

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.



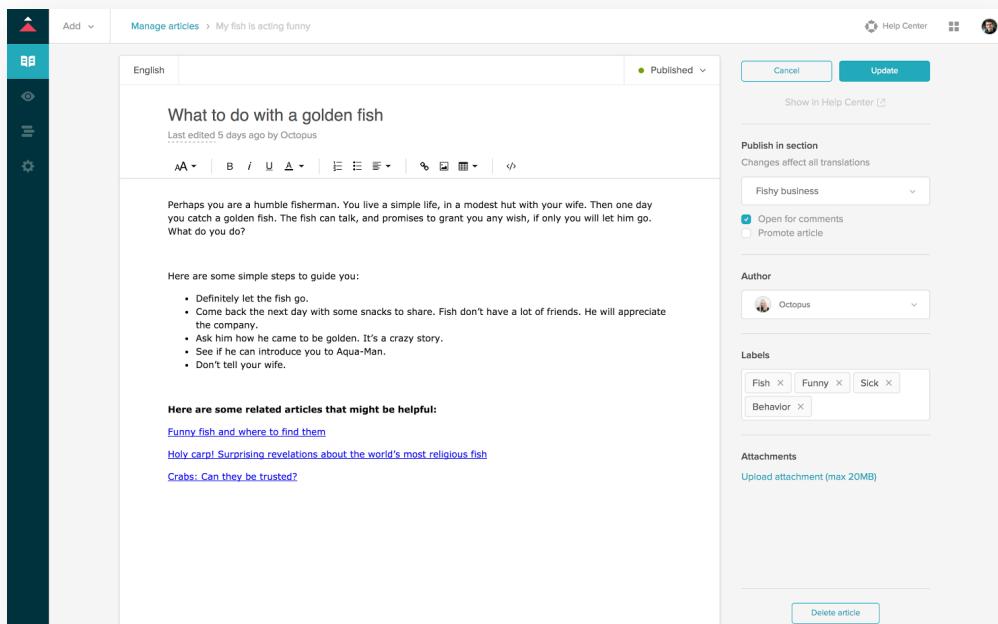
Be better with bots

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 Zendesk Guide interface. At the top, there's a navigation bar with 'Add', 'Manage articles', and a specific article title 'My fish is acting funny'. The main content area displays an article titled 'What to do with a golden fish'. The article text reads: 'Perhaps you are a humble fisherman. You live a simple life, in a modest hut with your wife. Then one day you catch a golden fish. The fish can talk, and promises to grant you any wish, if only you will let him go. What do you do?' Below the text, there's a list of 'Simple steps to guide you':

- Definitely let the fish go.
- Come back the next day with some snacks to share. Fish don't have a lot of friends. He will appreciate the company.
- Ask him how he came to be golden. It's a crazy story.
- See if he can introduce you to Aqua-Man.
- Don't tell your wife.

At the bottom of the article, there's a section for 'Related articles' with links to 'Funny fish and where to find them', 'Holy carp! Surprising revelations about the world's most religious fish', and 'Crabs: Can they be trusted?'. On the right side of the interface, there's a sidebar with publishing options, including 'Publish in section' (set to 'Fishy business'), 'Open for comments' (checked), and 'Promote article' (unchecked). It also shows the author as 'Octopus', labels 'Fish', 'Funny', 'Sick', and 'Behavior', and an 'Attachments' section with a 20MB limit.

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

zendesk.com

sales@zendesk.com

Follow us @zendesk



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, search optimized, 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 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.

"We've been able to staff more efficiently and integrate quick access to self-help in a way that integrates neatly on our website without obstructing design elements on desktop or mobile."

Drew Stadler, Customer Experience Director, Bombas

Source: TechValidate. TVID: [2AC-85A-0A0](#)

LITE

\$0

From \$0 per agent per month

- Knowledge base
- Request form
- One language
- SEO
- Google Analytics integration
- Multi-brand Support**

PROFESSIONAL

\$15

From \$15 per agent per month

Lite, plus

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

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

*Feature availability is subject to the Zendesk beta agreement

**Feature availability depends on your Support subscription level.