



A smart knowledge base for better self-service and empowered agents

Zendesk Guide is more than just a collection of articles. It's a smart knowledge base that helps you capture and leverage your team's know-how. It works natively with Zendesk Support to deliver better self-service for customers and improve agent efficiency.

Knowledge is power. Using it is *powerful*.

Support teams have a lot of knowledge about customer issues—and the best way to solve them. Zendesk Guide is a smart knowledge base that helps tap into that institutional knowledge and puts it to work. With Guide, you can quickly build a customizable help center, online community, and customer portal so customers get better self-service and agents see improved efficiency and faster resolution. And since it's the only knowledge base native to Zendesk, it integrates seamlessly with Zendesk Support.



Get smarter as you go

Capture your agents' collective knowledge and build on it over time to respond to support requests more effectively.



Give them the good stuff

Give customers the most relevant answers and information—automatically and in context—for a faster self-service experience.



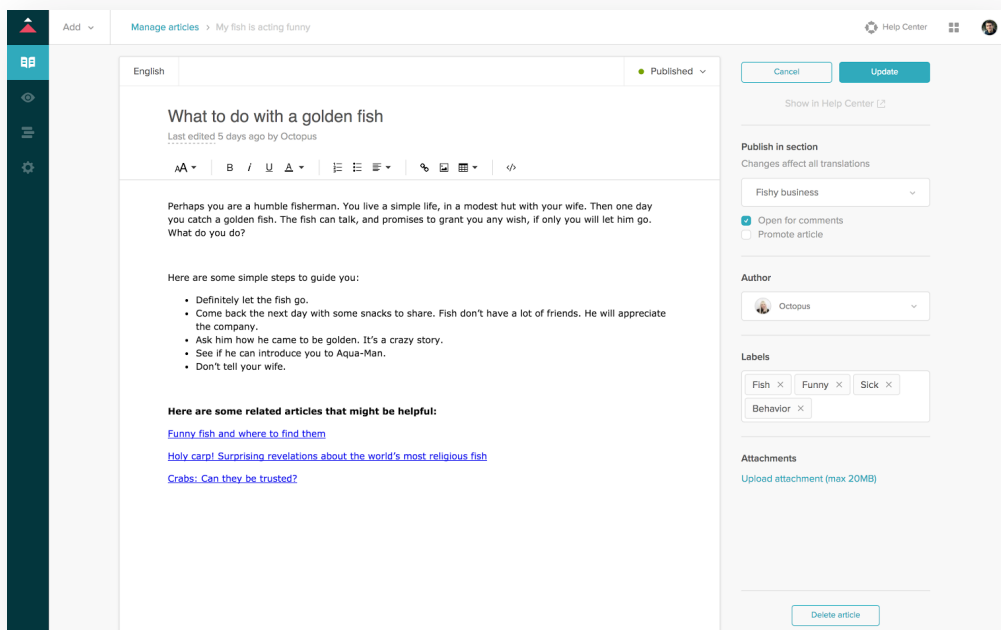
Be better with bots

AI powered Answer Bot can resolve high frequency, low-touch tickets by sending customers relevant articles while they wait for an agent.



Grow what you know

Get started quickly, then measure and score the popularity and effectiveness of your content to see what needs work, and what you should write next.



The screenshot shows the 'Manage articles' interface for an article titled 'What to do with a golden fish'. The article content includes a paragraph about a humble fisherman, a list of simple steps to guide the user, and a section for related articles. The right-hand sidebar contains publishing options, including a 'Publish in section' dropdown set to 'Fishy business', checkboxes for 'Open for comments' and 'Promote article', an 'Author' dropdown set to 'Octopus', and 'Labels' for 'Fish', 'Funny', 'Slick', and 'Behavior'. There are also buttons for 'Cancel', 'Update', and 'Delete article'.

89% of customers reduced average handle time by 50% or more with Guide.

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Use your know-how

Look at all the ways Guide can help you provide an effortless customer experience and reduce support costs:

Show them the way with Guide's help center & community

Available in over 40+ languages and tailored to your customers, Guide's help center offers an online destination with all the answers. It's fully customizable and responsive on any device. And with Guide's community you can empower customers to share ideas and help each other with feedback about what works and what doesn't.

Build up an agent knowledge base for instant access to the best answers

With Guide's private, agent-only knowledge base, agents can access and share knowledge directly from the Support agent interface, to answer customers quickly and accurately. And by using Guide's Knowledge Capture app, agents can easily create and improve knowledge every time they solve a ticket directly from Zendesk Support.

Offer in-context help for effortless self-service

Deliver contextual help while your customers browse. By embedding help center content natively in your mobile app or website, you reduce the effort required to get help. Plus, Guide allows you to instantly surface relevant answers to email inquiries with Answer Bot, powered by artificial intelligence. It automatically responds to support form submissions and emails with relevant help center articles, solving repetitive customer requests without agent involvement.

Measure and improve your content performance

Continuously improve and measure how content performs over time with detailed insights and reporting. From search analytics to ticket-deflection tracking, you can use these insights to make it easier for customers to find answers and increase efficiencies. Additionally, leverage AI-powered knowledge recommendations to learn where you can improve your content with Content Cues.

"Investing in our knowledge base meant we saw a massive decline in the number of support requests coming in. Partners were getting what I consider to be the very best service—which is that they never had to log a ticket in the first place."

Mike Cartwright, Chief of Partner Solutions at Expedia® Affiliate Network (EAN)

Lite

\$0

Per agent per month

- Knowledge base
- Request form
- One language
- SEO
- Google Analytics integration

Professional

\$15

Per agent per month

- Lite, plus
- Custom themes
- Multilingual*
- Community forums
- SEO XML Sitemap
- Customer requests portal
- Access control by role
- Advanced reporting

Enterprise

\$29

Per agent per month

- Professional, plus
- Team Publishing: Article lifecycle management, article update assignments, and publishing permissions
- Content Cues to identify knowledge gaps**
- Multiple help centers
- Integrated knowledge capture workflow

Prices shown are billed annually. Guide requires a Support account.
30-day free Trial starts on Guide Professional at www.zendesk.co.uk/guide

*Feature availability depends on your Support subscription level.
**Content Cues is available in an Early Access Program.

