



zendesk help center

# Help customers help themselves

Reduce support costs with a seamless self-service experience  
powered by Help Center.

## Knowledge at your fingertips

Give customers answers to common questions with Help Center—a knowledge base, online community, and self-service portal. With Help Center, a support organization can embed self-service in web pages and apps to give customers knowledge wherever they are.

- **Resolve customer issues with less effort**  
Improve agent productivity with quick access to relevant content and automatically create knowledge base articles from tickets.
- **Offer trusted, relevant answers**  
Increase customer satisfaction and loyalty by empowering them to find accurate answers to their questions on demand.
- **Build for the future**  
Know what users are looking for and whether they're finding the right answers with built-in reports, so teams can address content gaps and foster customer loyalty.

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**"Investing in our knowledge base meant we saw a massive decline in the number of support requests coming in. Partners were getting what I consider to be the very best service—which is that they never had to log a ticket in the first place."**

Mike Cartwright, Chief of Partner Solutions at Expedia® Affiliate Network (EAN)

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