

# A beautifully simple guide to Zendesk pricing

# INTERNAL USE ONLY

## ESSENTIAL

All the fundamentals  
with minimal setup

### \$5

per agent / mo  
billed annually or  
\$9 month-to-month

- Unlimited email & social channels
- Basic knowledge base
- Web Widget & Mobile SDK
- Agent Macros

## TEAM

Work together better  
on your growing team

### \$19

per agent / mo  
billed annually or  
\$25 month-to-month

- Essential +
- Branded Help Center
  - Business rules
  - Performance Dashboards
  - Public Apps Marketplace

## PROFESSIONAL

Customize & improve  
global performance

### \$49

per agent / mo  
billed annually or  
\$59 month-to-month

- Team +
- Community forums
  - Multilingual content
  - Business hours & SLAs
  - CSAT surveys
  - Insights analytics
  - Custom private apps

## ENTERPRISE

Ultimate control and  
flexibility that scales

### \$99

per agent / mo  
billed annually or  
\$125 month-to-month

- Professional +
- Custom agent roles
  - Multibrand support
  - Ticket Forms
  - Multiple schedules
  - Hourly Insights analytics
  - Launch Success Program
  - Admin & audit controls

### ADD-ONS (price per agent)

### PROFESSIONAL

### ENTERPRISE

Productivity Pack (Ticket Forms, Conditional Fields, Pathfinder)

\$25\*

included

Light Agents (agents with restricted permissions)

\$25\*

\$25\*

Customer Lists & NPS Surveys

\$25\*

\$25\*

High Volume API (increase RPM from 700 to 2500)

\$25\*

\$25\*

Multi-brand

\$25\* - up to 5 brands

up to 5 brands included  
\$40\*\* - unlimited

Priority Support (one hour SLO, 99.9% uptime SLA)

\$30\*\*

Advanced Security (encryption at rest, disaster recovery, HIPAA)

\$40\*\*

Data Center Location (specify location for data storage)

\$40\*\*

Remote Training Services\*\*\*

Zendesk Essentials \$800, Admin Overview \$1000

Onsite Training Services\*\*\*

Zendesk Essentials + Admin Overview \$2,200/day  
+ travel expenses

\*Professional Add-ons require a \$250 minimum spend. In other words, they are \$250 per account for up to 10 agents, \$25 for each additional agent.

\*\*Enterprise only Add-ons require a \$1,500 / \$2,000 minimum spend. In other words, they are \$1,500 / \$2,000 per account for up to 50 agents, \$30 / \$40 for each additional agent.

\*\*\*Training Services available across all plan types

FEATURE	ESSENTIAL	TEAM	PROFESSIONAL	ENTERPRISE
Support from Zendesk	Help Center & Community	8x5 Email	24x5 Email, Chat & Phone	24x7 +60 day launch
Communication Channels	Email (unlimited addresses), Social, Web Widget, Mobile SDK, Voice & Chat			
Help Center (HC)	KB, Contact form Pre-built templates	Customer portal Customizable HC	Community forums	
Agent Efficiency	Macros	Custom Views	SLA tracking Dynamic content	Ticket Forms Cond'l fields app
Team Coordination	--	Custom business rules	Internal knowledge base Business hours	Custom roles & permissions
Customer Profiles	Contact & ticket history	Custom user & org fields	Satisfaction ratings (CSAT surveys)	
Reporting & Analytics	Overview Dashboard Zendesk Benchmark	Performance Dashboards	Custom Insights (Updated Daily)	Custom Insights (Updated Hourly)
Mobile capabilities	Native Zendesk agent apps & mobile SDKs			
Multibrand	-			
Internationalization	Single language		Multiple languages w/ dynamic content	Multiple Schedules (timezones)
Platform	Access to SDKs Restricted API access	Public apps Limited API access	Private custom apps General API access	Private custom apps Increased API access
Security	Fundamentals (SSL encryption, DKIM/DMARC, 2FA)	Fundamentals + SSO	Hosted SSL encryption & automatic redaction	Network access restriction / admin controls
Training Services *(available for an additional charge)	<i>Zendesk Essentials:</i> A foundation for continued learning for whichever role you'll take on in your Zendesk. <i>Admin Overview:</i> focuses on the features that every Zendesk administrator needs to know.			

## ZOPIM CHAT by ZENDESK

LITE	BASIC	ADVANCED	PREMIUM
Best for individuals	Great for lean teams	Ideal for established teams	Perfect for industry leaders
<b>FREE</b>	<b>\$11.20</b>	<b>\$20</b>	<b>\$44</b>
1 agent only	per agent / mo billed annually or \$14 month-to-month	per agent / mo billed annually or \$25 month-to-month	per agent / mo Billed annually or \$55 month-to-month
<ul style="list-style-type: none"> <li>• 1 concurrent chat</li> <li>• Chat rating</li> <li>• 14-day chat</li> <li>• Agent Macros</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited Chats</li> <li>• 2 Triggers</li> <li>• 2 Departments</li> <li>• Widget Customization</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited Triggers</li> <li>• Unlimited Departments</li> <li>• Operating Hours</li> <li>• Chat Hours</li> <li>• Chat Reports</li> <li>• REST API</li> </ul>	<ul style="list-style-type: none"> <li>• Widget Unbranding</li> <li>• Agent Reports</li> <li>• Real-Time Monitoring</li> <li>• High Load Dashboards</li> <li>• IP Access Restriction</li> <li>• 24/7 Support</li> </ul>

## IMPORTANT NOTES ON LEGACY CUSTOMERS

### NO FORCED CHANGES - Current customers may stay on their current, pre-Patagonia plans

Current customers may add agents & instances. extend contracts and purchase \*some\* Add-ons on their current plans

If current customers would like to upgrade or downgrade, they will need to choose from our new plans

If current customer would like certain Add-ons, they \*must\* be on Lotus and \*may\* need to upgrade to new plans

Existing price proposals will be honored for the remainder of 2015