22 of Zendesk's 44 Trustpilot reviews from its own customers say *support is slow or doesn't help*

> On Trustpilot, 22 of the 44 Zendesk reviews read from its own customers say support is slow or doesn't help; its page's score of 1.7 also counts shoppers writing about stores that use Zendesk, which we set aside. On G2, Freshdesk's reviews say easy to use more often (48 of 80, Zendesk 25 of 68), but 76 of those 80 came in its last month, all through its own invitation. Reporting is a complaint for both: 18 of Freshdesk's, 8 of Zendesk's.

Zendesk
against Freshdesk, Gorgias, Front

365 reviews read
G2, Trustpilot
dated 5 Nov 2024 to 2 Nov 2026

279 of the 365 in a theme
sorted by a model, 14 corrected by hand, counted exactly

November 3, 2026
public reviews only; no reviewer names

THE SHORT VERSION

Answer support on Trustpilot first; Freshdesk's ease lead comes from a recent invited drive

48

of Freshdesk's 80 G2 reviews say it's easy to use; Zendesk's 25 of 68

Front 28 of 74, Gorgias 15 of 37. 76 of Freshdesk's 80 were posted in its last month, all through its own invitation

22

of the 44 Zendesk Trustpilot reviews read from its own customers say support is slow or doesn't help

Gorgias 11 of 36, Front 6 of 26. 45 reviews set aside as not about the product

18

of Freshdesk's 80 G2 reviews say reporting is limited or hard to use; Zendesk's 8 of 68

Gorgias 9 of 37, Front 4 of 74

16

of Zendesk's 68 G2 reviews say setup and customizing take work

Freshdesk 13 of 80, Front 8 of 74, Gorgias 5 of 37

01 **G2: Freshdesk's recent drive says easy**

Freshdesk's reviews say easy to use (48 of 80) more than Zendesk's (25 of 68); 76 of Freshdesk's came in one month. Zendesk's praise automation and AI (19) and one inbox (15); 16 say setup takes work.

02 **Trustpilot: support**

22 of 44 Zendesk Trustpilot reviews from its own customers fault support; Gorgias's 11 of 36, Front's 6 of 26. Freshworks' page is set aside: it covers all its products.

03 **Reporting cuts both ways**

18 of Freshdesk's 80 G2 reviews say reporting is limited or hard to use, one wishing it were 'similar to Zendesk' (#291); 8 of Zendesk's 68 say it too. A comparison page has to survive that.

Counts are of the 365 reviews we read (G2, Trustpilot), not of everyone who uses it. A share is of each product's own reviews read. Themes are a model's sorting; the counts of that sorting are exact.

WHAT WE READ

The newest G2 and Trustpilot reviews of each product, back two years at the longest

G2 reviews are three answers each, counted once. Help Scout had too few reviews in two years and was replaced by Front. Freshdesk is read on G2 only, and both its read and Gorgias's are small. Spans differ: compare by site and mind the dates.

PRODUCT	G2	TRUSTPILOT	1-2★ READ
Zendesk YOU	read **68** of 80 pulled (the rest older than two years), newest, 22 Jul 2025 to 2 Nov 2026 4.68★ average of those read; 14 incentivized; 42 through the vendor's own invitation	**1.7★** · 742 reviews read 44 of 60 pulled (older than two years, or set aside as not about the product): 13 Dec 2025 to 25 Oct 2026; 77% 1-2★	30% (34 of 112)
Freshdesk RIVAL help desk software for support teams	read **80**, newest, 27 Aug 2025 to 2 Nov 2026; 76 in its last 30 days 4.61★ average of those read; 80 through the vendor's own invitation	Freshworks' page covers all its products (mostly Freshsales), so it is not read for Freshdesk	0% (0 of 80)
Gorgias RIVAL a help desk often shortlisted with Zendesk by online stores	read **37** of 38 pulled (the rest older than two years), newest, 20 Nov 2024 to 20 Aug 2026 4.76★ average of those read; 5 incentivized; 14 through the vendor's own invitation	**2★** · 153 reviews read 36 of 60 pulled (older than two years, or set aside as not about the product): 5 Nov 2024 to 9 Oct 2026; 81% 1-2★	40% (29 of 73)
Front RIVAL a shared-inbox help desk often shortlisted with Zendesk	read **74** of 80 pulled (the rest older than two years), newest, 8 Jan 2025 to 2 Nov 2026 4.81★ average of those read; 1 incentivized; 65 through the vendor's own invitation	**1.8★** · 297 reviews read 26 of 60 pulled (older than two years, or set aside as not about the product): 24 Nov 2024 to 7 Oct 2026; 88% 1-2★	24% (24 of 100)

G2: up to 80 newest reviews from the last 24 months; each is three answers (likes, dislikes, the problem it solves), counted once. Trustpilot: up to 60 newest English reviews, and Trustpilot's own score and count.

SIDE BY SIDE

On G2, Freshdesk's reviews say *easy* more; on Trustpilot, Zendesk's fault support

Each cell pools both sites; Freshdesk's is G2 only, and mostly from its last month. The slides on complaints and praise give each site. Green is praise, red a complaint.

SHARE OF EACH PRODUCT'S REVIEWS READ THAT SAY IT · REVIEWS IN BRACKETS

THEMES SORTED BY A MODEL (GEMINI) · COUNTS EXACT

WHAT REVIEWERS SAY	ZENDESK	FRESHDESK	GORGIAS	FRONT
PRAISE easy to use	23% (26)	60% (48)	22% (16)	28% (28)
PRAISE automation and AI that save time	17% (19)	24% (19)	19% (14)	5% (5)
COMPLAINT expensive, or pricing that boxes them in	15% (17)	14% (11)	12% (9)	19% (19)
PRAISE every channel in one inbox	13% (15)	16% (13)	19% (14)	10% (10)
COMPLAINT setup and customizing take work	16% (18)	16% (13)	7% (5)	9% (9)
PRAISE integrations that help	7% (8)	14% (11)	25% (18)	8% (8)
COMPLAINT support is slow or doesn't help	21% (24)	1% (1)	16% (12)	7% (7)
COMPLAINT reporting is limited or hard to use	7% (8)	22% (18)	12% (9)	4% (4)
COMPLAINT glitches and bugs	12% (13)	9% (7)	10% (7)	11% (11)

Other themes: AI answers that get it wrong (10); cancelling or billing goes wrong (9); sales emails they did not want (9). 279 of the 365 reviews are in a theme; of the 86 that are not, 4 are a few words of four- or five-star praise and 13 give one or two stars. Every review is listed in the HTML version.

A model (Gemini) named one set of themes for every product and marked which each review says (up to three); we count its sorting. Base per product: Zendesk 112 reviews; Freshdesk 80 reviews; Gorgias 73 reviews; Front 100 reviews.

WHAT ZENDESK'S REVIEWERS COMPLAIN ABOUT

Zendesk's low stars are about *support*; its G2 gripes about setup and price

Of its 34 one- and two-star reviews read: support 22, glitches 7, pricing 6. A review can say several.

support is slow or doesn't help

G2, then Trustpilot, reviews read: Zendesk 2 of 68, 22 of 44 · Freshdesk 1 of 80, 0 of 0 · Gorgias 1 of 37, 11 of 36 · Front 1 of 74, 6 of 26

Never replied to my inquiries, poor customer services

“Never replied to my inquiries, ignored my attempt to request a reply. We are canceling our services with Zendesk.”

1★ · Zendesk · Trustpilot · May 2026

Poor support

“Poor, late, and money seeking support and success teams! I've been contacting them for days and they do not reply unless you want to upgrade or increase seats.”

1★ · Zendesk · Trustpilot · Jul 2026

setup and customizing take work

G2, then Trustpilot, reviews read: Zendesk 16 of 68, 2 of 44 · Freshdesk 13 of 80, 0 of 0 · Gorgias 5 of 37, 0 of 36 · Front 8 of 74, 1 of 26

“Somethings feel clunky on set up and it would help to have it more easily setup for new users”

3★ · Zendesk · G2 · what they dislike · Oct 2026

“Some of the more advanced features can take a while to set up, and the reporting tools could be more intuitive and easier to navigate.”

5★ · Zendesk · G2 · what they dislike · Sep 2026

The themes here hold 24 of Zendesk's 34 one- and two-star reviews read; 3 are in other themes and 7 in no theme. Quoted as written, whole, without reviewer names; each quote is an example, the share beside the theme the evidence.

WHAT THE RIVALS' REVIEWERS SAY

Freshdesk's G2 reviews call its reporting limited or hard to use

Reviews that name Zendesk: Freshdesk 3, Gorgias 4, Front 0. One Gorgias review left Zendesk to reply faster (#508); one Freshdesk review still prefers Zendesk's help center (#313). Few: anecdotes.

reporting is limited or hard to use

G2, then Trustpilot, reviews read: Zendesk 8 of 68, 0 of 44 · Freshdesk 18 of 80, 0 of 0 · Gorgias 9 of 37, 0 of 36 · Front 4 of 74, 0 of 26

> “The reporting could be a bit more advanced, similar to Zendesk.”
>
> 5★ · Freshdesk · G2 · what they dislike · Oct 2026

> “Limited insights and reports that can assist in improving”
>
> 4★ · Freshdesk · G2 · what they dislike · Oct 2026

Gorgias reviews that name Zendesk

4 of Gorgias's 73 reviews read; 1 prefers Zendesk, 2 prefer Gorgias

> “We used to use Zendesk and while we were quite happy with it at the time, Gorgias has elevated our experience and made it much quicker to respond to customer queries. While we still have quite a few snags with the AI agent who does give the wrong answers sometimes, it is still faster and more efficient than Zendesk.”
>
> 5★ · Gorgias · G2 · what it solves for them · incentivized review · Mar 2026

> “I use Gorgias as a full customer service platform, centralizing knowledge and handling communications from all sales channels in one place. It integrates with Shopify, eliminating the need to switch between different platforms. It's also more affordable compared to Zendesk.”
>
> 4★ · Gorgias · G2 · what it solves for them · Mar 2026

WHAT REVIEWERS PRAISE

Freshdesk is praised for being *easy*; Gorgias for integrations; one inbox is close

What each product's reviews praise, with every product's counts per site beside the theme.

easy to use

G2, then Trustpilot, reviews read: Zendesk 25 of 68, 1 of 44 · Freshdesk 48 of 80, 0 of 0 · Gorgias 15 of 37, 1 of 36 · Front 28 of 74, 0 of 26

> “Easy to use and to configure, very fast to setup.”
>
> 5★ · Freshdesk · G2 · what they like best · Mar 2026

> “Ease of use. Sufficient features for normal use cases.”
>
> 4★ · Freshdesk · G2 · what they like best · Oct 2026

integrations that help

G2, then Trustpilot, reviews read: Zendesk 8 of 68, 0 of 44 · Freshdesk 11 of 80, 0 of 0 · Gorgias 18 of 37, 0 of 36 · Front 7 of 74, 1 of 26

> “Integrates with our other support tools and the support has been very good.”
>
> 4★ · Gorgias · G2 · what they like best · Jul 2026

> “AI Gorgias agent is the best! Very easy integration process with Shopify and most apps”
>
> 5★ · Gorgias · G2 · what it solves for them · Aug 2025

every channel in one inbox

G2, then Trustpilot, reviews read: Zendesk 15 of 68, 0 of 44 · Freshdesk 13 of 80, 0 of 0 · Gorgias 14 of 37, 0 of 36 · Front 9 of 74, 1 of 26

> “The best thing about zendesk for customer service is its ability to unify all customers conversation across channel into one workspace”
>
> 5★ · Zendesk · G2 · what they like best · Jul 2026

> “I love the omnichannel experience, giving customers multiple ways of reaching us. The UI is very well thought out and its good looking.”
>
> 4★ · Zendesk · G2 · what they like best · Aug 2026

Quoted as written, whole, without reviewer names. Each quote is one review: an example of its theme; the shares beside the theme are the evidence.

THEIR WORDS, AND THREE MOVES

Reply to support complaints; show an easy first week; compare reporting with care

The phrases reviews repeat across the four products (each chip says how many are Zendesk's), and three lines taken from the reviews.

PHRASES 4+ REVIEWS WROTE · REVIEWS, ZENDESK'S OF THEM

- easy to use 30 Zendesk 6
- user friendly 28 Zendesk 8
- response times 27 Zendesk 5
- customer experience 17 Zendesk 2
- makes it easier 14 Zendesk 5
- knowledge base 13 Zendesk 3

Counted, not chosen by a model: runs of 2 to 4 words that 4 or more of the reviews we read wrote, names left out; 6 of the 40 counted.

COMPARISON PAGE AND SALES ANSWER · REPORTING IS LIMITED OR HARD TO USE

Reporting, with care

FRESHDESK'S REVIEWS, TO ANSWER WITH

“The reporting could be a bit more advanced, similar to Zendesk”

18 of Freshdesk's 80 G2 reviews say its reporting is limited or hard to use; 8 of Zendesk's 68 say it too. Show a real report before claiming the edge.

From reviews: #291 (Freshdesk), #343 (Freshdesk)

ONBOARDING PAGE AND SALES DEMO · EASY TO USE

An easy first week

START FROM THEIR WORDS

“It is friendly to use and teach new people to use”

Freshdesk's reviews say easy more (48 of 80, Zendesk 25 of 68), and 16 of Zendesk's say setup takes work. Show the first week, step by step.

From reviews: #12 (Zendesk), #186 (Zendesk)

SUPPORT PAGE AND TRUSTPILOT REPLIES · SUPPORT IS SLOW OR DOESN'T HELP

Support that answers

START FROM THEIR WORDS

“They were responsive and helpful in resolving a billing issue”

22 of the 44 Zendesk Trustpilot reviews read from its own customers say support is slow or doesn't help. Reply to each from a named person; use this line once replies are reliably that good.

From reviews: #39 (Zendesk), #210 (Zendesk)

Each line takes a run of 3 or more words from the first review named; the others are on the same subject (#n = its number in the HTML list). Built on reviewers' words, with a few of our own where a reply needs them: match it to Zendesk's own voice before using it.

HOW WE READ IT

What we read, how it was sorted, and what it cannot tell you

What was asked. “zendesk.com”: we read it as Zendesk (customer service software). No rivals were named, so we picked 3: Freshdesk (help desk software for support teams); Gorgias (a help desk often shortlisted with Zendesk by online stores); Front (a shared-inbox help desk often shortlisted with Zendesk).

The reviews. Per product, up to 80 newest G2 reviews from the last 24 months and up to 60 newest Trustpilot reviews, in the language each was written. G2 marks some reviews as incentivized or as a vendor's swag offer; they are counted, and the incentivized ones marked where quoted. Many G2 reviews came through the vendor's own invitation, as those sites record it: slide 3 gives the count per product.

Dates. Zendesk on G2 22 Jul 2025 to 2 Nov 2026; Zendesk on Trustpilot 13 Dec 2025 to 25 Oct 2026; Freshdesk on G2 27 Aug 2025 to 2 Nov 2026; Gorgias on G2 20 Nov 2024 to 20 Aug 2026; Gorgias on Trustpilot 5 Nov 2024 to 9 Oct 2026; Front on G2 8 Jan 2025 to 2 Nov 2026; Front on Trustpilot 24 Nov 2024 to 7 Oct 2026; read November 3, 2026.

The themes. A model (Gemini) named one set of themes from a sample of the reviews, added themes for reviews it left out, then read each of the 851 reviews and G2 answers and marked the themes it says, up to three; a second pass reread each against its theme and kept only those that say it. 279 of the 365 reviews are in a theme (14 corrected by hand, each with its reason in the HTML list). The counts are exact tallies of that sorting; the sorting is a reading, not a measurement.

The quotes. Every quote is one review, or one answer of a G2 review, stored as written and shown whole. No reviewer names. Reviews that name an account, carry a link, or name or describe a private person are counted but never quoted (5 left out for naming a person). 45 read and set aside as not about the product (for example a shopper writing about a store that uses it, or a sister product on the same page), each with its reason recorded.

What it cannot tell you. Trustpilot reviews that did not come through a company link are often there to complain. A share is of the reviews we read, not of customers.

The evidence. The HTML version of this report lists every review we read, by theme, with a link to the review on G2 or Trustpilot.