

# Case Study: Zendesk Implementation and data migration from Freshdesk

Greenfield implementation of Zendesk Customer Support Platform to provide better experience to customers and agents.



## CLIENT CHALLENGE

Implement Zendesk Support Platform which includes,

- Internal ticketing support to Employees & Partners
- External ticketing support to Parents and Providers
- Email Support

Migrate tickets, conversations and user data from Freshdesk to Zendesk

Conduct basic orientation / training to users

Provide on-going support and enhancements

## PARTNERSHIP RESULTS

Improved customer experience

Improved agent ticket handling experience

Faster ticket handling by agents

## CLIENT INFO



Non-Profit - Education



470k+ students served



1930 employees

## THE SUTHERLAND TRANSFORMATION

Sutherland setup an onsite off shore team and implemented Zendesk Support Platform.

Sutherland proposed the future system architecture after migrating the data to Zendesk.

### Zendesk Implementation:

- Configure Account & People
- Setup channels, tickets and forms
- Integration with other 3<sup>rd</sup> party systems (SnapEngage, HelpTree, JIRA, and ticket sharing)

Architecture: We have provided complete future state solution architecture with Zendesk.

### Data Migration from Freshdesk to Zendesk:

- Migrated 1.1 million tickets from Freshdesk to Zendesk
- Migrated 0.2 million users (customers) from Freshdesk to Zendesk
- Entire migration is completed within 3 weeks

### Technologies Used:

- Zendesk, Python for migration scripts, API based content migration, MySQL to store intermediate data during migration

## System Architecture

