Zendesk user insights at GitHub

Prepared by Jo Dugmore | August 2024

Support Engineer
IRL

Customer Reliability Engineer
IRL

Customer Success Engineer
IRL

Specialty Support
IRL

Trust and Safety Counsel
IRL

Support Manager
IRL

Security Analyst
IRL

Zendesk user at GitHub

Support Engineer

Jordan Reyes · San Francisco, CA

41%
HB as of 08/8
Zendesk users

About me. As a Technical Support Engineer on the merged Premium and Enterprise teams, I support a handful of high-value customers with complex, ongoing issues via Zendesk. I oversee queues, track escalated with customer owns, and resolve Root Cause Analysis tickets. Customers, escalation issues to engineering, and I own the RCA from start to finish. I'm fluent in Zendesk (including Slack and Explore), deeply internal communicators, broken product features, and in-incident formatting. My performance is measured by CSAT, escalation rates, first response time, and reply-to-solve ratio.

Goals. Efficiently pick above-threshold "night" tickets daily. Prioritize urgent issues across enterprise and premium customers while managing slow, lower-priority tickets so they don't pile up. Maintain internal knowledge bases and update CodeBase detailed internal notes to build team knowledge and let future troubleshooting.

> **Leveraging Zendesk's core ticketing features alongside custom views and clear internal notes lets me prioritize the right tickets each day and ensure no critical issue slips through, relying on partial enhancements and streamlined workflows to reduce manual work and staying keen focused on delivering timely, high-value support.**

Zendesk interactions

Zendesk Tickets: Daily "night" pick-up. Sort based specifically on customer tiers and priority filters.

Internal notes: Backed up into CodeBase before opening.

Provides feedback by customer tier and urgency using custom views.

Add detailed internal notes to ensure clear documentation for future cases.

Submit enhancements for internal docs and post-fixes (PRs).

Technical expertise 4 / 5

Training needs Low

Monthly tickets

Total tickets 2,000

Resolved 1,900 (95%)

Key challenges

Ticket overlap. Premium Plus tickets sometimes need Enterprise support to resolve but aren't tagged.

Noisy tickets. Internal comments from Tech Support mixed into customer updates.

Structural tickets. Feature process tickets assigned to support instead of engineering queues.

Blocker chaos. Multiple Zendesk tickets tracking one issue with no clear "Master Ticket" to consolidate.

Queue visibility. Hard to quickly see ticket priorities within overall queues.

Manager views. Lack rather clear, rich an at-a-glance performance dashboard.

Formatting issues. Zendesk editor occasionally mangles formatting, losing small replies entirely.

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Report 24 Support Engineer
Design: Zendesk design

Zendesk user at GitHub

Customer Reliability Engineer

Jordan Reyes · San Francisco, CA

16%
HB as of 08/8
Zendesk users

About me. As a Staff Customer Reliability Engineer (CRE), I focus on a small number of high-value customers, taking a proactive, relationship-driven approach. I build trust, leverage checks-ins, and analyze usage and performance data to anticipate needs. With just 2-4 accounts at a time, I deliver personalized guidance that drives real business impact.

Goals. Proactively support strategic accounts by anticipating needs and recommending scalable solutions. Maintain deep customer relationships through Zendesk and other tools for full context. Tackle complex, long-running technical issues, ensuring clear ownership and follow-through. Leverage Zendesk data to identify trends and share insights/data to generate health checks and track key metrics like escalations and priority bumps.

> **I rely on Zendesk's reliable ticketing framework and extend it with custom automations and dashboards to boost proactive customer support. By enhancing overall self-service and automating key data tasks, I can reduce support workloads and focus on strategic customer engagement.**

Zendesk interactions

Zendesk is our main platform for customer conversations, ticket updates, and tracking issues.

Collaborate with Zendesk team on integrations into Slack/Jira/Confluence.

Manage complex, long-running tickets with many touchpoints.

Handle tickets only for assigned customers, ensuring focused support.

Bridge customer needs with Zendesk capabilities and share ideas.

Open tickets proactively for planned activities like upgrades.

Technical expertise 4 / 5

Training needs Low

Monthly tickets

Total tickets 7,000

Resolved 6,900 (98%)

Key challenges

Customer portal. Complicated new functions strategic customers, not to a separate portal.

Automation. Feature requests often blocked or deprioritized, forcing manual workarounds or custom scripts.

Data entry. Manual updates and mismatched info due to notoriously messy and lack of audit trails.

System design. Zendesk is built for reactive support, misaligned with proactive, high-touch model.

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Report 24 Customer Reliability Engineer
Design: Zendesk design

Zendesk user at GitHub

Customer Success Engineer

Jordan Reyes · San Francisco, CA

13%
HB as of 08/8
Zendesk users

About me. As a Customer Success Engineer, I handle complex customer issues that frontline support can't resolve. I act as the bridge between support and internal engineering teams.

Goals. Streamline ticket resolution for support engineers. Collect key ticket info (product details, Capital Involvement, entitlements, customer details) to improve processes.

> **I leverage Zendesk's trigger framework helps me create automations that significantly improve complex issue efficiency. By customizing the custom submission visibility and documentation, I can confidently refine workflows to ensure efficient ticket resolution for our support engineers.**

Zendesk interactions

Maintain and develop the Helpful Zendesk app (with Jira) for customer ticket creation and management.

Relay Zendesk related issues and feedback from customers to Zendesk Support (Customer Success Initiative).

Mostly ticket jobs open to Zendesk but initiate some proactive planning.

Own and update the "Editor" ticket update app with trigger and deployment.

Testing integrations and validating new Zendesk features.

Collaborate with Zendesk Operations during incidents or outages.

Technical expertise 4 / 5

Training needs Medium

Monthly tickets

Total tickets 7,000

Resolved 6,900 (98%)

Key challenges

Support Automation. Struggle with an undocumented network of Support Engineers, leading to duplicate tickets and inconsistent interpretations/tools, when minor changes carry high risk and require significant force escalation.

Complex tools. Jira and Zendesk are powerful but complex, requiring deep expertise for customization and maintenance.

Data silos. Critical data is scattered across Jira, Zendesk, and Slack, hindering cross-team visibility and collaboration.

Generic info. Much of the displayed information is not tailored to specific systems, reducing relevance.

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Report 24 Customer Success Engineer
Design: Zendesk design

Zendesk user at GitHub

Specialty Support

Jordan Reyes · Toronto, Canada

11%
HB as of 08/8
Zendesk users

About me. As a member of a specialized support team at GitHub, I serve as the primary point of contact for a dedicated customer segment, such as GitHub Education, GitHub for Startups, or the ACE program. My role involves managing high-priority tickets, building strong relationships with customers, and acting as a bridge between customers and internal teams like engineering, product, and billing. While I occasionally engage in strategic or management work, my work is deeply connected to Zendesk.

Goals. Deliver fast, accurate, high-quality support for our assigned customers. Minimize friction—especially during onboarding—and meet or exceed SLAs. Leverage Zendesk tools to track cases, prioritize urgent cases, and ensure quick resolution of straightforward issues to free up time for complex cases.

> **With enhanced automation, seamless system integrations, and transparent reporting, I can streamline ticket workflows, meet our SLAs consistently, and free up time for more complex, exceptional, high-touch support to our programs customers.**

Zendesk interactions

Review and triage incoming tickets, then assign, escalate, or resolve them directly.

Escalate internally or contact external partners when needed.

Communicate back and forth with customers.

Develop and update shared knowledge bases and internal documentation.

Collaborate with teammates to answer questions and share knowledge.

Develop and update shared knowledge bases and internal documentation.

Email workflows. Managing both inbound and outbound email flows, including automating ticket creation from email, improve visibility and workflow.

Reporting limitations. Zendesk reporting is hard to customize, making leads manually compile a tracking manual and flow diagrams.

Static categories. Updating field options requires manual edits, hindering adaptability to evolving support needs and changes impacting data accuracy.

Technical expertise 3 / 5

Training needs High

Monthly tickets

Total tickets 7,000

Resolved 6,900 (98%)

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Report 24 Specialty Support
Design: Zendesk design

Zendesk user at GitHub

Trust and Safety Counsel

Jordan Reyes · San Francisco, CA

8%
HB as of 08/8
Zendesk users

About me. As an Online Safety Counsel in GitHub's legal department, I specialize in trust and safety. Over my 17 years in-house, I've worked across employment law, product counseling, stock issues, mergers and acquisitions, and trade secrets.

Goals. Use Zendesk to assess facts and reach legal conclusions. Provide legal input on tickets through comments.

> **Zendesk's ticket archives and search capabilities let me reference case histories and offer timely, informed legal input. Its structure helps me stay focused on the core issue, ensuring I can quickly and efficiently provide legal input in streamlining my reviews and delivering even more efficient counsel.**

Zendesk interactions

Review tickets assigned to myself.

Return tickets to the appropriate queue.

Provide legal input and support.

Technical expertise 3 / 5

Training needs High

Monthly tickets

Total tickets 2,000

Resolved 1,900 (95%)

Key challenges

Tickets lost. Hard to track tickets effectively, making it easy for them to get lost or overlooked.

Data flow. Lack of clear data flow between Zendesk and other tools, hindering a seamless knowledge base and hope to use AI for this in the future.

Search limitations. Zendesk's search is not fine-grained enough to easily find tickets to assign or to filter with specific keywords.

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Report 24 Trust and Safety Counsel
Design: Zendesk design

Zendesk user at GitHub

Support Manager

Jordan Reyes · San Francisco, CA

6%
HB as of 08/8
Zendesk users

About me. As a Support Manager at GitHub, I oversee all customer support functions and lead a team of support engineers who rely on Zendesk as their primary tool. With a long background in support, including managing teams and developing processes, I focus on improving queues, workloads, and optimizing support processes rather than handling tickets directly.

Goals. Ensure customers receive efficient and high-quality support. Monitor team workloads and performance to identify trends, clients/accounts for efficiency gains and system improvements through analytics and workflow oversight.

> **Analytics dashboards and custom queue views in Zendesk help me maintain clear visibility into ticket ownership and details. This empowers me to balance workloads effectively and ensure accountability across the support team.**

Zendesk interactions

Review queues and create team dashboard to forward assignments.

Use Zendesk analytics for insights into ticket volumes, response times, throughput, and ticket closures.

Supervisor with permissions to access to streamline team operations.

Track ticket history via recent views to understand ticket journeys.

Collaborate with other departments on urgent customer issues.

Technical expertise 4 / 5

Training needs Low

Key challenges

Scattered information. Ticket routing, tracking, and data are spread across various tools and platforms, making them hard to find quickly.

Unclear ownership. Responsibility for tasks and tickets can be unclear, leading to duplicate efforts and delays in organizational and process notification.

Generic info. Much of the displayed information is not tailored to specific systems, reducing relevance.

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Report 24 Support Manager
Design: Zendesk design

Zendesk user at GitHub

Security Analyst

Jordan Reyes · San Francisco, CA

4%
HB as of 08/8
Zendesk users

About me. As a member of GitHub's Safety and Integrity Ops team (formerly Platform Health), I work alongside proactive threat hunters, engineering teams to proactively mitigate large-scale abuse—such as cryptocurrency mining, botnets, spam, or malware that threatens users or platform stability. Our team of 15 builds internal tools and dashboards to detect and respond, but we also interact regularly with Zendesk for appeals and customer communications.

Goals. Ensure accuracy in account action decisions through thorough review/audition of appeals. Clearly communicate with customers to prevent or stop abusive behaviors impacting platform health.

> **I rely on Zendesk's integrated ticket views and structured response templates to manage abuse appeals and customer outreach with precision. Its flexible workflow capabilities enable, I can tailor responses, refine communication options quickly and keep our platform secure.**

Zendesk interactions

Contact proactive customer support for commercial abuse (e.g., DDoS flooding for crypto mining) in collaboration with partner teams.

Review appeals tickets daily to ensure accurate account actions and update support with findings.

Technical expertise 4 / 5

Training needs High

Monthly tickets

Total tickets 7

Resolved 7 (100%)

Key challenges

Manual volume increase. Reactive outreach requires capacity scrutiny and coordination, leading to lag during abuse and anomaly detection.

Lack of analytics/dashboards. Tracking appeals and ticket volumes is difficult without dashboards, hindering trend analysis and resource allocation.

Tickets lost. Hard to track and manage tickets effectively, leading to lost tickets and duplicate work.

Ticket creation slows. Creating new tickets or outbound communications is slowed by forms and system delays.

Permission and entitlement issues. Lack of permissions hinders access to tickets and reporting.

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Report 24 Security Analyst
Design: Zendesk design