Which Support Platform Is Right for You?

Select one option per question. Your pattern (A, B, or C) will guide your decision.

1. What's your team size?

2–25 agents (small team)

26–100 agents (mid-market)

100+ agents (enterprise)

2. What's your monthly support budget per agent?

Under $50

$50–$100

$100+ (budget flexible)

3. How quickly do you need to launch?

1–2 weeks (urgent)

Within a month

2–3 months is fine

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4. Which channels matter most today?

Primarily email (maybe one more)

Email + chat + phone

True omnichannel (SMS, WhatsApp, social)

5. What matters more right now?

Ease of use (no dedicated IT)

Balance of simplicity & features

Advanced capabilities

6. What's your biggest pain point?

Cost

Complexity

Scale / Fragmentation

7. How important is AI and analytics?

Basic AI is enough

Important if affordable

Best-in-class AI

How to Read Your Results

Look at which letter you selected most often.

Mostly A's → Freshdesk

Best for small teams prioritizing speed, simplicity, and predictable pricing.

Mostly B's → Freshdesk (in most cases)

Ideal for mid-market teams balancing cost, features, and ease of use.

Mostly C's → Zendesk

Designed for enterprise teams needing advanced omnichannel and scalability.