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How to Create a Zendesk Support Ticket Form in WordPress

TUTORIAL



How to Create a Zendesk Support Ticket Form in WordPress

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Content Team Lead



[REVIEWED](#) By **Editorial Team**
Editor



When managing customer support, the last thing you want is a complicated process for your users to get the help they need to resolve issues conveniently.

The good news is that with the right tools, you can create a seamless support ticket form that integrates directly with Zendesk, making the process smooth for both you and your customers.

In this guide, I'll walk you through the steps to [integrate Zendesk with WPForms](#), ensuring that your support system is both efficient and easy to manage.

[Create Your Zendesk WordPress Form Now! 🐻](#)

How to Create a Zendesk Support Ticket Form in WordPress

Zendesk is the most popular support ticket system that allows you to track, prioritize, and solve customer support tickets.

You can manage all your customer information in one place, which makes communication with your customers easy and efficient.

If you want to allow your customers to submit a Zendesk ticket on your site, you can embed a simple contact form using WPForms.

But what if you want to customize the form to request more information, [add images to your form](#) or other custom HTML, or send [additional form notifications](#) when it's submitted?

With WPForms, you can easily create a custom support ticket form in WordPress and connect it with Zendesk. No need to learn any code!

In This Article

[Step 1: Install and Activate WPForms](#)

[Step 2: Create Your Zendesk Support Ticket Form](#)

[Step 3: Create a New Zap with Zapier](#)

[Step 4: Connect Your WordPress Forms to Zendesk](#)

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Step 1: Install and Activate WPForms

The first thing you'll need to do is install and activate the [WPForms plugin](#). For more details, see this step by step guide on [how to install a plugin in WordPress](#).

Next, you'll need to install and activate the [Zapier add-on](#). It lets you connect your WordPress forms to over 7,000+ web apps, including Zendesk. It's quick and easy, and the best way to manage support tickets submitted on your WordPress website.

To do this, go to **WPForms » Add-on** and find the one labeled **Zapier**. Click **Install Add-on** and then **Activate**.



Zapier Addon

The WPForms Zapier add-on allows you to connect your WordPress forms with over 5000+ web apps. The integration possibilities here are just endless.

Status: Not Installed

Install Addon

For more help with this step, take a look at how to [install and use the Zapier add-on](#).

Step 2: Create Your Zendesk Support Ticket Form

Now you'll need to create a new form.

To do this, go to **WPForms » Add New** and enter a name for your form. Then move down to the **Select a Template** section.

Search for "support ticket" and choose the **Support Ticket Form** template by clicking on the **Use Template** button.

Name Your Form

Submit a Support Ticket

Select a Template

To speed up the process you can select from one of our pre-made templates, start with a [blank form](#) or [create your own](#). Have a suggestion for a new template? [We'd love to hear it!](#)

All Templates 458

Available Templates 458

Add-on Templates

Business Operations 246

Customer Service 48

Support Ticket Form

Use Template

View Demo

Online Petition With Signature Form

Allow your supporters to submit digital signatures to help further your cause.

Pledge Drive Form

Accept pledge donations from those supporting your cause.

WPForms will create a form for you and load it in the form builder.

Add Fields

Field Options

Standard Fields

Single Line Text

Paragraph Text

Dropdown

Multiple Choice

Checkboxes

Numbers

Name

Email

Number Slider

hCaptcha

GDPR Agreement

Fancy Fields

Phone

Address

Date / Time

Website / URL

File Upload

Password

Rich Text

Layout

Page Break

Section Divider

HTML

Entry Preview

Rating

Hidden Field

Custom Captcha

Signature

Likert Scale

Net Promoter Score

Support Ticket Form

Name *

First Last

Email *

What can we help you with today?

General question

Feature request

Bug report

My account

Other

If other...

Your Website

Issues / Message

Submit

Subscribe

Follow Us



The Best WordPress Drag & Drop Form Builder Plugin

Enter the URL of your WordPress website to install

<https://yoursite.com>

Name

Email

Get WPForms Lite Now (Free)

You'll see your support ticket form has the following form fields:

- > Name
- > Email
- > What can we help you with today? (Multiple Choice)
- > If other... (Single Line Text)
- > Your website (Website / URL)
- > Issues / Message (Paragraph Text)

Of course, this is just to get you started and is geared towards those who provide computer support to customers. You can easily add or remove any form fields you want to customize the support form to meet your needs.

To add additional fields to your form, drag them from the left hand panel to the right hand panel.

Then, click on the field to make any changes. For instance, you can select the Multiple Choice field to change the support topics.

The screenshot shows the 'Support Ticket Form' builder. On the left, the 'Add Fields' panel is open to the 'Field Options' tab for a 'Multiple Choice' field (ID #3). The 'Label' is 'What can we help you with today?'. Below it, a list of 'Choices' includes 'General question', 'Feature request', 'Bug report', 'My account', and 'Other'. A circular callout highlights the 'General question' choice. On the right, the 'Support Ticket Form' preview shows the form with fields for 'Name' (First and Last), 'Email', and the 'What can we help you with today?' multiple choice field, which displays the same list of choices as seen in the configuration panel.

You can also click on a form field and drag it up or down to rearrange the order of your form.

Here are a few tips to help more your support form more efficient:

- > Ask detailed questions in your support ticket form. This can help you better understand the issues of your customers and resolve them quickly.
- > If you have extensive documentation published on your site, you might want to encourage your users to read it before submitting a support ticket. You can [add a link to your documentation in your form](#) using the Content field.
- > Tell your customers how long it usually takes to get a response from an agent in the [form confirmation](#) or [email notification](#). This can help your customers to set an expectation on turnaround time.

The Support Ticket Form template also uses smart conditional logic to show or hide the If other... field based on which choice users select from the What can we help you with today? field.

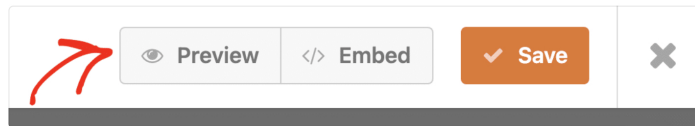
The screenshot shows the 'Support Ticket Form' builder with the 'Smart Logic' tab selected. It shows a 'Single Line Text' field (ID #4) with 'Enable Conditional Logic' turned on. The logic is configured to 'Show' the field 'if' 'What c...' 'is' 'Other' 'And'. Below this, there is an 'or' section and an 'Add New Group' button. On the right, the 'Support Ticket Form' preview shows the form with the 'If other...' field now visible below the multiple choice options, indicating that the conditional logic is active.

To learn more about how this works, check out our [conditional logic tutorial](#).

And for more help creating your form, check out this tutorial on [how to create a support ticket form in WordPress](#).

Finally, make sure to submit a test entry for your support ticket form. You'll need this later when connecting WPForms to Zapier.

You can submit a test entry by clicking on the **Preview** button at the top of the form builder.

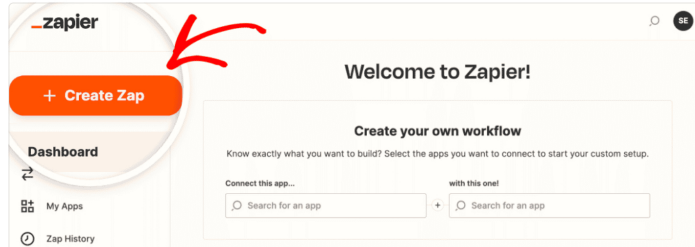


Then fill out the form and click the **Submit** button.

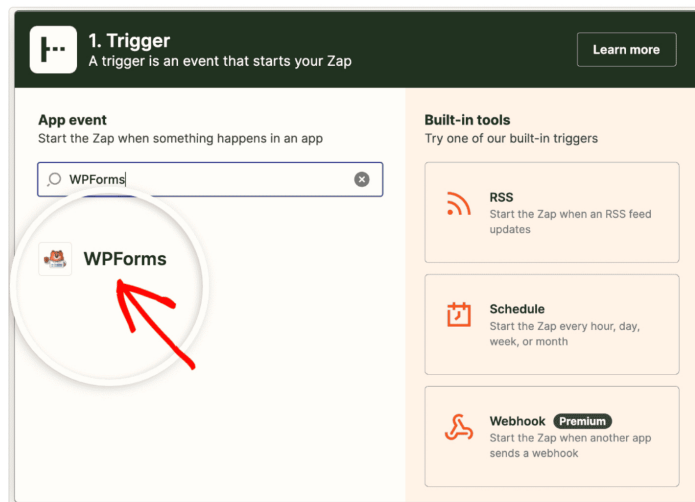
Now, let's take a look at how to connect your WordPress support form to Zendesk.

Step 3: Create a New Zap with Zapier

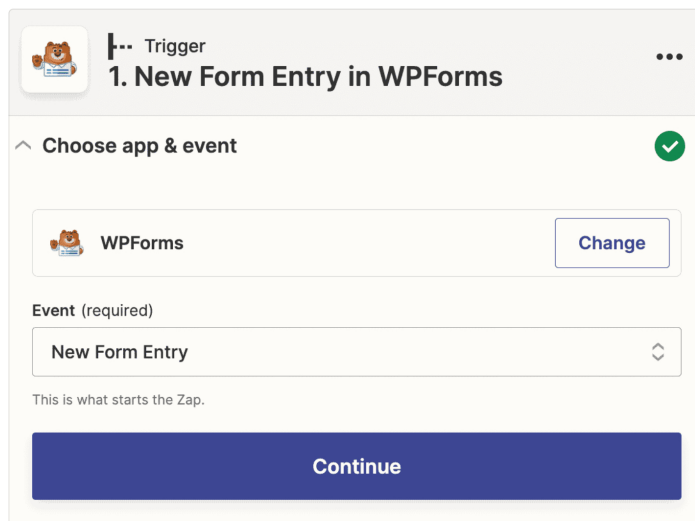
The first thing you'll need to do is log into your Zapier account and click on the **Create Zap** button near the top of the screen. If you don't have a Zapier account, you can [create one here](#).



Next, you'll need to choose a trigger app, which in our case is WPForms. Search for WPForms in the search bar and click on it.




Then you'll have to select what event will trigger the Zap. The only option available for WPForms will be **New Form Entry**.







Click **Continue** to make WPForms the trigger when a form entry is submitted on your website.


Now you'll need to connect Zapier to your WPForms account. Click **Sign in** in the Zap wizard.

 Trigger

1. New Form Entry in WPForms

 Choose app & event [How to get access](#) 



 Choose account 

 Connect WPForms

Sign in


WPForms is a secure partner with Zapier. [Your credentials are encrypted & can be removed at any time.](#) You can [manage all of your connected accounts here.](#)

To continue, finish required fields

 Test trigger [How to get access](#) 

This will open a popup where you need to enter your site's URL and Zapier API key.

To find your API key, open your WordPress admin dashboard in a new tab and go to **WPForms » Settings » Integrations**. Then expand the **Zapier** section.



Zapier
Integrate Zapier with WPForms

Your WPForms Zapier API key is `1a2b3cd45efghi6j7klm`

No forms are currently connected.

[Click here for documentation on connecting WPForms with Zapier.](#)

Here you can copy your API key and paste it into the popup window.

Allow Zapier to access your WPForms Account?

API Key (required)

The API key is located in your site's WordPress dashboard at WPForms > Settings > Integrations. Clicking on the Zapier integration will display the API key.

[Click here for documentation on connecting WPForms with Zapier](#)

1a2b3cd45efghi6j7klm

Website (required)


The full website URL of the site you want to connect to Zapier. e.g. [http://example.com/](#)

https://sulliesflowers.com

Yes, Continue

Cancel

Once your WPForms account is connected to Zapier, you'll have to choose which form to connect to this Zap. Select your support ticket form from the dropdown.

 Trigger

1. New Form Entry in WPForms

...

✓ Choose app & event

✓ Choose account

^ Set up trigger

Form 1 2 3 (required)

Support Ticket Form

Refresh fields

Continue



✓ Test trigger

!


Click **Continue**. Zapier will now test your WPForms connection to make sure everything is working right. Click **Test trigger**.

^ Test trigger

!

 → 

Test your trigger

We'll find a recent form entry in your  WPForms account to confirm that the right account is connected and your trigger is set up correctly.

Test trigger


If you've set your Zap up right so far, you'll see the test entry that you submitted to your support ticket form.

^ Test trigger

✓

✓ **We found a form entry!**

This form entry was found in your WPForms account. [Learn more about test data.](#)

 Form Entry A

Search

id: 167
field0: Sullie Elosa
field0_first: Sullie
field0_middle:

field0_last: Elosa
field1: sullie@wpforms.com
field3: General question
field4:
field7:
field5: Zapier test submission.

Continue

Click **Continue** one more time to set up the action half of your Zap.

Step 4: Connect Your WordPress Forms to Zendesk



Now that Zapier is connected to the WPForms plugin, you need to connect WPForms to Zendesk.


To start, search for the Zendesk app in the search bar and select it as the action app.

2. Action
An action is an event a Zap performs after it starts [Learn more](#)


App event
Do something in an app

Search: zendesk


 **Zendesk Premium** 

 **Zendesk Sell**

Next, you'll choose the Zendesk action. Since we are creating a support ticket form to collect site visitor support requests, we'll select **Create Ticket**.

 **Action**
2. Zendesk

Choose app & event


 **Zendesk Premium** [Change](#)

Event (required)

Search: Choose an event

CREATE


Create Organization
Create a new organization.

Create Ticket 
Create a new ticket.

Attach File to Ticket
Attach a file to an existing ticket.

Click **Continue**.

Now you need to connect your Zendesk account to Zapier. Click **Sign in**.

 Action

2. Create Ticket in Zendesk

...


✓

Choose app & event

^

Choose account

!


 Connect Zendesk

Sign in

Zendesk is a secure partner with Zapier. [Your credentials are encrypted & can be removed at any time.](#) You can [manage all of your connected accounts here.](#)

To continue, finish required fields

This will open a popup window where you'll need to enter your Zendesk URL, email address, and API key.



Allow Zapier to access your
Zendesk Account?

Account (required)

https:// .zendesk.com/

Agent Email (required)

Should be the same email you use to login to administer your Zendesk account.

API Token (required)

Found in Admin > Channels > API.


Yes, Continue

Cancel

If you need help finding your API key, see Zendesk's documentation on [how to enable and generate API tokens.](#)

Click **Yes, Continue** to close the popup window. Then click **Continue** in the Zap setup wizard to proceed to the next step.

Now you need to set up a Zendesk ticket template. In this step, you'll have to configure the correct WPForms fields in its corresponding Zendesk ticket fields. Use the dropdowns to select the corresponding fields from your WordPress form.

 Action

2. Create Ticket in Zendesk

...

✓

Choose app & event

✓

Choose account

^

Set up action

Subject (required)

1. What can we hel...you with today?: General question

The 2 required fields are **Subject** and **First Comment/Description**. We'll connect them to the What can we help you with today? and Issues/Message fields.

Fill out any other fields you want to connect such as the **Requester Name** and **Requester Email**, then click **Continue**.

Requester Name

1. Name: Sullie Elosa

To set the Requester, you must specify the Requester Name in... [more](#)

Requester Email

1. Email: sullie@wpforms.com

To set the Requester, you must specify the Requester Email in th... [more](#)

First Comment/Description Format

Plain Text

First Comment/Description (required)

1. Issues / Message: Zapier test submission.

Now Zapier will test your connection to Zendesk just like it did for WPForms. Click **Test action** to continue.

^

Test action

→

Send Create Ticket to Zendesk

To test Zendesk, we need to create a new create ticket. This is what will be created:

Search item data...

comment_form...: Plain Text
email: sullie@wpforms.com
first_comment: Zapier test submission.
first_comment... : yes
name: Sullie Elosa
subject: General question

Skip test

Test action

If everything is set up properly, you'll see a success message.

^


Test action

→

Send Create Ticket to Zendesk

We'll use this as a sample for setting up

the rest of your Zap.

 A Create Ticket was sent to Zendesk about 2 seconds ago

You can also check Zendesk to see if your test submission has now added as a ticket in your account.

Lastly, don't forget to publish your Zap so that when someone submits a support ticket form on your WordPress website, the form entry goes directly to your Zendesk account.

 Search item data...

subject: General question
raw_subject: General question
description: Zapier test submission.
priority: null
status: open
recipient: null
requester_id: 10383192178075
submitter_id: 10383192178075
assignee_id: 10333054148379
organization_id: null
group_id: 10333051025563
collaborator_i... :
follower_ids:
email_cc_ids:
forum_topic_id: null
problem_id: null

Retest action

Publish Zap

FAQs — How to Create a Zendesk Support Ticket Form in WordPress

Does Zendesk work with WordPress?



How do I create a ticket form in Zendesk?



How to integrate Zendesk with WordPress?



How do you format a support ticket?



Next, Connect Your WordPress Site to Discord

And there you have it! You now know how to create a custom support ticket form in WordPress with Zendesk. If you like using Zapier for automation, you might want to check out how to [connect your WordPress contact form to Discord](#).

Create Your WordPress Form Now

Ready to build your form? Get started today with the easiest WordPress form builder plugin. [WPForms Pro](#) includes lots of free templates and offers a 14-day money-back guarantee.

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Molly Tyler

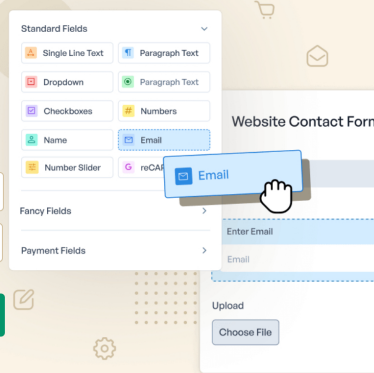
Molly is a Content Team Lead at WPForms. She's been writing about WordPress since 2018. [Learn More](#)

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[SOLVED] How to Fix WordPress Not Sending Email in 2025

Are you not receiving email notifications from your WordPress contact forms? Unfortunately, the...

Add a Comment

We're glad you have chosen to leave a comment. Please keep in mind that all comments are moderated according to our [privacy policy](#), and all links are nofollow. Do NOT use keywords in the name field. Let's have a personal and meaningful conversation.

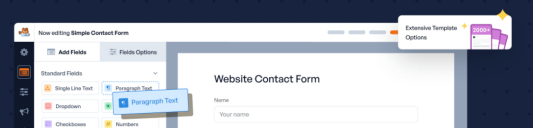
☐ Save my name, email, and website in this browser for the next time I comment.

This form is protected by Cloudflare Turnstile and the Cloudflare [Privacy Policy](#) and [Terms of Service](#) apply.

[Add Your Comment](#)

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Create and publish forms in minutes

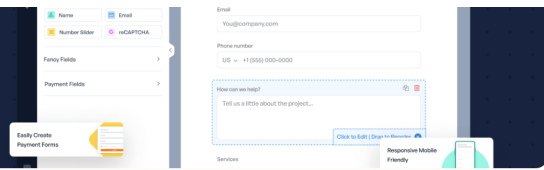


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English ▼
Facebook, Twitter, YouTube

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Conditional Logic
Conversational Forms
Form Landing Pages
Entry Management
Form Abandonment
Form Notifications
Form Templates
File Uploads
Calculation Forms

Geolocation Forms
Multi-Page Forms
Newsletter Forms
Payment Forms
Post Submissions
Signature Forms
Spam Protection
Surveys and Polls
User Registration
WPForms AI

Integrations

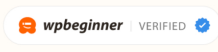
Drip Forms
HubSpot Forms
Mailchimp Forms
Brevo Forms
Salesforce Forms
Authorize.Net
PayPal Forms
Square Forms
Stripe Forms

Helpful Links

Support
Documentation
Plans & Pricing
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Make a Website
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