

# Zendesk Support Admin Certification Practice Test (Sample)

## Study Guide



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**SAMPLE**

## **Questions**

- 1. What are the two default Ticket/System Fields in a standard Zendesk Support account?**
  - A. Type and Status**
  - B. Category and Priority**
  - C. Type and Priority**
  - D. Subject and Type**
- 2. What type of field is most commonly used for one-time responses in tickets?**
  - A. Text fields**
  - B. Numeric fields**
  - C. Multi-line text fields**
  - D. Feedback forms**
- 3. What is an Automation in the context of Zendesk Support?**
  - A. A Business Rule where actions occur after a specified time under certain conditions**
  - B. A manual process for ticket resolution**
  - C. A predefined response for frequently asked questions**
  - D. A template for creating new tickets**
- 4. What is the main difference between an archived ticket and a closed ticket?**
  - A. Archived tickets can be edited**
  - B. Archived tickets have been closed for 120 days**
  - C. Closed tickets can be deleted**
  - D. There is no difference**
- 5. What is a Workflow in Zendesk?**
  - A. A system for reporting agent performance**
  - B. A method for improving agent training programs**
  - C. A combination of features to enhance customer experience**
  - D. A set of predefined macro responses**

- 6. Why would an Admin enable Satisfaction Prediction Scores?**
- A. To enhance agent performance**
  - B. To identify at-risk tickets ahead of time**
  - C. To improve ticket response time**
  - D. To analyze customer trends**
- 7. What is the purpose of the Solve Automation in the Bump, Bump, Solve Workflow?**
- A. To assign the ticket to a higher priority**
  - B. To notify the requester and automatically solve the ticket**
  - C. To escalate the ticket to a supervisor**
  - D. To remove all tags from the ticket**
- 8. How do conditions in triggers help manage ticket handling in Zendesk?**
- A. They provide a method to escalate all tickets automatically**
  - B. They allow for automatic replies based on ticket age**
  - C. They set specific criteria for when triggers should activate**
  - D. They define the types of tickets that can be submitted**
- 9. Can Zendesk Support be integrated with other tools?**
- A. No, it only functions as a standalone tool**
  - B. Yes, it can integrate with CRM systems and collaborative tools**
  - C. Yes, but only with other Zendesk products**
  - D. Yes, but only with social media platforms**
- 10. What criteria should be included in an escalation automation for merchant tickets after 48 hours?**
- A. Ticket status is closed**
  - B. Ticket hours since created greater than 48 hours and empty assignee**
  - C. Ticket must be high priority**
  - D. Ticket group must not contain agents**

## **Answers**

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1. C
2. A
3. A
4. B
5. C
6. B
7. B
8. C
9. B
10. B

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## **Explanations**

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**1. What are the two default Ticket/System Fields in a standard Zendesk Support account?**

- A. Type and Status**
- B. Category and Priority**
- C. Type and Priority**
- D. Subject and Type**

In a standard Zendesk Support account, the two default ticket fields are Type and Priority. The Type field allows agents to classify the nature of the ticket, such as whether it is a question, incident, problem, or task. This classification helps in managing and sorting tickets efficiently. The Priority field enables agents to assess the urgency of the ticket, categorizing it as low, normal, high, or urgent. This prioritization helps agents focus on the most pressing issues first, ensuring that customer service remains responsive and effective. The other options include fields that are either not default or are not classified as the two primary fields for ticket management within Zendesk. Category is not a standard field within the default ticket settings, and Status is an important field but not merged with Type or Priority as a combined default. Subject is indeed a key field, but it is not recognized as one of the two primary default fields in this context.

**2. What type of field is most commonly used for one-time responses in tickets?**

- A. Text fields**
- B. Numeric fields**
- C. Multi-line text fields**
- D. Feedback forms**

The most commonly used field for one-time responses in tickets is the text field. This type of field allows users to enter quick, concise responses or information directly related to the ticket in a straightforward manner. Text fields are ideal for capturing single pieces of information, such as a brief answer to a question or a short comment from the user. In contrast, multi-line text fields are generally better suited for more detailed responses where longer text entries are required, which may not align with the nature of a one-time response. Numeric fields, as their name suggests, are specifically meant for numeric input and would not be applicable for textual responses. Feedback forms are typically used for collecting comprehensive customer opinions and experiences rather than immediate updates or answers on individual tickets. Thus, text fields provide the simplicity and efficiency needed for quick, one-off updates or communications within ticketing.

### 3. What is an Automation in the context of Zendesk Support?

- A. A Business Rule where actions occur after a specified time under certain conditions**
- B. A manual process for ticket resolution**
- C. A predefined response for frequently asked questions**
- D. A template for creating new tickets**

In the context of Zendesk Support, Automation refers to a mechanism that allows actions to be carried out automatically after a specified time and when certain conditions are met. This feature is designed to help support teams manage their workflows more efficiently by automating repetitive tasks that would otherwise require manual intervention. For example, an automation can be set up to send a follow-up email to a customer if a ticket has been open for a certain number of days without a response. This not only improves customer engagement but also ensures that support metrics are maintained without requiring the team to constantly monitor every ticket. By specifying conditions such as ticket status or priority and defining actions like sending messages, changing statuses, or assigning tickets, automation helps streamline processes and improve overall service quality. The other options do not align with the definition of automation in Zendesk. A manual process for ticket resolution would lack the efficiency and consistency that automation provides. A predefined response might refer to macros or triggers, which serve different purposes in handling standard queries but are not driven by time or condition-based actions. Lastly, a template for creating new tickets does not involve automation since it pertains to the initial data entry rather than the management and follow-up of existing tickets.

### 4. What is the main difference between an archived ticket and a closed ticket?

- A. Archived tickets can be edited**
- B. Archived tickets have been closed for 120 days**
- C. Closed tickets can be deleted**
- D. There is no difference**

The main difference between an archived ticket and a closed ticket lies in the status and timeframe associated with the archived state. An archived ticket is one that has been closed for a certain period, which is typically 120 days. This archiving process helps to manage and reduce clutter in the active ticket view while still retaining the ticket's information for future reference if needed. In contrast, closed tickets refer to tickets that have been resolved and marked as closed but might still be maintained in the active database until they are archived. This allows for ongoing access to ticket details for reporting or review, especially in the immediate aftermath of resolution. The other choices do not accurately describe the relationship between archived and closed tickets. Tickets that are archived cannot be edited, they are meant to be kept for record-keeping. Closed tickets cannot be deleted by users; this ensures that all interaction history is preserved. Lastly, stating there is no difference ignores the clearly defined statuses that help organize tickets within the Zendesk platform.

## 5. What is a Workflow in Zendesk?

- A. A system for reporting agent performance
- B. A method for improving agent training programs
- C. A combination of features to enhance customer experience**
- D. A set of predefined macro responses

In Zendesk, a Workflow refers to a combination of features designed to enhance the overall customer experience throughout their interactions with the support team. This includes automating processes, organizing ticket management, and ensuring that customer queries are handled efficiently. Workflows can utilize triggers, automations, macros, and various other tools to streamline operations, reduce response times, and personalize support, thus creating a smoother experience for customers. The other choices relate to aspects of Zendesk but do not encapsulate the full concept of Workflow. Reporting on agent performance would involve analytics and metrics, which are part of performance tracking but do not define the workflow process itself. Improving agent training programs may be a beneficial outcome of insights gained from workflows but is not inherently part of what constitutes a workflow. Lastly, predefined macro responses are specific tools that can be used within a workflow but do not define the broader concept; they are just one element of automating responses in support operations.

## 6. Why would an Admin enable Satisfaction Prediction Scores?

- A. To enhance agent performance
- B. To identify at-risk tickets ahead of time**
- C. To improve ticket response time
- D. To analyze customer trends

Enabling Satisfaction Prediction Scores allows administrators to identify at-risk tickets ahead of time, which is crucial for proactive customer service management. These scores leverage historical data and machine learning to predict customer satisfaction outcomes based on various ticket attributes and interactions. By identifying tickets that are likely to generate low satisfaction, agents can prioritize their efforts and engage with customers early, addressing issues before they escalate. This predictive capability enables more effective resolution strategies and better overall service quality, ultimately enhancing the customer experience. The other options, while relevant to customer service, do not specifically address the unique capability of satisfaction scores. Enhancing agent performance focuses on training and development rather than predictive analytics. Improving ticket response time relates more to workflow efficiency than to satisfaction scores. Analyzing customer trends can provide insights but does not directly involve the proactive risk identification that satisfaction prediction offers.

**7. What is the purpose of the Solve Automation in the Bump, Bump, Solve Workflow?**

- A. To assign the ticket to a higher priority**
- B. To notify the requester and automatically solve the ticket**
- C. To escalate the ticket to a supervisor**
- D. To remove all tags from the ticket**

The purpose of the Solve Automation in the Bump, Bump, Solve Workflow is to streamline the ticket management process by facilitating timely resolutions. This automation primarily focuses on notifying the requester about the ticket's resolution and automatically solving the ticket. When the process is initiated, it ensures that customers are kept in the loop regarding the status of their inquiries and that the system efficiently updates the ticket status to "solved" without requiring manual intervention by agents. The other options do not reflect the primary function of the Solve Automation within this specific workflow. While escalating tickets or changing priorities may be part of other processes, the Bump, Bump, Solve Workflow is primarily concerned with timely resolution and effective communication with the requester. Removing tags might involve a different aspect of ticket management but is not relevant to the automation's main objective of solving tickets and informing customers.

**8. How do conditions in triggers help manage ticket handling in Zendesk?**

- A. They provide a method to escalate all tickets automatically**
- B. They allow for automatic replies based on ticket age**
- C. They set specific criteria for when triggers should activate**
- D. They define the types of tickets that can be submitted**

Conditions in triggers play a crucial role in managing ticket handling in Zendesk by allowing administrators to specify precise criteria that dictate when a trigger should be activated. When a ticket meets certain conditions—such as status, priority, or ticket type—the related trigger takes action automatically. This ensures that the correct responses, notifications, or workflows are initiated based on the specific needs of that ticket. This capability enhances efficiency and ensures that tickets are handled appropriately according to the requirements set by the organization. For instance, if a ticket is marked as urgent, the associated trigger might automatically notify a supervisor or route the ticket to a higher-tier support team, thereby improving response times and customer satisfaction. In contrast, while escalation of tickets, automatic replies based on ticket age, and defining the types of tickets can be part of the overall ticket management strategy in Zendesk, they do not directly relate to the core functionality of conditions within triggers. Conditions are specifically about determining the 'when' aspect of trigger activation, making them integral to effective ticket management.

## 9. Can Zendesk Support be integrated with other tools?

- A. No, it only functions as a standalone tool
- B. Yes, it can integrate with CRM systems and collaborative tools**
- C. Yes, but only with other Zendesk products
- D. Yes, but only with social media platforms

Zendesk Support is designed to be a versatile tool that can easily integrate with a variety of other applications and systems, significantly enhancing its functionality. By integrating with CRM systems, collaborative tools, and other software, users can streamline their workflows, improve customer interactions, and gain richer insights into their service operations. This capability allows Zendesk Support to act effectively within a broader ecosystem, making it suitable for businesses that rely on multiple platforms to manage their customer relationships and support processes. Integration with a wide range of tools, including project management applications, analytics software, and communication platforms, fosters better teamwork and efficiency. The other options suggest limitations that do not align with the actual capabilities of Zendesk Support. This illustrates the importance of understanding the full integration potential of Zendesk as a comprehensive support solution.

## 10. What criteria should be included in an escalation automation for merchant tickets after 48 hours?

- A. Ticket status is closed
- B. Ticket hours since created greater than 48 hours and empty assignee**
- C. Ticket must be high priority
- D. Ticket group must not contain agents

The criteria that should be included in an escalation automation for merchant tickets after 48 hours is that the ticket hours since created must be greater than 48 hours and the assignee must be empty. This is important because it targets tickets that have not been attended to within the specified timeframe, indicating potential issues that need immediate attention. By requiring that the ticket has remained unassigned, this condition ensures that tickets which have effectively fallen through the cracks are identified and escalated. This helps prioritize cases that may have significant impacts on merchants or customers, ensuring they are escalated appropriately to avoid delays in resolution. Other criteria like ticket status being closed would not make sense for escalation, as closed tickets are already resolved. Similarly, prioritizing based on ticket importance not only limits the scope of the escalation to only high-priority tickets but might overlook critical issues stemming from lower-priority tickets. Lastly, requiring that a ticket group must not contain agents could lead to confusion, as tickets might belong to groups with agents assigned, and such restrictions would unnecessarily complicate the escalation process.