

Below is a **brand- new, real- world Zoho- focused implementation** using **Zapier Webhooks** both **as a Trigger** and **as an Action**.

This example is **different from all previous prompts** and uses **Zoho Desk → Zapier → Zoho CRM** (two different Zoho products, two different APIs).

✓Zoho Webhook + Zapier – Real- World Implementation

Trigger + Action (Zoho Desk → Zoho CRM)

🔗 Business Scenario

When a **high- priority support ticket** is created in **Zoho Desk**, we want to:

☐ **Automatically create or update a Deal in Zoho CRM**

so the Sales team is instantly aware of a potential risk or upsell opportunity.

This pattern is widely used in:

- Customer escalation handling
 - SLA- driven sales handoff
 - Enterprise support + revenue alignment
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1□□ Webhook as Trigger

Zoho Desk → Zapier

Zoho Desk supports **outgoing webhooks** for ticket events such as:

- Ticket Created
- Ticket Updated
- Ticket Status Changed

We'll trigger on **Ticket Created (Priority = High)**.

A. Create the Zap Trigger

1. In Zapier → **Create Zap**
2. Trigger App: **Webhooks by Zapier**

3. Event: **Catch Hook**
4. Zapier generates a webhook URL:

```
1 https://hooks.zapier.com/hooks/catch/991122/zohodesk
```

B. Configure Zoho Desk Webhook

In **Zoho Desk** → **Setup** → **Developer Space** → **Webhooks**:

- Event: **Ticket Created**
- Method: POST
- URL: *(Zapier webhook URL above)*
- Headers (optional but recommended):

```
1 Content-Type: application/json
```

C. Payload Sent by Zoho Desk

```
1 {
2   "ticketId": "45321000001293017",
3   "ticketNumber": "ZD-1029",
4   "subject": "System outage affecting billing",
5   "priority": "High",
6   "status": "Open",
7   "department": "Technical Support",
8   "customer": {
9     "email": "customer@company.com",
10    "name": "Ahmed Raza"
11  },
12   "createdTime": "2025-12-30T22:41:00Z"
13 }
```

Zapier automatically parses all JSON fields.

D. Filter Step (Zapier)

Add a **Filter**:

```
1 Only continue if priority = "High"
```

✓ **Zap Trigger complete**

2□□ Webhook as Action

Zapier → Zoho CRM API (Create Deal)

We now create a **Deal** in **Zoho CRM** using its REST API.

A. Add Action Step

- Action App: **Webhooks by Zapier**
 - Event: **POST**
-

B. Zoho CRM Endpoint

```
1 POST https://www.zohoapis.com/crm/v2/Deals
```

(US data center – replace with EU/IN if needed)

C. Headers

```
1 Authorization: Zoho-oauthtoken {{ZHOH_CRM_ACCESS_TOKEN}}
2 Content-Type: application/json
```

✓ Use OAuth access tokens generated from Zoho API Console.

D. Request Body (Mapped from Zoho Desk)

```
1 {
2   "data": [
3     {
4       "Deal_Name": "Escalation: {{subject}}",
5       "Stage": "Qualification",
6       "Amount": 0,
7       "Account_Name": "{{customer.name}}",
8       "Description": "High-priority Zoho Desk ticket
9       {{ticketNumber}} created.",
10      "Closing_Date": "2026-01-05"
11    }
12  ]
13 }
```

E. Successful Zoho CRM Response

```
1  {
2    "data": [
3      {
4        "code": "SUCCESS",
5        "details": {
6          "id": "45321000004561287"
7        },
8        "message": "record added",
9        "status": "success"
10     }
11   ]
12 }
```

✓ Deal created instantly in Zoho CRM.

🔗 End-to-End Flow

```
1  High-Priority Ticket Created in Zoho Desk
2      ↓
3  Zoho Desk Webhook
4      ↓
5  Zapier Catch Hook (Trigger)
6      ↓
7  Zapier Filter (High priority only)
8      ↓
9  Zapier POST → Zoho CRM Deals API
10     ↓
11  Sales deal automatically created
```

✓ Why This Is a Real-World Production Pattern

- Aligns **Support + Sales teams**
 - Eliminates manual ticket escalation
 - Works even if Zoho Desk → CRM automation isn't licensed
 - Zero polling, fully event-driven
 - Common in SaaS, Finance, Telecom
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🔒 Security & Reliability Best Practices

- Use **short-lived OAuth tokens**
 - Rotate Zoho tokens via refresh token flow
 - Use Zapier Task History for retries
 - Add idempotency using ticketId as reference
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🔧 Optional Enhancements

- Lookup existing **Account ID** before deal creation
 - Update **existing Deals** if already present
 - Add Zoho CRM **Notes API** with ticket details
 - Notify Slack / Teams on escalation
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