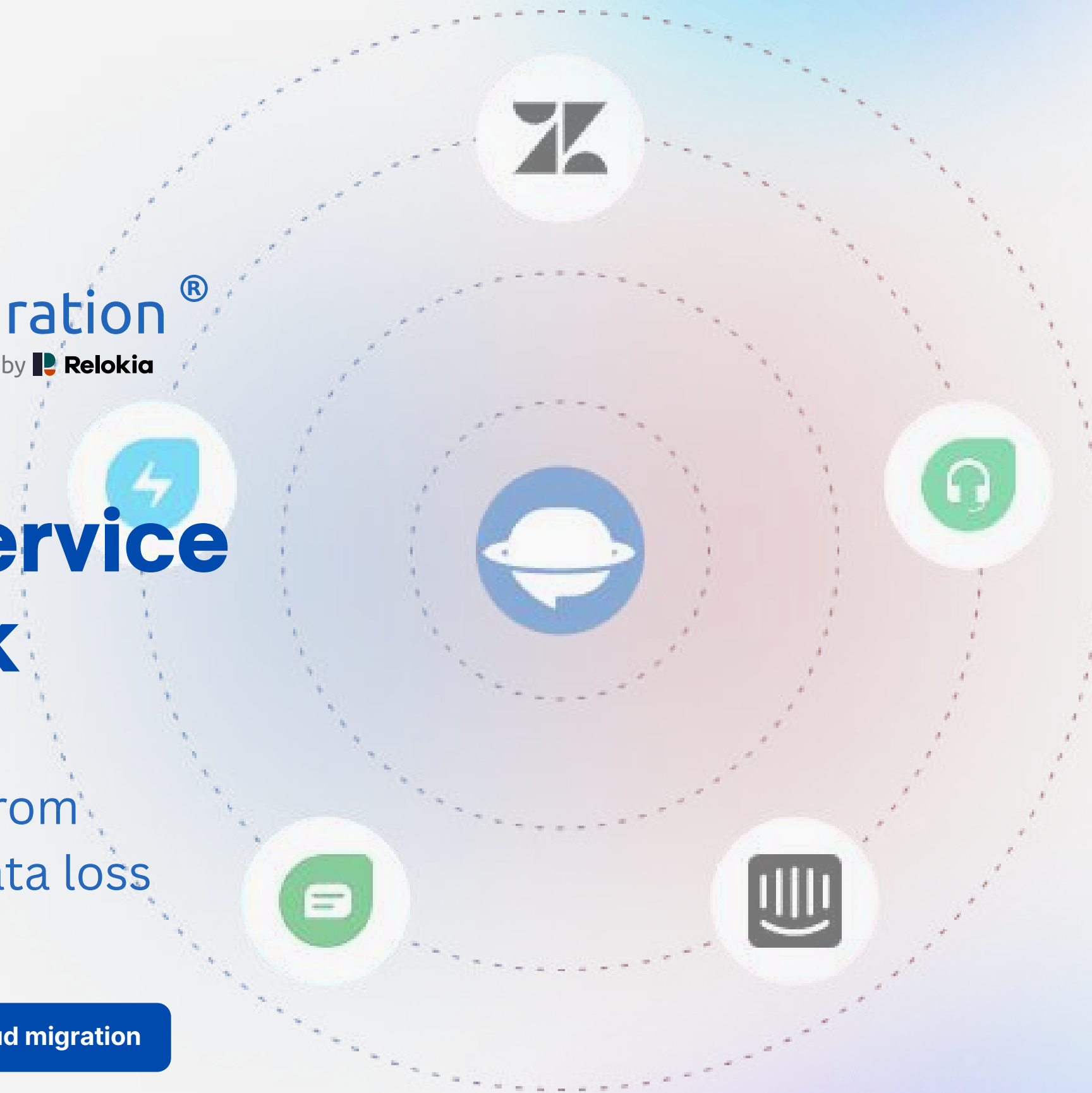


PANDORA +  **Help Desk Migration**®
by  **Relokia**

Zendesk to Salesforce Service Cloud Migration Playbook

How a global e-Commerce company migrated from Zendesk to Salesforce Service Cloud without data loss



E-Commer & Retail

Enterprise help desk migration

Salsforce Service Cloud migration



157 reviews

4 / 4



Why Zendesk to Salesforce Service Cloud Migrations Happen

Organizations often migrate from Zendesk to Salesforce Service Cloud when customer service needs to operate within a broader business ecosystem, requiring unified data, deeper CRM integration, and scalable workflows across global teams.



Unifying customer data across the business

Move from Zendesk to Salesforce Service Cloud to eliminate data silos and centralize customer information. Organizations typically migrate when fragmented tools limit visibility and create inconsistent customer experiences.



Integrating support with enterprise systems

Align customer service with sales, operations, and other internal systems through deep integrations. Companies make this shift when support needs to operate within a broader, connected ecosystem.



Enabling a 360° customer view for agents

Replace isolated tickets with complete customer profiles, including history, interactions, and related data. This allows support teams to resolve issues faster and deliver more personalized service.



Scaling support operations for growth

Adopt a platform built to handle complex workflows, large data volumes, and global teams. Teams migrate when existing setups can't support long-term scalability and performance.





Zendesk to Salesforce Service Cloud Migration Guide

Why Zendesk to Salesforce Service Cloud Migrations Happen

Zendesk to Salesforce Service Cloud Migration Guide

Pandora: Migration Case Study

Key Takeaways

Next step: Run a Free Demo Migration

Below is a practical, low-risk workflow teams use to migrate Freshdesk data to a new Jira Service Management environment.

01

Connect Zendesk and Salesforce Service Cloud

Securely connect Zendesk and Salesforce Service Cloud using an encrypted migration channel. This keeps customer data protected from the start. The connection creates a secure data transfer pipeline.

02

Configure data mapping

Align Zendesk objects with Salesforce Service Cloud structure. Map tickets, users, organizations, and custom fields for accurate data placement. This defines how data appears in the new system.

03

Choose built-in migration options

Set automated options based on your migration needs and data structure. Skip large attachments, preserve inline images, or apply tags to migrated tickets. These options tailor migration to business requirements.

The screenshot displays a ticket migration interface with two main panels: 'SOURCE PLATFORM' and 'TARGET PLATFORM'.

SOURCE PLATFORM: Shows a ticket titled 'Email integration not syncing...' with a status of 'In Progress' and a priority of 'High'. The ticket ID is #HD-2024-001247. The contact is Sarah Martinez (sarah.martinez@acme.com) from Acme Corporation Ltd. The ticket was created on Jan 15, 11:30 AM. Comments include: 'Hi, I'm experiencing issues with our email integration...' from Sarah Martinez and 'Hello Sarah, thank you for reporting this issue...' from David Chen.

TARGET PLATFORM: Shows the same ticket with a status of 'In Progress' and a priority of 'High'. The ticket ID is #HD-2024-001247. The contact is Sarah Martinez (sarah.martinez@acme.com) and the agent is David Chen (dchen@company.com). The ticket has 'AI Insights' with a 'Urgency' of 85%, 'Similar Issues' of 3 found, and an 'ETA' of 3 found. Recent activity includes: 'Hi, I'm experiencing issues with our email integration. It constantly stops...' from Sarah Martinez and 'Hello Sarah, thank you for reporting this issue. I've passed this to engineering...' from David Chen.



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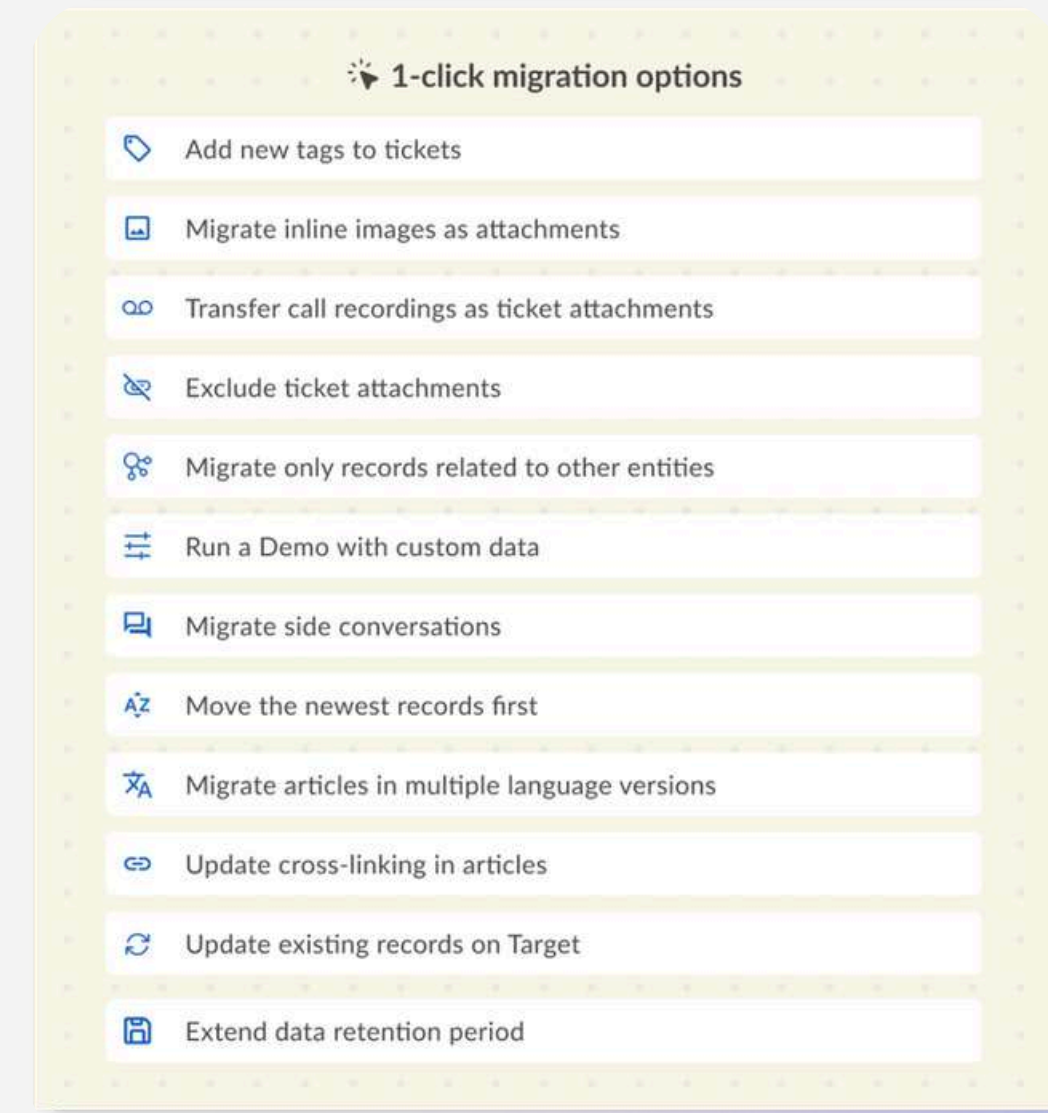
Pandora:
Migration Case Study

Key Takeaways

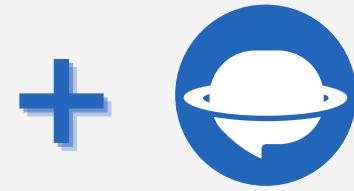
Next step: Run a Free Demo Migration

Below is a practical, low-risk workflow teams use to migrate Zendesk data to a new Salesforce Service Cloud environment.

- 04** **Run a Free Demo Migration**
Transfer a sample dataset from Zendesk to Salesforce Service Cloud. Preview how records will look after migration. Validate configuration before the full transfer.
- 05** **Validate Demo Migration results**
Review migrated data in Salesforce Service Cloud. Check tickets, attachments, and custom fields for accuracy. Ensure everything is correctly structured before scaling.
- 06** **Run Full Migration**
Execute Full Migration from Zendesk to Salesforce Service Cloud. The process runs securely in the background. Your support team continues working without interruption.
- 07** **Post-migration verification**
Perform final checks in Salesforce Service Cloud. Confirm historical data access and workflow functionality. Ensure a stable and fully operational environment.



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Help Desk Migration

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Pandora: Migration Case Study

Key Takeaways

Next step: Run a Free Demo Migration

Pandora modernized its support infrastructure by migrating from Zendesk to Salesforce Service Cloud as part of a broader digital transformation. The goal was to eliminate fragmented systems and consolidate customer support into a single enterprise ecosystem.

About the company

Pandora is the world’s largest jewelry brand, offering “affordable luxury” across 6,500+ points of sale with a global workforce of 37,000 employees. In 2024, it generated \$4.6 billion in revenue and sold over 100 million pieces of jewelry.

To sustain this scale, Pandora invested in digital transformation initiatives. The focus was to replace siloed tools with a unified support ecosystem. This ensures consistent, high-quality customer experiences across all global markets.

As operations expanded, fragmented systems in Zendesk limited visibility into customer interactions. Pandora migrated to Salesforce Service Cloud to unify support within the broader Salesforce ecosystem.



Feedback

The Help Desk Migration team provided excellent support throughout the process. They were very responsive to our questions and helped resolve issues quickly. They also assisted us during the license procurement process and were very transparent about how the migration would work.

Pandora team response for the migration



Pandora



Jewelry & Retail industry



Copenhagen, Denmark

Data migrated:

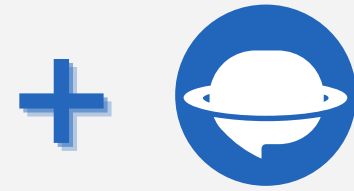
- Tickets
- Contacts
- Call recordings
- Side conversations
- Attachments

Migration option

- Enterprise support approach
- Signature support plan



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Help Desk Migration

Migration Overview

Key Challenges

- **Enterprise-scale data complexity:** Large volumes of historical support data were migrated from Zendesk to Salesforce Service Cloud while preserving full integrity. Years of global customer interactions had to remain accessible.
- **Preserving historical context:** Pandora needed full ticket history, including attachments, notes, and interactions. This was essential for compliance, reporting, and a unified customer view.
- **Zero-downtime migration:** The migration had to run without disrupting global support operations. Even short downtime could affect millions of customer interactions worldwide.

Help Desk Migration Solutions

- **Automated enterprise migration:** Data was securely moved from Zendesk to Salesforce Service Cloud while preserving structure and relationships. Advanced mapping ensured accurate alignment.
- **Full data preservation:** Tickets, attachments, call recordings, and side conversations were fully migrated. This maintained complete customer context in Salesforce.
- **Demo testing and validation:** Multiple test migrations validated mapping and system behavior. Issues were fixed before the full migration.

Outcome & Result

1. **Successful migration:** Pandora moved from Zendesk to Salesforce Service Cloud with zero downtime and full data integrity. Operations transitioned into a unified system.
2. **360° customer view:** Agents gained full customer profiles with complete interaction history. This improved support quality and decisions.
3. **Better efficiency and scalability:** Stronger reporting, automation, and scalability were enabled. The platform now supports global growth.
4. **Reliable data transfer:** Hundreds of thousands of records migrated without loss. Data remained structured and consistent.



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Key Takeaways

A successful Zendesk to Salesforce Service Cloud migration shows that planning, testing, and automation are critical when moving large support datasets.



Plan mapping carefully before migration

Define how fields, objects, and relationships move from Zendesk to Salesforce Service Cloud. Proper mapping keeps data structured, accurate, and usable after migration.



Run multiple test migrations

Use Demo Migrations in a sandbox to validate mappings and detect issues early. This helps avoid conflicts, errors, and missing data before the full transfer.



Disable automations during migration

Temporarily turn off validation rules and automations to prevent blocked or duplicate records. Reactivate them after migration to restore normal workflows.



Prioritize zero-downtime execution

Design enterprise migrations from Zendesk to Salesforce Service Cloud to avoid any disruption to live support. Careful planning keeps global operations running without interruption.



Start Your Free Demo Today

Join thousands of companies that have ditched manual scripts for effortless automation.

[START FREE DEMO MIGRATION](#)

Have unique enterprise requirements? Our team is available 24/7 to help you build a custom migration roadmap tailored to your specific Salesforce Service Cloud configuration.

[Talk to a Migration Expert](#) | [Check a Security Policy](#)

