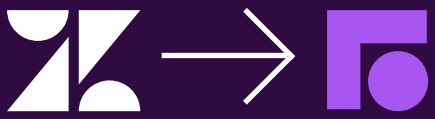
Dump the Desk: Your Guide to Switching from Zendesk to Front

Think your team is ready to make the move from Zendesk to Front? Here's what it takes — and why it's easier than you think.



Your help desk is what's standing in the way between you and happier customers. It's clunky. It's disjointed. Quite frankly, it's inefficient. You don't need more team members, and it's not your customers' fault (no matter how demanding they've become).

No, it's the tool your team is using day in and day out. Legacy help desks are nothing but a pain. They create information silos, and teams can't work together, resulting in wasted time, energy, and dissatisfied customers.

Here's the thing: the "industry standards," the "category leaders," those legacy players that have been around for years – they're stuck in their ways. They aren't ready to evolve with the rapidly changing customer service space.

Front, however, has fresh eyes.

Front is a modern customer experience platform displacing legacy incumbents like Zendesk, and for good reason. With a unified workspace, a differentiated AI vision, gold-star customer support, and so much more, Front brings a refreshing perspective on what customer service should be: a team sport.

So, are you ready to move from tickets and into teamwork? Here's your clear-cut guide to switching from Zendesk to Front.

> "Front stood out for its ability to bring teams together in a single platform, making cross-department collaboration easier and more efficient. Its out-of-the-box functionality was the best we could find."
>
> - Erin Forden
> Customer Experience Manager
>
> Bentobox

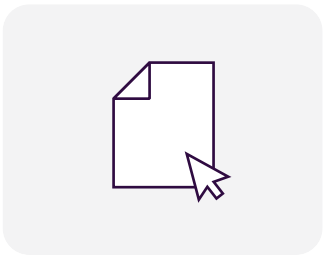
The 5 steps to switching

In five simple steps, you'll move on from Zendesk to Front.

1 Import your Zendesk data

Bring over contacts, tickets, messages, and history in a few clicks — no CSVs or manual rebuilding required.

TIP — Clean up old agents/tickets first to speed up the import and keep inboxes tidy.



2 Connect your channels

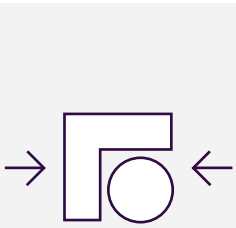
Reconnect email, chat, and other channels to Front to give your team one unified workspace.

TIP

Migrate during off-peak hours to avoid interruptions.

AVOID

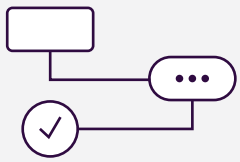
Don't rename/delete inboxes during import — it can cause errors.



3 Map improved workflows

Use migration as a reset moment: rebuild Zendesk triggers/macros into Front's simpler, no-code rules.

TIP — Only recreate the workflows that truly matter — start small, iterate fast.



4 Onboard and train your team

Front feels like email, so most agents ramp in a single session. Larger teams can use custom onboarding or self-guided in-app tutorials.

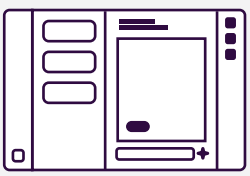
PROOF — **"We were up and running in a couple of weeks — 6× faster than Zendesk."** — Hootsuite EMEA Team Lead



5 Go live and optimize

Review assignments, fine-tune rules, and start measuring faster resolutions immediately.

AVOID — The migration is one-time; new conversations start fresh in Front (no ongoing sync).



Still not sure? Here's a buyer's checklist to review with stakeholders before renewing with Zendesk:

Team workflows and collaboration

- [ ] Are all customer inquiries in one platform, or do you have to switch between email, Slack, and Zendesk to work with teammates and get requests resolved?
- [ ] Is your team able to easily create and manage your workflows without the help of technical support?
- [ ] Can non-support teams (e.g. sales, customer success, operations) easily jump in to help resolve requests?

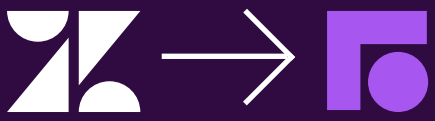
AI and automation

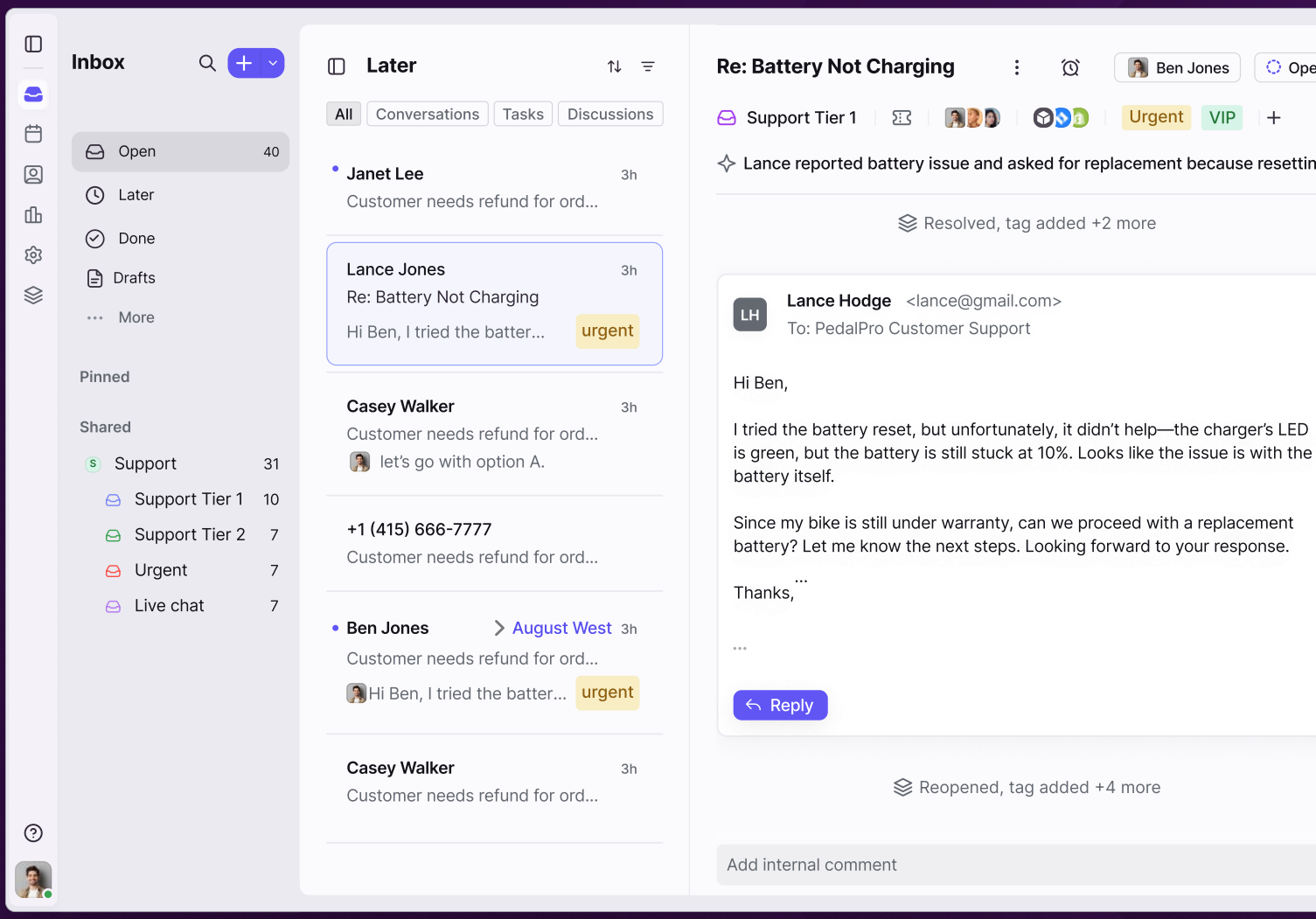
- [ ] Is Zendesk's core AI offering focused on enabling your agents or deflecting customer requests to self-service?
- [ ] Can you generate conversation summaries — that automatically update with every new message — so all teammates stay up to speed?
- [ ] Do you have full traceability into AI chain of thought and training data?
- [ ] To prevent hallucinations and mitigate risk, does Zendesk offer human-in-the-loop decision making when necessary?

Speed and efficiency

- [ ] How long does standard implementation for a company of your size take? Days? Weeks? Months?
- [ ] How much time on average is your team spending on maintaining current automations each month?
- [ ] Do you have the ability to measure data across multiple departments to capture the entire customer lifecycle?
- [ ] Data import tools — no manual setup

Ready to dump the desk?





Get a personalized migration plan and timeline from our onboarding team.

→ Contact: onboarding@front.com