 in Copenhagen, Denmark and filed for IPO in 2014.
- Zendesk Suite brought social media, email, live-chat and other communication into a single ticket system
- Zendesk doesn't directly offer KM products but has it inbuilt in their system

## About

## Improvements

- Cost can be rationalized, with growing competition
- Focus on becoming a full-fledged KM solution by adding more content management and collaboration features



- Zendesk's knowledge management system is called Zendesk Guide
- Can be used as an internal knowledge base, an IT knowledge base, a support agent-only knowledge base, or a customer-facing FAQ tool.
- The option to translate articles into over 40 different languages to provide a localized experience.
- Provides insights to expose gaps in content
- Helps identify areas where we need to create new KB content.

## Functionalities

## Our View

- There are plenty of alternatives out there worth considering
- Costly product and licensing costs are high
- Not easy to set up
- KM Feature needs to be communicated clearly