

# TOP 5 HELP DESK AUTOMATION SOFTWARE

	Hallmark features	Limitations	Pricing
 <p><b>Dynamics 365 Customer Service</b></p>	<ul style="list-style-type: none"> <li>■ <b>Omni-channel</b> – empowering agents to resolve customer issues across multiple channels like email, social networks, etc.</li> <li>■ <b>Self-service portals</b> – creating a self-service portal for customers to search for the solutions to their problems or request assistance.</li> <li>■ <b>Customer Voice</b> – creating and automatically sending customer surveys to get customer feedback across different channels. It helps understand strong and weak points in customer support.</li> <li>■ <b>Power Virtual Agent</b> – creating, testing, and launching a chatbot with natural language processing capabilities that can resolve standard customer issues.</li> <li>■ <b>Dashboards and reports</b> – automatically creating reports to monitor your agents' performance.</li> </ul>	Limited number of integrations with third-party services.	<ul style="list-style-type: none"> <li>■ <b>Professional Edition</b> – \$50 user/month.</li> <li>■ <b>Enterprise Edition</b> – \$95 user/month.</li> <li>■ <b>Virtual Agent</b> – \$1,100 tenant/month.</li> </ul>
 <p><b>Salesforce Service Cloud</b></p>	<ul style="list-style-type: none"> <li>■ <b>Omni-channel</b> – routing customers' issues submitted via various communication channels (web, email, phone, chat, social media, etc.) to the right agent based on skills and availability.</li> <li>■ <b>Service process automation</b> – creating rule-based customer service workflows.</li> <li>■ <b>AI-powered contextual recommendations</b> for agents to follow and provide a better customer experience.</li> <li>■ <b>Self-service portals and communities</b> – creating self-service portals and communities with a drag-and-drop editor and integrating a knowledge base into them. Embedding a chat where clients can ask agents for help in case they cannot resolve their issues on their own.</li> <li>■ <b>Einstein bot</b> – creating, testing, and launching a chatbot with built-in natural language processing capabilities to resolve common questions without an agent's help.</li> </ul>	No possibility of on-premises implementation.	<ul style="list-style-type: none"> <li>■ <b>Essentials Edition</b> – \$25 user/month (billed annually).</li> <li>■ <b>Professional Edition</b> – \$75 user/month (billed annually).</li> <li>■ <b>Enterprise Edition</b> – \$150 user/month (billed annually).</li> <li>■ <b>Unlimited Edition</b> – \$300 user/month (billed annually).</li> </ul>
 <p><b>ServiceNow CSM</b></p>	<ul style="list-style-type: none"> <li>■ <b>Advanced Work Assignment</b> – defining routing conditions to automatically assign tickets to agents based on their availability, skills, and affinity.</li> <li>■ <b>Virtual agents</b> – creating chatbots to be integrated into self-service customer portals to resolve common customer issues.</li> <li>■ <b>Predictive intelligence</b> – using machine learning capabilities to analyze case descriptions, automatically categorize and route tickets, recommend solutions to resolve issues faster.</li> <li>■ <b>Communities</b> – creating forums for your customers and employees to share ideas, experiences, and solutions; connecting customers to experts to quickly solve issues and analyzing forum conversations to understand your customer and employee needs.</li> </ul>	<ul style="list-style-type: none"> <li>■ Limited customization capabilities.</li> <li>■ Limited number of integrations with third-party services.</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>CSM Standard</b> – \$125 user/month.</li> <li>■ <b>CSM Professional</b> – \$175 user/month.</li> <li>■ <b>Virtual Agent CSM add-on</b> – \$25,000/year.</li> <li>■ <b>1,000 additional portal visits</b> – \$60/month.</li> </ul>
 <p><b>Zendesk Support</b></p>	<ul style="list-style-type: none"> <li>■ <b>Web Widget and Mobile SDKs</b> – embedding FAQ sections or live chats into any app or website.</li> <li>■ <b>Answer Bot</b> – creating AI-powered chatbots to provide your customers with instant answers to common questions.</li> <li>■ <b>Reports and dashboards</b> - tracking key help desk metrics (first response time, customer satisfaction, etc.) using 20+ built-in reports.</li> <li>■ <b>Satisfaction Prediction Scores</b> – identifying what characteristics are likely to result in your customers' satisfaction based on your agents' past customer support and satisfaction rating data.</li> </ul>	Limited customization capabilities.	<ul style="list-style-type: none"> <li>■ <b>Essentials Edition</b> – \$5 user/month.</li> <li>■ <b>Team Edition</b> – \$19 user/month.</li> <li>■ <b>Professional Edition</b> – \$49/user/month.</li> <li>■ <b>Enterprise Edition</b> – \$99 user/month.</li> <li>■ <b>Elite Edition</b> – \$199 user/month.</li> <li>■ <b>Answer Bot</b> – \$50/month.</li> </ul>
 <p><b>Freshdesk</b></p>	<ul style="list-style-type: none"> <li>■ <b>Canned responses</b> – creating pre-formatted replies to the most common customer questions.</li> <li>■ <b>Automatic email notifications</b> – notifying customers about changes happening in their ticket.</li> <li>■ <b>Freshconnect integration</b> – discussing tickets with experts across your organization right within the helpdesk.</li> <li>■ <b>Freddy AI</b> – creating a chatbot to engage with customers and resolve common issues.</li> </ul>	<ul style="list-style-type: none"> <li>■ Limited number of social media integrations.</li> <li>■ Limited reports customization capabilities.</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Blossom Edition</b> – \$15/user/month (billed annually).</li> <li>■ <b>Garden Edition</b> – \$35/user/month (billed annually).</li> <li>■ <b>Estate Edition</b> – \$49/user/month (billed annually).</li> <li>■ <b>Forest Edition</b> – \$99/user/month (billed annually).</li> <li>■ <b>Freddy Ultimate</b> – \$75/agent/month + \$500/ Freddy sessions/month.</li> </ul>