

Heyday

vs.

Zendesk

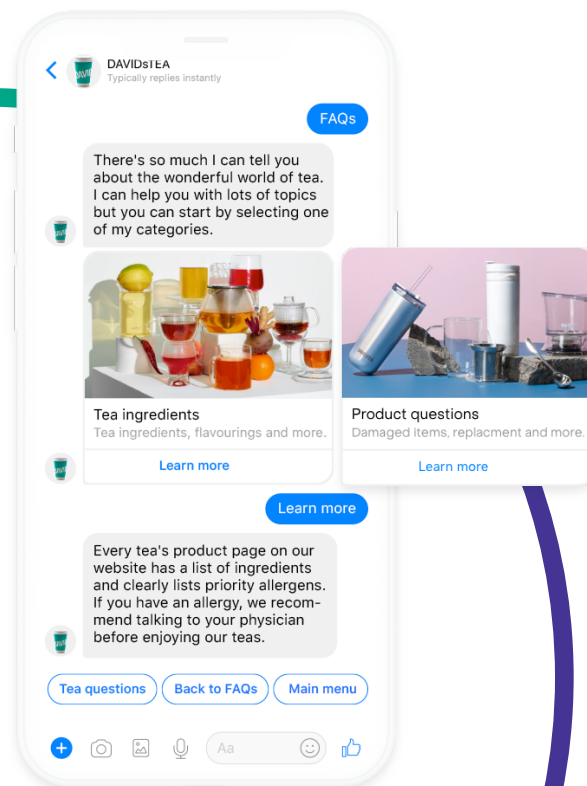
A better customer experience across all your messaging channels

Unlike Zendesk, Heyday's end-to-end conversational AI platform helps you both sell to and support via chat, social media, and video on all the channels they use. Accelerate online sales, shorten customer support queues, and deliver a truly frictionless customer experience.

Built for ecommerce & retail

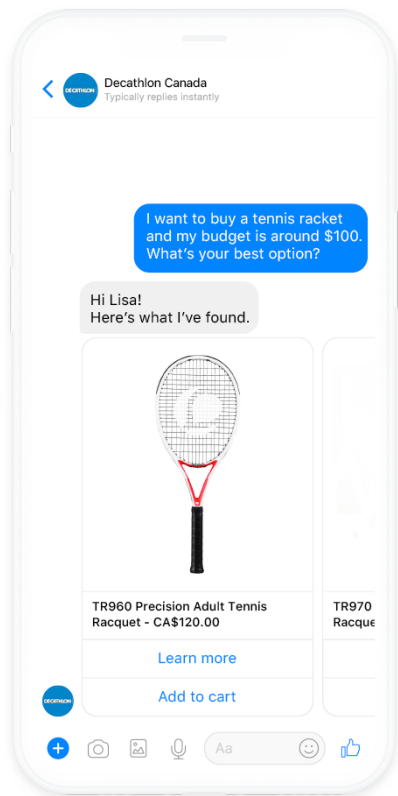
Power up your store with real AI

Our AI model combines information from your databases with our natural language understanding (NLU) frameworks to give personalized, accurate responses to your customer's questions—whether they're shopping or want support. Plus, our chatbot detects over 1,000 different customer intents and is trained to understand vertical-specific language. Regardless of what you sell, rest easy knowing your chatbot is delivering the best conversational experience to customers.



Zendesk comparison:

- Zendesk isn't built exclusively for retailers, but Heyday is. Our AI chat is trained to support retail-specific contexts and scenarios. Customers want help from specialists, not generalists.
- Zendesk's automation is based solely on endless conversation trees, not true conversational AI. Manually planning and building a conversational sequence for every possible type of interaction between reps and customers is both time-consuming and prone to error. But Heyday's AI chatbot comes pre-trained with over a 1,000 variations of retail-specific customer intents and works out of the box.



Make personalized product recommendations

Heyday integrates completely with your ecommerce platform and inventory catalog. The result? Our sophisticated AI chatbot automatically recommends products that match what your customers look for. Convert more of your website traffic into sales by connecting customers with what they want, faster.

Zendesk comparison:

- With Heyday, you can easily integrate chat with your ecommerce platform's inventory catalog. Get sales features like AI-powered product search and product recommendations and start offering shoppers personalized, 1:1 service at scale.
- Zendesk sales and support is based on agent availability rather than true AI, which means that you can't give customers live service outside of traditional business hours. But with Heyday's AI chatbot, shoppers can search for and get recommended products without needing to talk to an actual person.

Give online shoppers white-glove service

Some things call for a more human connection. Heyday helps shoppers get in touch with your teams in real-time —no tickets and delayed responses. When a shopper initiates a request, our AI will either resolve the issue immediately or route the conversation to the right team for immediate assistance via live chat or video.

Zendesk comparison:

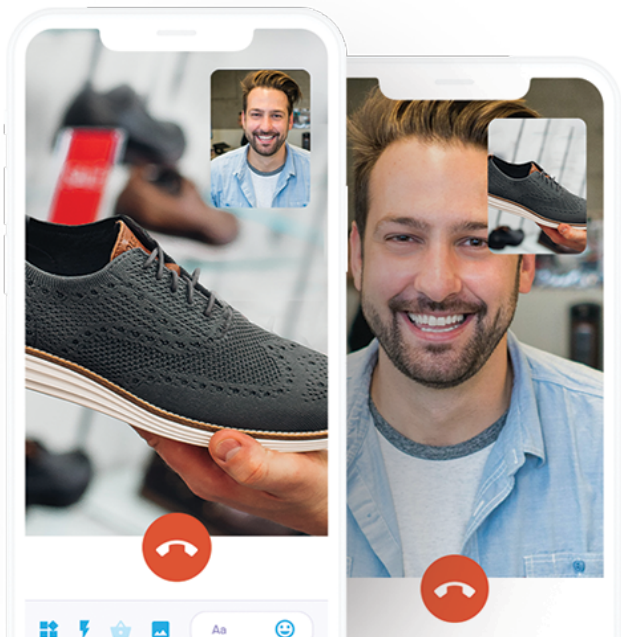
- Heyday's AI acts as your first line of customer service and automates up to 75% of all incoming customer service requests, which drastically limits your teams' backlog of requests.
- That layer of automation assures that your live chat is scalable without needing to hire more workers to support incoming requests.



Hey Sarah!
I'm transferring you to my human bestfriend!
Thank you



Hey Sarah!
I saw that you're shopping for a glitter hand sanitizer, how can I help you with that?



Serve shoppers via live chat and video consultations

With Heyday AI, your teams can serve customers from anywhere via live chat and video. Bring the real-time human connections that make shopping in-store so special to your online customer experience.

Zendesk comparison:

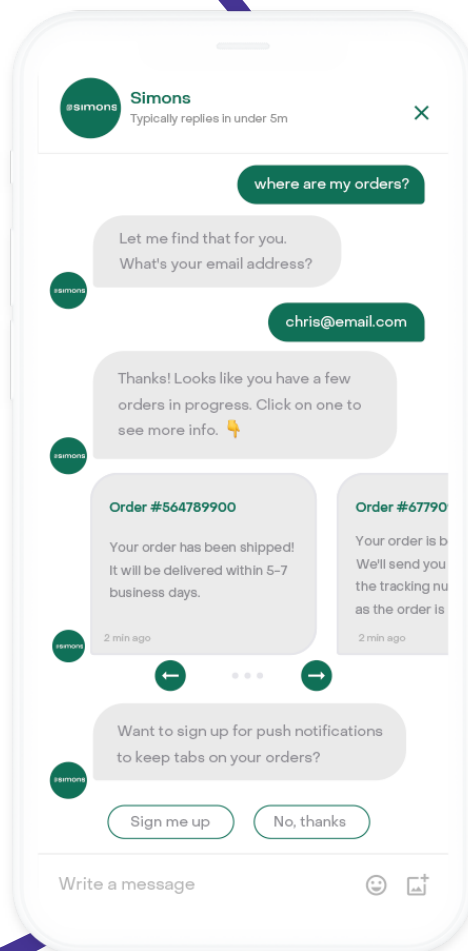
- If you want video with Zendesk, you need to work through third-party applications. With Heyday, you get video chat and virtual consultations right out of the box. Add a human touch to your online experience.

Automate responses to your FAQs

Most of the questions customers ask support are repetitive, like “where’s my order?”. Unlike Zendesk’s answer bot, which only identifies keywords and pushes the most relevant Help Center article to customers, our chatbot’s always-on FAQ automation answers up to 80% of incoming questions in real-time. No tickets, no follow-ups or delays— just immediate support and a better experience for both your customers and support team.

Zendesk comparison:

- Our order tracking is smart. When a customer asks “where’s my order?”, they don’t need to enter their tracking number or jump through any hoops—their order information is pushed straight to them and they can even sign up for real-time notifications.
- Zendesk’s FAQ automation only detects keywords and serves up related Help Center articles. For shoppers looking for instant answers, that’s not very helpful. Heyday’s AI chat skips the Help Center articles and answers a customer’s questions using brand-approved language in real-time. Now that’s a memorable customer experience.



Pay per conversation, not per agent

With Heyday, you pay per conversation rather than per agent. Why? Because our AI works so well that it reduces the number of agents you need to give customers around-the-clock service. Enjoy unlimited seats for your team across all of our pricing plans and improve your customer experience without increasing labor costs or encountering paywalls down the road.

Zendesk comparison:

-Zendesk is financially incentivized for you to have as many support agents as possible (the more active seats you have, the more money they make), but with Heyday's best-in-class conversational AI and automation, our goal is to help you give every customer real-time, 1:1 support without needing to grow your team.

Simple user interface

Onboard sales and support teams fast

When you look at user reviews for Zendesk on Capterra, TrustRadius, and other review sites, one thing always comes up: their platform has a poor UI that is difficult for reps to use. But our platform's user interface is simple and intuitive for reps to use.

"Heyday is very easy and intuitive to use. It has a very nice user interface with minimal sleek features."

Curt V | [Manager of Customer Support Manager](#)

"By far, the best software we found available. Using the Facebook Messenger platform really made the difference, and the bot itself is able to manage a good number of conversations which leaves more time for our agents to focus on more complicated cases."

Riccardo Boccia | [Customer Service Leader, Decathlon UK](#)