



Help Desk Selection & Switch Guide

A step-by-step guide for Support Team Leads and Ops Managers who'd rather not learn this the hard way. Practical instructions.

What's inside?

Why the Right AI-Powered Help Desk Matters	03
Why Teams Actually Switch	04
A Help Desk, or a Resolution Layer?	05
The Honest Platform Comparison	06
Platform Upside & Catch	07
Where the Crossover Point Sits	08
Know the Limits Before You Move	09
A Migration That Doesn't Break Things	10
One Mistake, Thousands of Emails	11
The Decision Matrix	12
When a Migration Partner Makes Sense	13
SupportYourApp: Migration and Support, Handled	14
Let's Connect	15

Why the Right AI-Powered Help Desk Matters

Customers expect continuity. Agents expect their tools to help, not slow them down. Miss either one, and the platform becomes the problem.



— **74%**

of customers get frustrated repeating themselves, and expect an agent to pick up right where things left off.



— **73%**

of support agents say AI tools built into their help desk help them work faster and cut manual tasks.

Source: Zendesk 2026 CX Trends Report



Why Teams Actually Switch

Before choosing a help desk, look at what's already slowing your team down. A help desk shouldn't just store tickets, it should help you handle more conversations without extra manual work.

- **Too many manual rules**

Automation assigns the ticket but can't touch Shopify, a 3PL system, or your CRM. Agents still do those steps by hand.

- **Too much tool-switching**

Looking up one order takes a minute or two. Multiply that by thousands of tickets a month, and it's a lot of agent time.

- **Unpredictable AI pricing**

Pay per agent seat, then pay again per AI resolution. Costs can climb fast as ticket volume grows.

A Help Desk, or a Resolution Layer?



• Standard help desk

Watches and reports. It retrieves the order data, and stops there.

• Resolution layer

Does the work across systems, without a human bridging the gap by hand. Files the claim. Updates the record.

The gap between them is exactly the work your agents still do by hand.

The Honest Platform Comparison

These three come up in almost every switch: Gorgias for Shopify-native brands, Freshdesk for budget-conscious teams, Zendesk for scale. Here's how they actually stack up.

	 gorgias	 freshdesk	 zendesk
Best for	Shopify-native DTC brands	Cost-sensitive SMBs	Mid-market to enterprise
Pricing	Per ticket	Per agent	Per agent
Shopify depth	Deep, inline	Moderate	Good
AI cost	\$0.90 to \$1.00 / resolution	Session-based	\$1.50 / resolution + \$50 add-on
API limits	~2 calls / second	Depends on plan	~200 to 700 requests / minute
HIPAA	Not specified	No	Yes, Professional tier +

Platform Upside & Catch



Built for Shopify, Priced by the Ticket

- + The upside**
Deep, inline Shopify actions: refund, cancel, or edit orders right in the sidebar. Native revenue attribution ties every conversation back to sales.
- ! The catch**
Per-resolution AI fees stack on top of your ticket allowance. Call it double billing with a straight face. A four-custom-field ceiling is worth checking before you migrate.



Built to Scale, Priced for It Too

- + The upside**
The enterprise standard: 1,200+ integrations, HIPAA compliant, built for multi-brand, complex support. The Sunshine platform allows customization smaller tools can't match.
- ! The catch**
Budget four to eight weeks for setup, plus a \$50-per-agent AI add-on and a per-resolution overage on top. It's not a quick flip.



The Budget-Friendly Middle Ground

- + The upside**
A genuinely strong pick for SMBs: approachable, and connects cleanly with the rest of the Freshworks toolset like Freshsales and Freshservice.
- ! The catch**
No native HIPAA compliance, a dealbreaker for fintech and healthcare. Channel parity needs a separate Omni plan, which complicates the pricing you thought you understood.

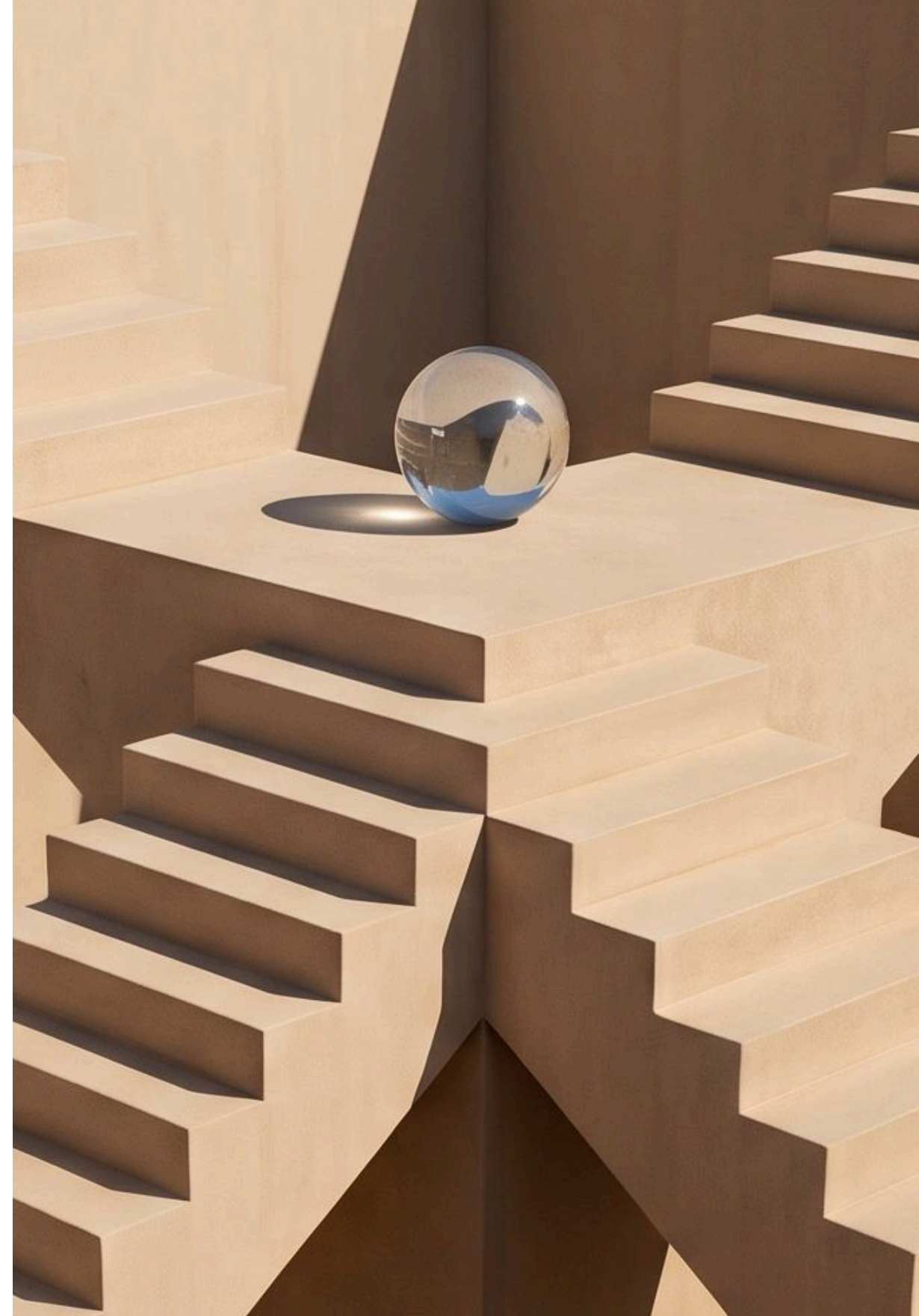
Where the Crossover Point Sits

Tickets per agent per month is the line.

Under it, Gorgias usually wins on cost. Past it, per-seat pricing from Freshdesk or Zendesk gets cheaper, and a lot easier to predict.

500

- Seasonality matters too. An eCommerce brand can see two or three times the ticket volume during BFCM. Ticket-based billing turns that spike into a bill nobody budgeted for.



Know the Limits Before You Move

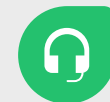
Moving support data isn't like copying files. Every platform stores tickets, statuses, and fields differently, get the mapping wrong, and you lose history or context.

 **gorgias**

About two calls per second. Some historical statuses get simplified on import, test this before the full move.

 **zendesk**

Needs clean user-to-organization mapping first. Send requests too fast, and a 429 error stalls the batch.

 **freshdesk**

Import order matters: companies, contacts, fields, tickets. Automation rules need manual rebuilding, not copy-paste.



A Migration That Doesn't Break Things

6

phases, done in order, keep support running while the move happens.

- 1 List everything, not just tickets: customers, companies, attachments, tags, custom fields, macros, automations, SLAs, CSAT, and the knowledge base. Data and settings migrate differently, so split them.
- 2 Prep the new desk first: agents, groups, roles, fields, automations off. Skip this, and an old ticket can email a customer about a case closed years ago.
- 3 Test with about 20 tickets before touching the full database. Check order, attachments, statuses, tags, and reporting. Easier to fix now than at 500,000.
- 4 Load data in strict order: companies, then contacts, then fields, then tickets, then CSAT, then the knowledge base.
- 5 Run the main migration, then a delta pass to catch tickets and updates that landed while the move was running.
- 6 Cut over: rebuild macros, SLA, and routing rules, then switch channels and stop the old system.

One Mistake, Thousands of Emails

Import years of history with automations still live, and one old ticket looks freshly updated. The system emails the customer. Multiply that by thousands of historical tickets, and the damage isn't small.



— **63%**

of customers switch to a competitor after just one bad support experience. A migration mishap counts as one.

The Decision Matrix

DIY works when

ticket volume's under 1,000. The schema's simple. Your engineers have real spare capacity, not "we'll squeeze it in."

1,000  Tickets

A partner earns its fee when

you're moving over 10,000 tickets. You need HIPAA-grade handling. You're landing on an enterprise stack like Zendesk Suite.

10,000  Tickets

Internal teams often underestimate the technical hurdles of migration.

- **429 errors**
Hit a rate limit without retry logic, and the process stalls indefinitely.
- **Attachment loss**
Expiring URLs mean old photos and files vanish for good.
- **Lost chronology**
Custom scripts often can't rebuild multi-threaded conversations correctly.

When a Migration Partner Makes Sense



Large ticket history



Multiple brands



A large knowledge base



Many integrations



Little room for downtime



Complex custom fields



Several support channels



Reporting history that matters



Limited engineering time

A partner maps fields between platforms, handles API limits, runs test migrations, and executes the final delta pass. For a small migration, doing it yourself can still make sense. For a large or complex one, outside help cuts both workload and risk.



SupportYourApp: Migration and Support, Handled

We migrate your help desk data, then run the support behind it: zero downtime, zero data loss, live in 5 to 10 business days. PCI DSS, ISO 27001, GDPR, and CCPA compliant, across 60+ languages in SaaS, fintech, and eCommerce.

Fully certified and trusted



429%

faster resolution after we configured a Gorgias AI agent for a Shopify wall art brand: 29 minutes down to 5 minutes 30 seconds, with 30% of tickets closed by AI alone and zero added headcount.

Resolution time

Without AI



29 min

With AI



5 min 30 sec

Let's Connect

Your next help desk should do more than log tickets. It should close the loop, and so should the team behind it.

[Talk to a Help Desk Expert](#)

Fully certified and trusted



Trusted by 250+ tech companies worldwide

