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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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✓ 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!

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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 addon. 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** » **Addon** and find the one labeled **Zapier**. Click **Install Addon** and then **Activate**.

For more help with this step, take a look at how to install and use the Zapier addon.

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.

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

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.

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.


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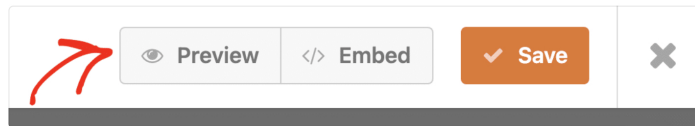
Then fill out the form and click the **Submit** button.

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.
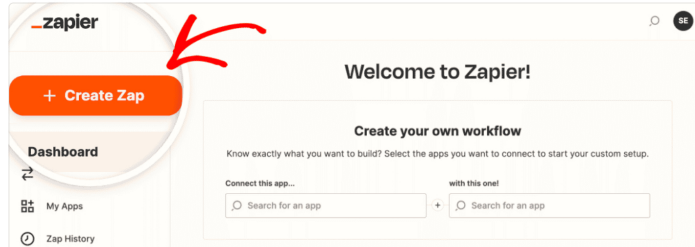
Next, you'll need to choose a trigger app, which in our case is WPForms. Search for WPForms in the search bar and click on it.
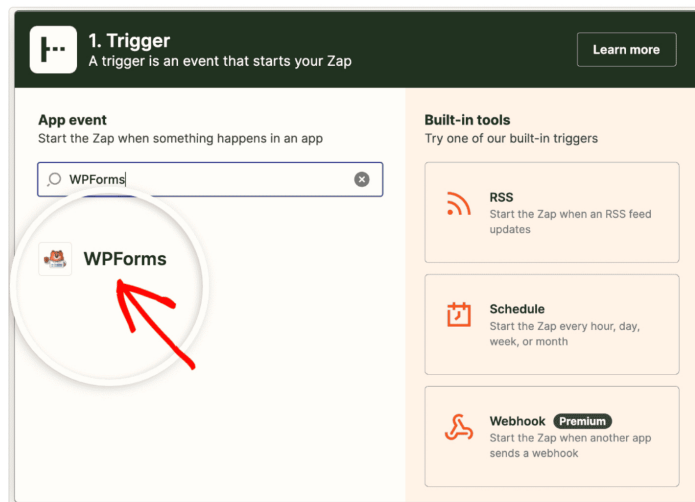
Then you'll have to select what event will trigger the Zap. The only option available for WPForms will be **New Form Entry**.
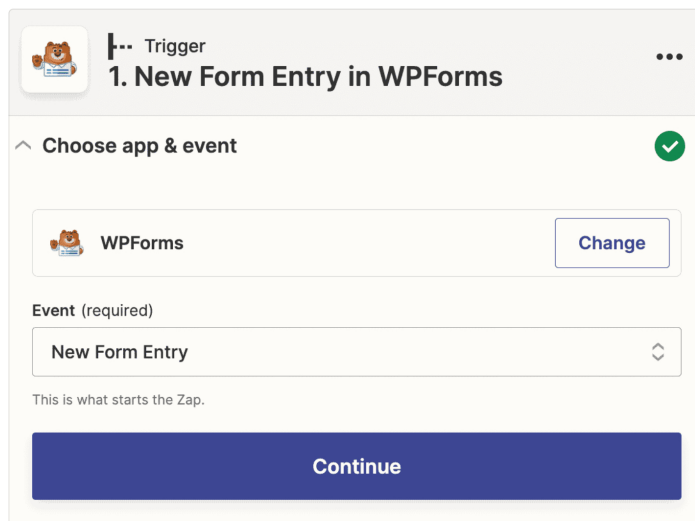
Click **Continue** to make WPForms the trigger when a form entry is submitted on your website.

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**   │
│   ⌄   │ 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.

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

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 Eloso
field0_first: Sullie
field0_middle:

field0_last: Eloso
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.

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**.

Click **Continue**.

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

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:// sulliesflowers .zendesk.com/

Agent Email (required)

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

sullie@wpforms.com

API Token (required)

Found in Admin > Channels > API.

A1BCdefG3HIJKl45M6NOp78qrStu9V0W12xyzab3

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.

∧ 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 Eloso

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 Eloso
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.

> ℹ️ 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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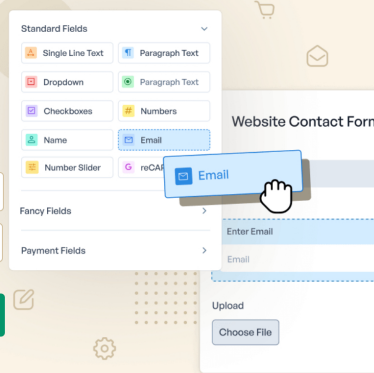
Molly Tyler

Molly is a Content Team Lead at WPForms. She's been writing about WordPress since 2018. **Learn More**

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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.

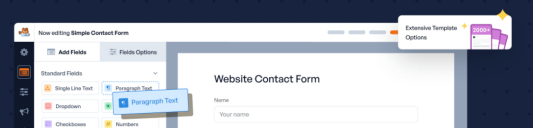Your Comment

Your Full Name

Your Email Address

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

Start Building Smarter WordPress Forms
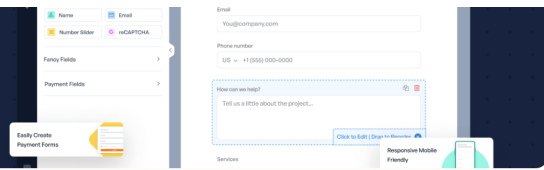
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Entry Management
Form Abandonment
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Form Templates
File Uploads
Calculation Forms

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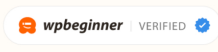User Registration
WPForms AI

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Mailchimp Forms
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