

Cheat sheet: Zendesk connector

Tips & tricks for integrating your Zendesk data



One source of truth for all your Zendesk data

Zendesk is the leading customer support product suite, offering all the tools you need to talk to and troubleshoot with customers, manage customer relationships and prioritize product improvements.

Fivetran's Zendesk connector suite extracts raw data from the following Zendesk products and loads it into the destination of your choice. Click the icons to jump ahead.



Zendesk Support



Zendesk Chat



Zendesk Sell



Zendesk Talk



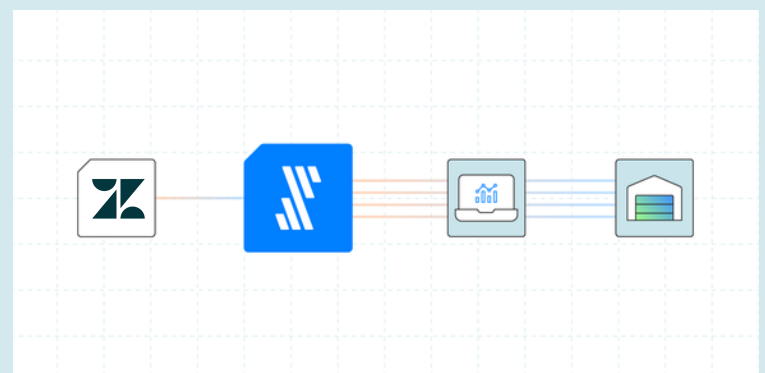
Zendesk Sunshine



Zendesk Gather
& Zendesk Guide

Where Does Fivetran Fit In?

Fivetran has natively built, zero-configuration connectors with over 180+ tools so that you can effortlessly and reliably extract all of the data from your ticketing, CRM, support tools and more.



Whether you're trying to analyse your customer support data on its own, or combine it with the rest of your customer data, Fivetran's suite of Zendesk data connectors have the right features baked in to get your data where it needs to go.

Automated schema migration:

We'll keep up with API changes from Zendesk so your pipelines are always flowing.

Data blocking:

Block any unneeded or sensitive data from replicating to your destination.

Universal column masking:

Hash sensitive data that holds analytical value, to protect your customers' PII without sacrificing any insights.

"There are two reports that come to mind that really leverage combining data from different sources. Our operations team looks at in-app usage combined with the CSV reports provided by our print partner, which allows us to monitor our overall service SLA on a daily basis.

Our customer health score combines in-app behavior with things like Zendesk tickets and customer data from Salesforce. Being able to combine all of these allows us to have a more holistic view of the overall health of our customers, and leverage those insights to make business decisions."

John Huang

Head of Data, Lob

Top use cases

- Consolidate customer communications across channels
- Join support data with marketing and CRM data to visualize your customer lifecycle
- Identify opportunities for product/service improvements
- Manage your ticket backlog with a single snapshot of all your open support tickets
- Monitor your team's performance against company SLAs
- Schedule representatives around times with high ticket volumes

Zendesk Support

Moving data from the Zendesk Support platform



Table tour:	Delete capture	Custom data	Priority-first syncs	Features:
BRAND	X			Delete Capture Fivetran retains the records that are deleted or no longer exist within your Zendesk platform, for a complete picture of how your data changed over time.
GROUP	X			
GROUP_MEMBER	X			
CUSTOM_ROLE	X			
FORUM_TOPIC	X			
SCHEDULE	X			Custom Data Fivetran automatically detects and replicates all your custom data from these objects in your Zendesk platform.
SLA_POLICY_HISTORY	X			
TICKET_FIELD_HISTORY	X		X	
TICKET	X	X	X	
USER		X		
ORGANIZATION		X		Priority-first syncs Fivetran employs <u>priority first syncs</u> to keep your most important support data the freshest. With each incremental sync, we'll sync these tables first.
TICKET_CUSTOM_FIELD		X		
TICKET_TAG_HISTORY			X	
CALL_METRIC			X	

Zendesk Support

Moving data from the Zendesk Support platform



4 platforms, 1 connector

Our Zendesk Support connector can access and sync data from more than just the core Zendesk platform. If you're using Zendesk Talk, Zendesk Guide, or Zendesk Gather, you can sync the following data from these platforms alongside your support data, all on one connector.

ZENDESK TALK	ADDRESS CALL_METRIC CALL_LEG CALL_LEG_QUALITY_ISSUE GREETING GREETING_CATEGORY GREETING_IVR IVR IVR_MENU IVR_MENU_ROUTE IVR_MENU_ROUTE_OPTION LINE LINE_CATEGORISED_GREETING LINE_GREETING LINE_GROUP
ZENDESK GATHER	POSTS & COMMENTS
ZENDESK GUIDE	ARTICLES

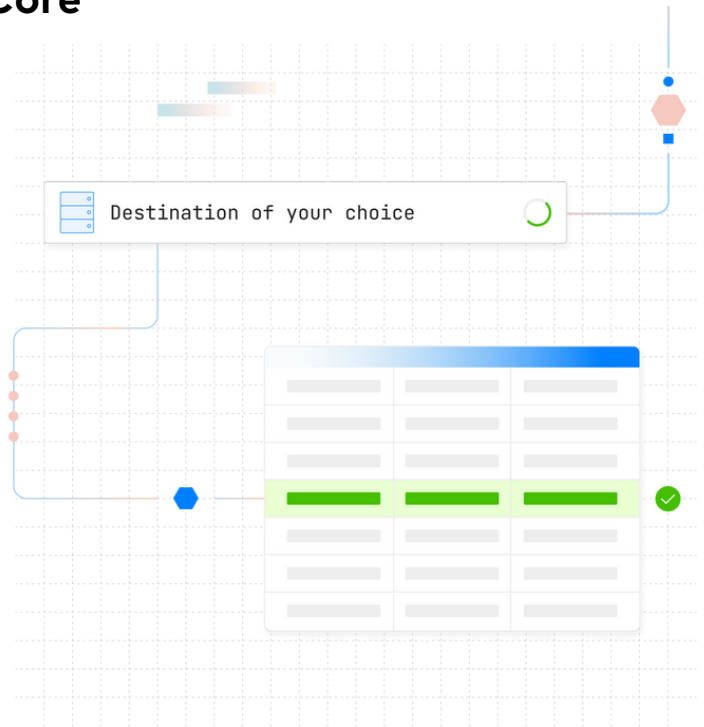
Multithreading: The speediest support data syncs

To maximize your sync efficiency, Fivetran employs multithreading to send multiple parallel API requests at one time, to sync data from Zendesk Support systems to your destination.

Note: Your specific sync speed depends on your Zendesk Support API quota.

Fivetran Transformations for dbt Core

Fivetran Transformations for dbt Core* helps your business accelerate analytics. dbt Core, by dbt Labs, is an industry-leading, open-source transformation tool. Fivetran users have exclusive access to dozens of dbt Core modeling solutions, specifically curated to transform your data into analytics-ready data models.



Zendesk Support: Source Data Models

The Zendesk Source data models contain staging models that work on their own or in tandem with the Zendesk Transform data models, to enrich your support data in **three main ways**:

1. Adds descriptions to tables and columns
2. Adds column-level testing
 - a. For example, primary keys are tested for uniqueness and non-null values
3. Names the columns consistently across all data models
 - a. Boolean fields are prefixed with `is_` or `has_`
 - b. Timestamps are appended with `_at`
 - c. ID primary keys are prefixed with the name of the table
 - i. For example, the ticket table's ID column is renamed `ticket_id`

Install these models →

Pro tip- If you intend to use the Zendesk Transform data models, you do not need to install the source models. They will download automatically when you install the Transform models and run `dbt deps`.

Zendesk Support: Transform Data Models

The Zendesk Transform data models work with our Source data models to further enable users to better understand the performance of their support team by calculating key metrics around ticket response times, resolution times and work times.

This package includes the following models:

MODEL	FUNCTION
ZENDESK_TICKET_METRICS	Zendesk tickets alongside key metrics like their reply times, resolution times and work times.
ZENDESK_TICKET_ENRICHED	Zendesk tickets enriched with information about their tags, assignees, requestors, submitters, organization and group.
ZENDESK_TICKET_SUMMARY	A snapshot view of key Zendesk ticket and user summary metrics.
ZENDESK_TICKET_BACKLOG	A daily snapshot of all backlogged tickets, or tickets not in a 'closed', 'deleted', or 'solved' state.
ZENDESK_TICKET_FIELD_HISTORY	A daily historical view of all backlogged tickets, joined with their corresponding updater fields.
ZENDESK_SLA_POLICIES	SLA policy events with additional SLA breach and achievement metrics.

[Install these models →](#)

Zendesk Sell

Moving data from the Zendesk Sell platform



Table tour:	Delete capture	Re-sync	Custom data	History	Features:
DEAL_HISTORY	X	X	X	X	Delete Capture Fivetran retains the records that are deleted or no longer exist within the platform for a more complete picture. <i>We'll capture deletes from <u>all</u> Zendesk Sell tables except for the ones noted in the table.</i>
LEAD_HISTORY	X	X	X	X	
CONTACT_HISTORY	X	X	X	X	
TASK	X	X			
NOTE	X	X			
USER	X				Re-syncs These tables can be re-synced individually to avoid a full connector re-sync.
STAGE	X				
ASSOCIATED_CONTACT	not available				
DOCUMENT	not available				Custom Data Automatically detects and replicates all your custom data from your Zendesk platform.
NOTE_TAG	not available				
PRODUCT_PRICE	not available				
STAGE	not available				History We keep a complete record of all the changes to these objects for true time series analysis.
TAG	not available				
USER_ROLE	not available				

Zendesk Chat

Moving data from the Zendesk Chat platform



Centralizing your customer chats

Our Zendesk Chat connector makes connecting and consolidating your customer chat data with the rest of your support data a breeze, by normalizing your data from Zendesk Chat into a schema that perfectly aligns with our Zendesk Support schema.

Sync the [Zendesk Ticket ID](#) for Zendesk Support tickets within the [Chat](#) table from Zendesk Chat, so you can easily join your chat data with any of your ticket data from your Zendesk Support platform.

Zendesk Sunshine

Moving data from the Zendesk Sunshine platform



A non-custom connector for a custom platform

Zendesk Sunshine is a flexible and modern Zendesk platform, allowing users to easily create a custom customer conversation tool, enhance their agents' Zendesk interface, deploy bots across channels, automate their workflow across systems, and get a single view of their customer.

Our Zendesk Sunshine connector offers all the flexibility of the Zendesk Sunshine platform, with all the reliability of a fully-managed Fivetran connector.