Zoho Desk

VS

Kayako

COMPARISON DOCUMENT

What is Zoho Desk?

Zoho Desk is the industry's first context-aware help desk software. It is designed to help customer service teams provide personalized support, promote self-service, improve agent productivity, and increase customer happiness.

Trusted by thousands of organizations across the globe, Zoho Desk
- Has been featured in Gartner's Magic Quadrant for CRM Customer Engagement Center (CEC) for two consecutive years.
- Was ranked as the #1 software for highest satisfaction by G2.com

What sets us apart?

Context.

About conversations, customers, and integrations. Every feature in Zoho Desk has been built from the ground up to give you plenty of information without you having to go look for it. The home screen, not only lists tickets, but also displays the assignee, the channel it came in from, when it is due, the number of threads in the ticket, and other essential information.

User experience.

Consistent user experience is key to excellent customer service. With our proprietary design philosophy, DOT (Design Optimization Thinking) Zoho Desk is designed to enhance user experience for both agents who use the product every day, and end-users. It is built on a multi-pronged approach that enables superior communication and navigation for agents while enhancing scalability without limiting flexibility for the management. This is also a step in the direction to make Zoho Desk a fully inclusive platform that is friendly for our differently-abled friends.

This UI design is not just limited to Zoho Desk but also works great with any integration or development done on the platform, to provide a seamless user experience.

What do customers like about Zoho Desk?

- Two-way sync with CRM software like Zoho CRM, Sales Cloud, and Pipedrive which keeps Sales and Support teams in sync at all times.
- Intuitive UI, Ease of use, implementation, and customization.
- Fits support teams of all sizes.
- Single transparent pricing, no hidden charges.
  200+ integrations with other products (both Zoho and third-party).
  Hosted natively and not on thrid party infrastructure.

The comparison, In A Nutshell

We've compared the Professional and Enterprise editions of Zoho Desk with the Growth and Scale editions of Kayako along the following parameters based on publicly available information: Ticket Management, Automation, Customization, Insights And Impact, Agent Productivity, Self-Service, Artificial Intelligence, Extensibility and Customer Support.

Here's a summary of the capabilities of the two products.

Zoho Desk

Pricing Plan

	Billed Annually	Billed Monthly
Free	$0	$0
Standard	$14	$20
Professional	$23	$35
Enterprise	$40	$50

Kayako

Pricing Plan

	Billed Annually	Billed Monthy
Inbox	-	$15
Growth	-	$30
Scale		$60
Enterprise		

Agent Limit
Pay for each license

Distinguishing capabilities
Process Management(Blueprint)
Sentiment-based triaging
Anomaly Detection
App dedicated for managers

Trial Period
15 days

Marquee Customers
McAfee, Daimler, Jaguar, Cleartrip

Support
Phone
Chat
Email

Platforms Supported
iOS
Android
Web

Agent Limit
Pay for each license

Distinguishing capabilities
Simple UI
Unlimited Dashboards
Customisations
Integration options

Trial Period
15 days

Marquee Customers
Sega, Peugeot, Toshiba

Support
Phone
Chat
Email

Platforms Supported
iOS
Android
Web

Ticket Management

Better ticketing at its core

Both Zoho Desk and Kayako are multi-channel ticketing applications which let customers raise support requests through email, social media and web forms. There are options for merging tickets, adding comments in tickets for internal reference and tagging tickets for easy retrieval in both applications.

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- There is no concept of products in Kayako. Creating a system where requests about certain products are diverted to specialized agents is cumbersome. Segregating, analyzing and creating reports about tickets for a certain product will be difficult to generate.
- Kayako recently scrapped 'departments' option which means you'll have to make do with teams to group agents and assign tickets. The custom views option allows you to create a view to monitor the performance of different sections of your support team. But this recent scrapping of the 'departments' feature places an unnecessary burden on the end user to figure out a way to keep track of the support team.
- You can't clone tickets in Kayako and have to create a ticket on behalf of your customer and paste relevant details as a work around. No options for splitting tickets, posting notes directly into the knowledge base are other minor drawback of Kayako.

Features	Zoho Desk	Kayako	Zoho Desk	Kayako
	Professional	Growth	Enterprise	Scale
Email tickets	10 support Email Ids	●	100 support Email Ids	●
Phone support	●	●	●	●
Built-in chat		●	●	●
Twitter	1 Brand	●	2 Brands more on demand	●
Facebook	1 Brand	●	2 Brands more on demand	●
Help Centre	●	●	●	●
In-app support	●	●	●	●
APIs	●	●	●	●
Website form	10	●	20	●
Multi-department support tracking	10	●	Unlimited	●
All Department Ticket View	●	●	●	●

Feature				
Comment in Ticket	●	●	●	●
Ticket history	●	●	●	●
Ticket Resolution note	●	●	●	●
Add resolution to knowledge base	●		●	
Ticket tags	30 tags/Ticket	●	50 tags/Ticket	●
Product-based ticket tracking	●		●	
Customer Happiness Rating	●	●	●	●
Suggested articles	●	●	●	●
Merge tickets	●	●	●	●
Split tickets	●		●	
Ticket timeline	●	●	●	●

Feature				
Time entry	●	●	●	●
Ticket sharing	●	●	●	●
Ticket ownership	●	●	●	●
Print tickets	●	●	●	●
Clone tickets	●	●	●	●

Agent Productivity

Agents do more, in less time

Like Zoho Desk, Kayako also offers a minimalist and crisp agent-friendly user interface. Both Zoho Desk and Kayako have features such as snippets for quick responses, teams feeds for agent collaboration and work modes that enable prioritizing tickets. However the absence of certain features in Kayako could affect the productivity of your agents.

- There is no ticket peek option in Kayako. Agents will have to leave the ticket screen and open a ticket to respond to it. The quick ticket view in Zoho Desk is a lightweight screen that allows agents to respond to a ticket without completely committing your entire screen to it. It also comes with agent collision detection capabilities.
- Multi-level escalations ensure important tickets are engaged in time. This feature is not available in Kayako and you'll have to use triggers as a work-around.
- Contact and Account management features are not available in Kayako which means you'll have to use spend money on an integration for these functions.
- Kayako also doesn't let you assign tasks, create events, seek approvals. These are small features that can go a long way in improving the productivity of your support process.

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Features	Zoho Desk	Kayako	Zoho Desk	Kayako
	Professional	Growth	Enterprise	Scale
Quick Ticket View (Peak view)	●		●	
Macro actions	●	●	●	●
Custom Views	●		●	
Response editor with rich text	●	●	●	●
Advanced search	●	●	●	●
Response draft	●	●	●	●
Table view	●	●	●	●
Snippets for faster response	●	●	●	●

Work modes	●	●	●	●
Keyboard shorcuts	●	●	●	●
Team Feeds	●	●	●	●
Agent collision detection	●	●	●	●
Solutions auto-suggest	●	●	●	●
Follow tickets	●	●	●	●
Contact deduplication	●		●	
Tasks	●		●	●
Events	●		●	
Calls		●	●	●

Approvals	●		●	
Time entry	●	●	●	●
Resolution	●	●	●	●
Ticket tagging	30/Ticket	●	50/Ticket	●
Manual time tracking	●	●	●	●
Auto time tracking	●	●	●	●
Activity time tracking	●		●	
Native mobile apps for IOS and Android	●	●	●	●
Ticket templates	●	●	●	●

Ticket conversion history	●	●	●	●
Ticket classification	●	●	●	●
Custom ticket status	●	●	●	●
Multiple Buisiness hours			●	●
Customer happiness ratings	●	●	●	●
Multi level escalations	●		●	
In product notifications	●		●	

Contacts and Account Management	●		●	
Team chat	●	●	●	●
Notification centre	●	●	●	●
Tag colleagues	●	●	●	●
Attachments	20 MB	20 MB	20 MB	20 MB

Customization

Your help desk, tailor-made

Zoho Desk and Kayako are comparable when it comes to customization. You can create custom fields, layouts, tabs and views in both applications. Field dependencies, custom ticket templates and department specific layouts are other common features on offer. Custom domain mapping and remote authentication features are also available in both Kayako and Zoho Desk.

Features	Zoho Desk	Kayako	Zoho Desk	Kayako
	Professional	Growth	Enterprise	Scale
Custom Email templates	●	●	●	●
Customize tabs	●	●	●	●
Custom Views	●	●	●	●
Custom forms and layouts	●	●	●	●
Custom fields	150 fields/ module	●	230 fields/ module	●
Custom layouts	●	●	●	●
Table view	●	●	●	●
Custom ticket status and grouping	●	●	●	●

Field dependencies	●	●	●	●
Teams	●	●	●	●
Ticket templates	●	●	●	●
Department specific layouts	●	●	●	●
Multilingual support	●	●	●	●
Custom layouts	●	●	●	●
Custom domain mapping	●	●	●	●
Remote authentication	●	●	●	●

Automation

Streamlining your internal processes

Automating ticket assignments, standard notifications and escalations will allow your support team to concentrate on serving the customer better. Both Zoho Desk and Kayako offer automation options which let you assign tickets, trigger notifications and manage Service Level Agreements.

However, the lack of specialized automation features in Kayako will force you into customizing and improvising even for simple automations.

- There is no inbuilt option to configure round robin assignments for your agents. This means you will have to assign unassigned tickets to the agents manually and risk pile-up of tickets.
- Unlike Zoho Desk, which has specialized automation features such as - Assignment Rules, Workflows, Blueprints and Supervisor Rules, Kayako has only Triggers and Monitors for Automations. This lack of differentiated features is cumbersome and improvising can be time-consuming.
- Kayako doesn't have an equivalent for the blueprint feature that Zoho Desk has. This feature mandates an entire sequence of events from Start to Finish and ensures transitions between each stage can be done only by authorized personnel.
Being visually representative, this feature helps onboard support personnel to certain convoluted processes.

- Multi-level escalations are not inbuilt and have to be configured using Triggers in Kayako.
- Customer based SLA feature is only available in the Scale version. Supervisor rules, which are time based automations, are also unavailable in Kayako.

Features	Zoho Desk Professional	Kayako Growth	Zoho Desk Enterprise	Kayako Scale
Direct Ticket ownership Assignment	15	●	30	●
Assign tickets to teams	●	●	●	●
Assign tickets across departments	●		●	
Round robin ticket assignment	10/ Department		15/ Department	
Skill Based Assignment			Beta	

Feature	Zoho Desk Professional	Kayako Growth	Zoho Desk Enterprise	Kayako Scale
Custom Functions in Workflows		●	●	●
Blueprint (Process Automation)	1/ Department		20/ Department	
Number of Service Level Agreements	10/ Department	1	20/ Department	no cap
Customer based Service Level Agreement	●		●	●
Contract Management in SLA			●	
Manual Ticket Time Tracking	●	●	●	●
Automatic ticket time tracking	●	●	●	●
Activity ticket time tracking	●		●	

Billing Preferences	🟢	🟢	🟢	🟢
Notification Rules	🟢	🟢	🟢	🟢
Macros	15/ Department	🟢	30/ Department	🟢
Supervisor- Time based rules	15/ Department		30/ Department	
Workflow Automations	15/ Department	🟢	30/ Department	🟢

Self-Service

Answers at your fingertips, now with A.I.

A comprehensive self-service portal, in addition tobeing extremely beneficial to customers, also reduces the number of tickets that are generated. This will reduce your support team's burden. Both Zoho Desk and Kayako have a Knowledge Base and Community features where you can post articles and begin discussions. Multibrand help center, article tagging and domain mapping are other common features.

However, absence of certain important features gives Zoho Desk the edge in the self service section.
Kayako offers a internal Knowledge Base only in the Scale version. An internal knowledge base is an important resource for your agents where they can gain the required context about the product to resolve tickets effectively.

- The ASAP feature in Zoho Desk lets your customer access the help center without leaving your website and lets them chat with a live agent or a bot. This makes seeking help more convenient for your customers. These features are not available in Kayako.
- The lack of article versioning, ratings and functionalities which allow pinning posts in forums in Kayako will hamper you from creating a premium Community and Knowledge Base for your customers.

Features	Zoho Desk Professional	Kayako Growth	Zoho Desk Enterprise	Kayako Scale
Private Knowledge Base of agents	✓		✓	✓
Knowledge Base	✓	✓	✓	✓
Article categories	✓	✓	✓	✓
Knowledge Base dashboards	✓	customizable	✓	customizable
Community	✓	✓	✓	✓
Community Dashboards	✓	customizable	✓	customizable
Default themes	✓	✓	✓	✓
Article versioning	✓		✓	
301 redirection	✓		✓	
ASAP	✓		✓	
Answer bot in ASAP	✓		✓	
Google analytics	✓	via zapier	✓	via zapier
Themes gallery	✓		✓	
CSS Customisation	✓	✓	✓	✓
Custom widgets	✓	✓	✓	✓
Multi-brand Help Center		✓	✓	✓
HTML customisation		✓	✓	✓
SEO for Help Center	✓	✓	✓	✓
Forum post types	✓	✓	✓	✓
User Groups for Help Center	✓		✓	

Search through KB and Community	●	●	●	●
Built in live chat	●	●	●	●
In-app customer service for mobile	●	●	●	●
In-app customer service for web	●	●	●	●
Domain mapping	●	●	●	●
Article editor with rich formatting	●	●	●	●
Article rating	●		●	
Pinned posts in forums	●	●	●	●
Article review	●		●	
Article tagging	●	●	●	●

A.I.

Introducing Zia for customer service

AI has become increasingly important in shaping support processes and Kayako no has artificial intelligence capabilities. In the Zoho Desk, Zia - the AI powered reply assistant, is available for free in both the professional and enterprise editions. This feature will suggest responses for your agents while responding to tickets based on Knowledge Base content. In the Enterprise editions of Zoho Desk, Zia even does sentiment analysis of tickets and tags tickets accordingly allowing agents to prioritize tickets . Zia bot can be trained to retrieve articles from the Knowledge Base and will also flag anomalies in the ticket flow in the Enterpise edition, giving you a heads up about any abnormalities in your ticket flow.

Features	Zoho Desk	Kayako	Zoho Desk	Kayako
	Professional	Growth	Enterprise	Scale
Reply Assistant	●		●	
Sentiment predictions			●	
Ticket auto triaging			●	
Anomaly notifications			●	
KB conversation assistant in ASAP			●	
Zia voice and skill builder			●	
Zia /AI Dashboard			●	

Insights And Impact

Work. Measure. Improve. Delight.

The insights offered by Zoho Desk and Kayako are comparable. Besides standard agent productivity, response, ticket status reports, both applications allow customization of reports and dashboards. Community dashboard features are also available in both Zoho Desk and Kayako. Customer Satisfaction dashboards and Community Dashboards customization is possible and report scheduling option in available in both apps.

However, there are two features that set Zoho Desk apart.

- Integration with Zoho Analytics enables complex reports over a much longer periods of time. This option is not available for Kayako and it also lacks a comprehensive overview such as Headquarters, which offers insight into ticket volume, active agents, teams and their performance in Zoho Desk.
- Kayako also doesn't have a designated app app for comprehensive support statistics. The RADAR app in Zoho Desk allows agents and managers to monitor performances and other ticket characteristics. This allows your company to restructure and optimize your support strategy from time backed by data and not instinct.

Features	Zoho Desk Professional	Kayako Growth	Zoho Desk Enterprise	Kayako Scale
Agent dashboard	●	●	●	●
Standard reports	●	●	●	●
Custom reports	●	●	●	●
Export reports to CSV, XLS or PDF	●	●	●	●
Custom Dashboards	●	●	●	●
Ticket overview dashboard	●	●	●	●
Ticker traffic/ volume Headquarters	●	●	●	●
Response resolution and FCR dashboards	●	●	●	●
Ticket status dashboard	●	●	●	●
Customer happiness dashboard	●	●	●	●
Knowledge Base dashboard	●	●	●	●
Community dashboard	●		●	
Calls dashboard	●		●	
SLA dashboard	●	●	●	●
Time tracking dashboard	●	●	●	●
Telephony agent availability	●		●	
Schedule		●	100	●

Zia and AI dashboard			🟢	
Global reports and dashboards		🟢	🟢	🟢
Prepopulated resports	🟢	🟢	🟢	🟢
Blueprint dashboard			🟢	
RADAR app for IOS and Android	🟢		🟢	

Extensibility

50+ apps and counting

Zoho Desk and Kayako offer similar integration options. Integrations with Attlassian Jira, Slack, Microsoft Active Directory and Zapier are available in both Zoho Desk and Kayako. However the integrations with other Zoho apps which offer a seamless user experience gives Zoho Desk the edge. While Zoho Desk and Kayako can be integrated with Zoho CRM and Zoho Invoice, integration with Zoho Sales IQ, Chat and Books is limited to Zoho Desk. The data administration In Kayako is problematic. You will not be able to export date through the UI. You will have to use a third party app like Postman to export your data. This data will be segmented into cases and conversations and will lack context when imported into another help desk. Zoho Desk on the other hand does not put a cap on number of records that can be extracted at a time and offer two free backups of data every month. There are no regular free or free or paid data backup options in Kayako, unlike Zoho Desk which offers two free backups every month and additional paid backups.

Features	Zoho Desk Professional	Kayako Growth	Zoho Desk Enterprise	Kayako Scale
Two-way sync with Zoho CRM	●	Integration via Zapier	●	Integration via Zapier
Integration with Zoho Analytics	●	Integration via Zapier	●	Integration via Zapier
Integration with Zoho BugTracker	●		●	
Integration with G Suite	●	Integration via cloud pipes	●	Integration via cloud pipes
SMS add on	●		●	

	Zoho Desk Professional	Kayako Growth	Zoho Desk Enterprise	Kayako Scale
PhoneBridge for Call Centres	●	●	●	●
Remote Support with Zoho Assist	1 Free User		1 Free User	
Integration with Zoho chat	●		●	
Integration with Zoho Sales IQ	●	●	●	●
Integration with Atlassian Jira	●	●	●	●
Integration with WhatsApp	●		●	
Integration with Unbabel	●		●	

Integration with Slack	●	●	●	●
Integration with Zoho Books	●		●	
Integration with Zoho Invoice	●	via Zapier	●	via Zapier
Integration with Zapier	●	●	●	●
Salesforce integration	●	●	●	●
Integration with Active Directory	●		●	
Zoho Marketplace for Zoho Desk				
Public extensions	●		●	
Private extensions	●		●	
Zwitch	●	●	●	●

Data administration				
Export Data	●	via postman	●	via postman
Import Data	●	●	●	●
Data Backup (free)	2 Backups/ Mo		2 Backups/ Mo	
Data backup (paid)	$10/request		$10/request	
Developer tools				
Mobile SDK	●	●	●	●
API	●	●	●	●
Domain Mapping	●	●	●	●
Agent SSO via third party app	●	●	●	●
Third party integrations	●	●	●	●
Remote Authentication	●	●	●	●

Security And Privacy

At Zoho, security is our first priority. Our data centers are hosted in secure facilities protected from physical and logical attacks. Our customers' data remains safe behind the walls of network security practices. We're careful who has access to this data and have stringent people processes with regular audits

We're careful who has access to this data and have stringent people processes with regular audits. Our systems and data infrastructure has been designed and built with the capability to ensure business continuity at all times. Our distributed grid architecture will ensure that a server failure will not impact our services. Zoho has earned ISO/IEC 27001:2013 certification for Applications, Systems, People, Technology, and Processes. Zoho is also SOC 2 Type II compliant. At a product level, you will notice that Zoho Desk lets you strike a balance between protecting customer data and giving your team enough flexibility. With roles and profiles, field level permissions, and data sharing rules, you can restrict the kind of support data that an individual in a particular role is able to view or edit.

Talk To Our Experts

We know that poring over hundreds of features is no easy task. To help you get a sense of Zoho Desk's capabilities, we're organizing a live demo. All you need to do is register your interest here and our folks will reach out to you to schedule a one-on-one session for your team. We'll be happy to tailor this demo according to your organization's requirements. Feel free to tell us about your challenges and customer service goals during the call. The more information you share, the easier it'll be for us to help you out. We understand that there are a lot of features and it's easy to miss a few important ones that might be just the ones your company needs.

Walk Into The Trial Room

Walk into the trial room If you prefer to do the research by yourself, we totally get it. We've put together a comprehensive hub of resources called the Trial Room. It has a collection of guides, product tours, and help articles. Here are a few articles that might interest you:

Top things to do in your first session in Zoho Desk
Logging back to Zoho Desk: Things to do in your second session
Factors to consider while picking the right help desk software

There are more resources here that you might find useful. We would recommend that you bookmark the Trial Room and use it to look up topics while you evaluate Zoho Desk.

Fits you like a glove

Many renowned organizations across the globe use Zoho Desk to respond to their customers promptly, support them across multiple channels, and improve their ticketing experience. Whether you're a small company, a mid-sized business or a large enterprise, Zoho Desk has just the right mix of capabilities to work for you. A startup will find the Standard Plan really useful, which provides you with email, a help center, and social media channels. Freelancers who wear multiple hats will appreciate the free plan—they need to pay nothing to get their support started. A mid-market company will find the Professional Plan useful, and a large company will find the Enterprise Plan perfect for their requirements. The Enterprise plan offers capabilities to deal with challenges that arise with such a large scale. A.I., process automation, multi-branding, a host of built-in and customizable reports and dashboards, multiple schedules of business hours, and lot of other features here work in a way to help you manage multiple teams sitting across different geographies.

Here is some accreditation from the industry

NHS

Daniel Idikayi
Systems Manager

At the most fundamental level, Zoho Desk enables us to receive requests from our teams and help them in a timely manner. We love the ability to have a self-service portal where they can look up FAQs and find answers to common questions instantly.

Read more

Mercedes-Benz

Swaroop Naik
Senior Manager - Software Development

We analysed other products in the market but Zoho Desk blended into our organization structure better than anything else.

Bancolombia

Felipe Quiceno
Gerente Analitico Segmento Personas

Our company has been trying a lot of help desk apps for a long time, always feeling that something is missing, Zoho Desk helped us to change that.