

User Reviews of

# ServiceNow and Zendesk

A Peek Into What Real Users Think

February 2017

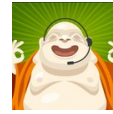
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# Overview

SOLUTION

**now** ServiceNow



Zendesk

OVERVIEW

ServiceNow is changing the way people work. By placing a service-oriented lens on the activities, tasks and processes that make up day-to-day work life, we help the modern enterprise operate faster and be more scalable than ever before.

Zendesk is the leading cloud-based customer service software solution trusted by over 40,000 organizations worldwide. Companies such as Groupon, Box, and Zappos are using Zendesk to lower costs, raise productivity, and increase customer satisfaction. Loved by both customer service teams and their customers for its beautifully simple interface, Zendesk is easy to try, buy, implement, and use. Zendesk seamlessly integrates all of your support channels including email, web, chat, and social...

SAMPLE CUSTOMERS

AstraZeneca, Envision Healthcare, Equinix, GE Capita, MetroPCS, National Cancer Institute, Standard Life, Swiss Re, Vitamix, and University of San Francisco

Shopify, Adroll, Redfin, Moo, Foursquare, Modcloth, We Pay, Republic Wireless, Wharton Univeristy of Pennnsylvania

TOP COMPARISONS

[HPE Service Manager vs. ServiceNow](#)  
Compared 9% of the time

[ServiceNow vs. Zendesk](#)  
Compared 12% of the time

[Zendesk vs. ServiceNow](#)  
Compared 6% of the time

[JIRA Service Desk vs. Zendesk](#)  
Compared 9% of the time

[JIRA Service Desk vs. ServiceNow](#)  
Compared 5% of the time

[HPE Service Manager vs. Zendesk](#)  
Compared 4% of the time

TOP INDUSTRIES, BASED ON REVIEWERS\*

Energy/Utilities Company ... 7%  
Pharma/Biotech Company ... 7%  
Healthcare Company ... 7%  
Financial Services Firm ... 18%

Construction Company ... 7%  
Financial Services Firm ... 9%  
Comms Service Provider ... 10%  
Media Company ... 19%

TOP INDUSTRIES, BASED ON COMPANIES READING REVIEWS\*

University ... 10%  
Financial Services Firm ... 12%  
Insurance Company ... 12%  
Healthcare Company ... 16%

Marketing Services Firm ... 10%  
Hospitality Company ... 10%  
Financial Services Firm ... 10%  
Software R&D Company ... 25%

COMPANY SIZE, BASED ON REVIEWERS\*

1-100 Employees ... 15%  
100-1000 Employees ... 19%  
1000+ Employees ... 66%

100-1000 Employees ... 24%  
1000+ Employees ... 37%  
1-100 Employees ... 39%

COMPANY SIZE, BASED ON COMPANIES READING REVIEWS\*

1-100 Employees ... 7%  
100-1000 Employees ... 12%  
1000+ Employees ... 81%

1-100 Employees ... 35%  
100-1000 Employees ... 51%  
1000+ Employees ... 14%

\* Data is based on the aggregate profiles of IT Central Station Users researching this solution.

# Top Reviews by Topic

SOLUTION



Zendesk

VALUABLE FEATURES



Jorge Pereira

PPS components such as Planning Console, Resource Workbench and the Visual Task Board are excellent add-ons to the OOTB lists and forms and provide a great way to add value to the Organization without having to opt for a point solution for each of these processes. [\[Full Review\]](#)



Marcelo Moreli

As a technical specialist, the features that are most valuable to me are: \* Facility for doing customizations \* Very quick time to business \* Good support \* Availability time \* Some nice development tools \* Facilities for building integration [\[Full Review\]](#)



Rafael Martins Cardoso

ServiceNow gives you the opportunity to customize your portal according to your needs using the most recent frameworks such as bootstrap, AngularJS, jQuery, etc., or to simply code HTML tags or JavaScript. It contains some internal programming language, Glide, which is quite similar to normal JavaScript. [\[Full Review\]](#)



TechSupAgent350

The most important feature that I was able to utilize the most was the ability to create the different groups in which our support emails came in. Since we had different departments (e.g. Pre-orders, Order Management, Technical Issues, Billing, etc.), it was important to identify these types of cases by having them arrive in the appropriate group. This feature allowed our team to organize and assign certain members to a particular group. Without this feature, we would manually comb through our cas... [\[Full Review\]](#)



Marina Abarca-Hislop

In Views there are lists of all unsolved tickets, recently updated tickets, pending tickets, etc. It makes it very easy for me to keep track of all the tickets. [\[Full Review\]](#)

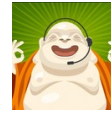


Andrew Shen

The most valuable aspects would be its relative ease of use and its ability to integrate with many other popular SaaS products. The integrations are especially useful if your company already uses one or more of the products. [\[Full Review\]](#)

# Top Reviews by Topic

SOLUTION



Zendesk

IMPROVEMENTS TO MY ORGANIZATION



Jorge Pereira

ServiceNow reduces drastically the time to value and it is possible to completely get rid of flat files such as spreadsheets and powerpoints in less than a month for any Organizational process. [\[Full Review\]](#)



Marcelo Moreli

At the moment, we have implemented Incident, Problem, Change, Catalog and a bit of Asset Management. As we had a terrible system before ServiceNow, we did not have any kind of KPIs. Now we have all the processes integrated between each other and with some good KPIs. The number of improvements is big, but we are still doing changes on the platform so we can get even more. At this point, we have already done almost 1000 stories (each story represents a change) with improvements. [\[Full Review\]](#)



Consultant978

The ability to quickly customize and configure integrations for a centralized source of information has improved automation capability and overall SLA improvement. [\[Full Review\]](#)



TechSupAgent350

This has positively impacted our customer service experience by allowing us to respond to users in a timely manner. Quickly reply back to our users with a listed of saved responses. A timely and accurate response is all the user can see on their end. When executed perfectly, it can create an amazing user experience that QA teams dream about! [\[Full Review\]](#)



Marina Abarca-Hislop

I am already a very organized person but the product really does everything for you. The way it's set up makes it very easy for agents, end-users, and administrators to use. [\[Full Review\]](#)

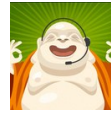
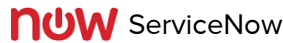


Andrew Shen

When first implemented, this product help give accountability to internal service requests, recording who worked on which issue and when it was resolved. As we move forward, the metrics also help give insights into what areas create the most problems. These metrics allow us to be more proactive identifying and preventing potential issues. [\[Full Review\]](#)

# Top Reviews by Top

SOLUTION



Zendesk

ROOM FOR IMPROVEMENT



Marcelo Moreli

They improved, a bit, the Reporting part of the product, but for sure it could be improved a lot more. I think they also should re-think the way they license the tool because it's too expensive to automate all of your business, but you'll need lots of licenses. If they did this, it would be an awesome tool. People go for doing some dirty integrations (with JIRA for example) just to reduce the number of licenses needed in ServiceNow. [\[Full Review\]](#)



Valery Bondarchik

Even though there is a huge freedom in what you can customize, there are still plenty of areas for improvement regarding non-documented APIs and hard-coded functionality. [\[Full Review\]](#)



Deepa Dokania (Srivastava)

A global search should be present OOB which can locate anything in the system like any piece of code or any sys id or any record so that we don't have to goto to each module for searching it. [\[Full Review\]](#)



TechSupAgent350

For smaller environments, some type of tutorial or walk through would be helpful for first time users. Hands on training will speed up productivity and will get agents to hit the ground running with a minimal learning curve. I'm not sure if there is a way to "train the trainer" process so that our internal trainers can seamlessly train a team quickly on how to use Zendesk, but that would be very helpful and would help when teams scale. Bringing awareness to the features that could easily be miss... [\[Full Review\]](#)



Marina Abarca-Hislop

It would be good to be able to recover deleted tickets and edits. Unfortunately, Zendesk believes that the integrity of a ticket and its comments are important. That when either party reads comments on tickets, they should be able to trust the content is unaltered from its original context. As per Zendesk, they feel it does not fit in with the direction and vision they have for Zendesk which to many people such as myself feel it's ludicrous and not very sympathetic to the needs of its agents and... [\[Full Review\]](#)



Andrew Shen

It is easy to use, however, it is not quite as powerful as many other ticketing systems out there. If you want it to record certain data or attributes, it can be done, but must be done manually. In this respect, some other ticketing systems are more complete and allow you to collect more data. [\[Full Review\]](#)

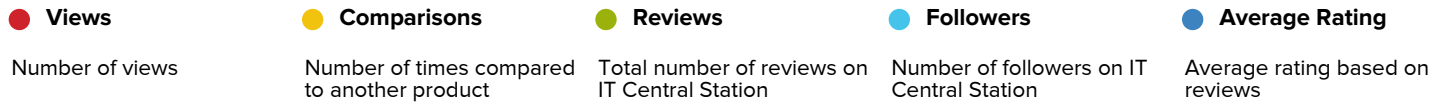
# Vendor Directory

<b>Agiloft</b>	Agiloft IT Service Management	<b>Atlassian</b>	JIRA Service Desk
<b>Alemba</b>	Alemba vFire	<b>Ivanti</b>	LANDesk Service Desk
<b>BMC</b>	BMC FootPrints Service Core	<b>QualityUnit</b>	LiveAgent
<b>BMC</b>	BMC Remedy	<b>LiveChat</b>	LiveChat
<b>Bomgar Corporation</b>	Bomgar Remote Support	<b>ManageEngine</b>	ManageEngine ServiceDesk Plus
<b>C2 Enterprise</b>	C2 Atom	<b>Mobile Reach</b>	Mobile Reach
<b>CA Technologies</b>	CA Business Service Insight	<b>PagerDuty</b>	PagerDuty
<b>CA Technologies</b>	CA Cloud Service Management	<b>Salesforce</b>	salesforce.com Desk.com
<b>CA Technologies</b>	CA Service Catalog	<b>Samanage</b>	Samanage
<b>CA Technologies</b>	CA Service Desk Manager	<b>Microsoft</b>	SCSM
<b>CA Technologies</b>	CA Service Operations Insight	<b>ServiceNow</b>	ServiceNow
<b>SunView Software</b>	ChangeGear	<b>SolarWinds</b>	SolarWinds LOGICnow
<b>Cherwell Software</b>	Cherwell Service Management	<b>SolarWinds</b>	SolarWinds Web Help Desk
<b>Everbridge</b>	Everbridge IT Alerting	<b>SUMMUS Software</b>	Summus IT Management Suite
<b>Freshdesk</b>	Freshdesk	<b>SysAid</b>	SysAid
<b>Freshdesk</b>	Freshservice	<b>uptime software</b>	uptime software up.time
<b>Ivanti</b>	HEAT Service Management	<b>VictorOps</b>	VictorOps
<b>Hornbill Systems</b>	Hornbill Systems Supportworks	<b>Vision Helpdesk</b>	Vision Helpdesk
<b>Hewlett Packard Enterprise</b>	HPE Propel	<b>VMware</b>	VMware IT Business Management Suite
<b>Hewlett Packard Enterprise</b>	HPE Service Anywhere [EOL]	<b>xMatters</b>	xMatters IT Management
<b>Hewlett Packard Enterprise</b>	HPE Service Manager	<b>CA Technologies</b>	Xtraction for CA Service Management
<b>IBM</b>	IBM Maximo	<b>Zendesk</b>	Zendesk

# Top IT Service Management Vendors, Weighted

Over professionals have used IT Central Station research on enterprise tech. Here are the top vendors based on product reviews, ratings, and comparisons. All reviews and ratings are from real users, validated by our triple authentication process.

## Chart Key



## Bar length

The total ranking of a product (i.e. bar length) is based on a weighted aggregate ranking of that product's Views (weighting factor = 17.5%), Comparisons (17.5%), Reviews (17.5%), Followers (17.5%), and Average Rating (30%). Reviews and ratings by resellers are excluded from the rankings. For each ranking factor, the score (i.e. bar segment length) is calculated as a product of the weighting factor and its position for that ranking factor. For example, if a product has 80% of the number of reviews compared to the product with the most reviews in its category, then the product's bar length for reviews would be 17.5% (weighting factor) \* 80%.

### 1 ServiceNow



### 2 Zendesk



### 3 HPE Service Manager



### 4 BMC Remedy



### 5 CA Service Desk Manager





## 6 PagerDuty



**7,001** views      **2,322** comparisons      **14** reviews      **1,216** followers      **9.5** average rating

## 7 VictorOps



**2,323** views      **921** comparisons      **5** reviews      **2,029** followers      **8.2** average rating

## 8 JIRA Service Desk



**11,152** views      **9,287** comparisons      **1** reviews      **1,392** followers      **6.0** average rating

## 9 Bomgar Remote Support



**2,602** views      **1,649** comparisons      **6** reviews      **1,332** followers      **9.2** average rating

## 10 Freshdesk



**8,322** views      **3,886** comparisons      **7** reviews      **1,201** followers      **7.8** average rating

## Top 5 Solutions by Ranking Factor

 Views

SOLUTION		VIEWS
1	<u>ServiceNow</u>	45,636
2	<u>Zendesk</u>	22,862
3	<u>HPE Service Manager</u>	14,634
4	<u>BMC Remedy</u>	13,860
5	<u>CA Service Desk Manager</u>	11,825

 Reviews

SOLUTION		REVIEWS
1	<u>ServiceNow</u>	79
2	<u>CA Service Desk Manager</u>	40
3	<u>Zendesk</u>	36
4	<u>HPE Service Manager</u>	26
5	<u>BMC Remedy</u>	24

 Followers

SOLUTION		FOLLOWERS
1	<u>VictorOps</u>	2,029
2	<u>Summus IT Management Suite</u>	1,981
3	<u>ServiceNow</u>	1,751
4	<u>JIRA Service Desk</u>	1,392
5	<u>Zendesk</u>	1,384

## About this report

This report is comprised of a list of enterprise level vendors. We have also included several real user reviews posted on ITCentralStation.com. The reviewers of these products have been validated as real users based on their LinkedIn profiles to ensure that they provide reliable opinions and not those of product vendors.

## About IT Central Station

The Internet has completely changed the way we make buying decisions. We now use ratings and review sites to see what other real users think before we buy electronics, book a hotel, visit a doctor or choose a restaurant. But in the world of enterprise technology, most of the information online and in your inbox comes from vendors but what you really want is objective information from other users.

We created IT Central Station to provide technology professionals like you with a community platform to share information about enterprise software, applications, hardware and services.

We commit to offering user-contributed information that is valuable, objective and relevant. We protect your privacy by providing an environment where you can post anonymously and freely express your views. As a result, the community becomes a valuable resource, ensuring you get access to the right information and connect to the right people, whenever you need it.

IT Central Station helps tech professionals by providing:

- A list of enterprise level vendors
- A sample of real user reviews from tech professionals
- Specific information to help you choose the best vendor for your needs

Use IT Central Station to:

- Read and post reviews of vendors and products
- Request or share information about functionality, quality, and pricing
- Contact real users with relevant product experience
- Get immediate answers to questions
- Validate vendor claims
- Exchange tips for getting the best deals with vendors

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