

Zendesk Integration

Connects **Zendesk Messaging** and **Zendesk Support** with the Newo AI agent so chat visitors can talk to the AI first, then move to a human agent in Zendesk Agent Workspace when needed. The same integration can also create Zendesk Support tickets when the customer needs follow-up instead of a live chat handoff.

Create the Newo project

If this project already exists in **Newo Builder**, skip this subsection and continue with the integration-specific settings below.

1. In **Newo Builder**, open the projects list and click **Create Project** (or **Create New Project** from the top-right menu).



Create New Project menu in Newo Builder

2. Fill **IDN** and **Title**. The exact names do not matter; use any clear names your team will recognize.
3. In **Registry**, choose the release channel:
 - **staging** — the newest module fixes appear here first. Use it when you need the latest fix, but expect possible unfinished changes.
 - **production** — the final stable version for live projects.
4. In **Module**, select the module for this integration.

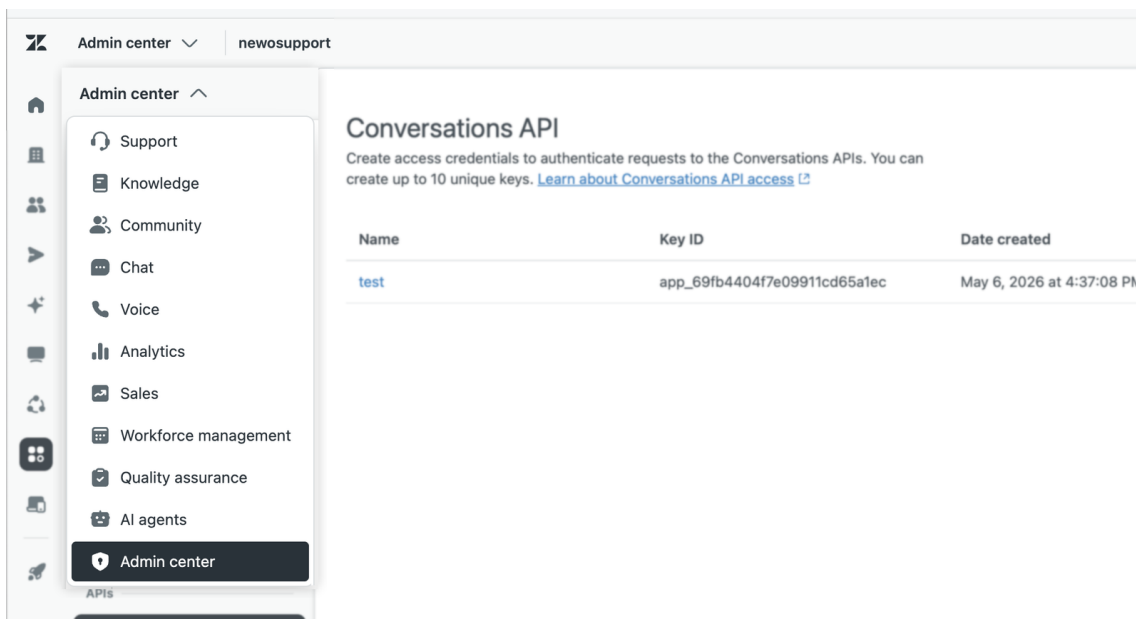


Create Project form showing IDN, Title, Registry, and Module fields 5. Leave **Module version** on **Latest version** unless support tells you to pin a specific version, then click **Create**.

Prepare Zendesk Conversations API

Open Zendesk Admin Center first. From any Zendesk product, click the Zendesk products menu in the top bar, then select **Admin Center**. You can also open it directly:

```
https://{subdomain}.zendesk.com/admin/home
```



Admin Center reference: [Using Zendesk Admin Center](#).

Then open the Conversations API page:

```
Admin Center -> Apps and integrations -> APIs -> Conversations API
```

Create a Conversations API key or open an existing key. This page is separate from the **API tokens** page in the same APIs menu. Copy these values:

Zendesk value	Newo setting
App ID	Messaging App ID
Key ID	Sunshine API Key ID
Secret	Sunshine API Key Secret

Important:

- The App ID is not a secret.
- The Key ID is not enough by itself; Newo also needs the Secret.
- Zendesk shows the Secret only when the key is created, so copy it before leaving the page.
- Store the Secret only in the hidden Newo setting.

Admin center

newosupport

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Conversations API

Create access credentials to authenticate requests to the Conversations APIs. You can create up to 10 unique keys. [Learn about Conversations API access](#)

Create API key

Name	Key ID	Date created
test	app_69fb4404f7e09911cd65a1ec	May 6, 2026 at 4:37:08 PM

Official reference: [Sunshine Conversations API authentication](#).

Fill Newo Zendesk Settings

Open Newo Builder, go to project settings, and find the `Module – Zendesk` group.

Use these values:

Field	Value
Zendesk Subdomain	Only the Zendesk subdomain, for example newosupport from <code>https://newosupport.zendesk.com</code>
Messaging App ID	App ID from Zendesk Conversations API
Live Agent Target	Keep <code>zd-agentWorkspace</code>
Add Zendesk Handoff Scenario	True unless you already configured the canvas manually
Enable Ticket Tools	True only if the AI should create Zendesk Support tickets
Sunshine API Key ID	Key ID from Zendesk Conversations API
Sunshine API Key Secret	Secret from Zendesk Conversations API

Brothers Supply Corp. / Attributes

Idn: C_NE_X85ZZX3

Publish All

Profile

Customer Projects Personas

Search by idn, title, group

Show Hidden

Module - Zendesk

1. Business

1. Business - Advanced

2. Agent

2. Agent - Advanced

3. Knowledge Base

3. Knowledge Base - Advanced

4. Agent Behavior

4. Agent Behavior - Advanced

5. Reports

5. Reports - Advanced

6. Support

6. Support - Advanced

7. Customer Account

8. System

1. Zendesk Subdomain

Required. Enter only the account subdomain, not the full URL. Path: open your Zendesk account URL, for example <https://newsupport.zendesk.com>, and copy the part before .zendesk.com. For <https://newsupport.zendesk.com>, enter newsupport.

newsupport

Save

2. Messaging App ID

Required. Copy the App ID from Zendesk Conversations API. Path: Admin Center -> Apps and integrations -> APIs -> Conversations API -> API tokens -> Create API key or open an existing key. URL pattern: [https://\(subdomain\).zendesk.com/admin/apps-integrations/apis/conversations-api](https://(subdomain).zendesk.com/admin/apps-integrations/apis/conversations-api).

69f97e2a96e0bc7c7aee7913

Save

3. Live Agent Target

Optional. Keep zd-agentWorkspace for Zendesk Agent Workspace handoff. Path: Zendesk Developer Docs -> Messaging -> Programmable conversations -> Switchboard.

Save

Brothers Supply Corp. / Attributes

Idn: C_NE_X85ZZX3

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1. Business

1. Business - Advanced

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5. Reports - Advanced

6. Support

6. Support - Advanced

7. Customer Account

8. System

0. Agent Creator

Module - Lead Nurturing

Module - Outbound

Module - XCally

Module - Zendesk

pattern: [https://\(subdomain\).zendesk.com/admin/apps-integrations/apis/conversations-api](https://(subdomain).zendesk.com/admin/apps-integrations/apis/conversations-api).

Save

7. Sunshine API Key Secret

Required private credential. Copy Secret key from Zendesk when the API key is created; Zendesk shows it in the copy dialog. Path: Admin Center -> Apps and integrations -> APIs -> Conversations API -> API tokens -> Create API key. URL pattern: [https://\(subdomain\).zendesk.com/admin/apps-integrations/apis/conversations-api](https://(subdomain).zendesk.com/admin/apps-integrations/apis/conversations-api).

Save

8. Zendesk Agent Login Email

Private credential for Zendesk Support API token auth. Enter the login email of the Zendesk admin or agent account used with the Support API token; requests authenticate as (email)/token. Where to find it: Zendesk Support -> top-right avatar -> View profile -> Email, or Admin Center -> People -> Team members -> open the admin/agent -> Email.

Save

9. Support API Token

Save

Quick check:

Check	Expected
Zendesk Subdomain	Not empty, no https://, no .zendesk.com
Messaging App ID	Not empty
Live Agent Target	zd-agentWorkspace
Sunshine API Key ID	Not empty
Sunshine API Key Secret	Not empty
Add Zendesk Handoff Scenario	True for first setup

Enable Zendesk Support Tickets

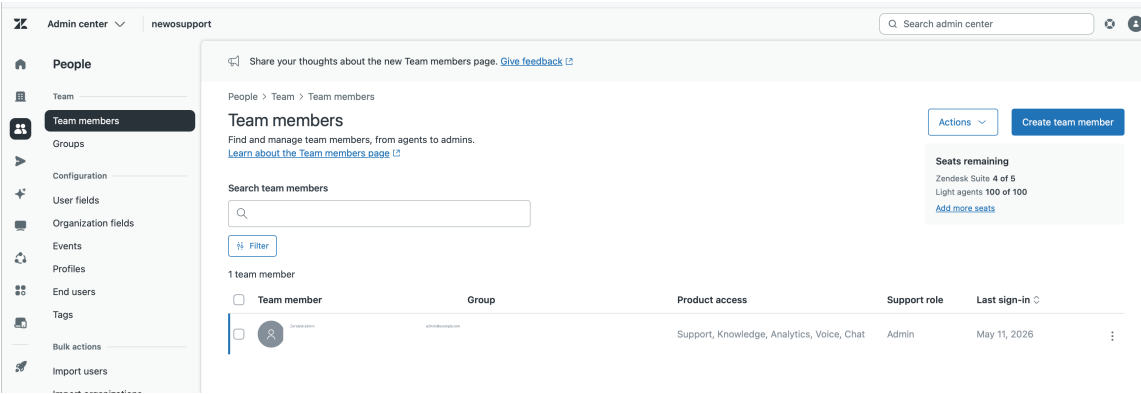
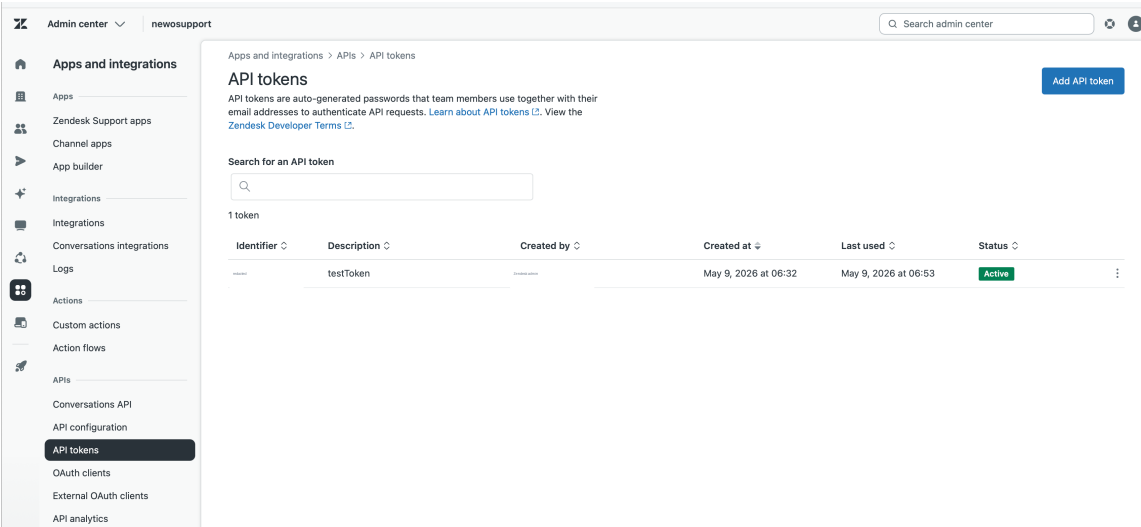
This section is required only if the AI should open Zendesk Support tickets. If the integration only needs live chat handoff to Zendesk Agent Workspace, leave `Enable Ticket Tools` as `False` and skip these credentials.

Ticket creation uses the Zendesk Support API, which is separate from Conversations API credentials. The Support API token lives under a different Admin Center menu item:

Admin Center -> Apps and integrations -> APIs -> API tokens

To enable tickets, fill two additional hidden Newo settings:

Field	Where to get it
Zendesk Agent Login Email	Zendesk Support -> top-right avatar -> View profile -> Email, or Admin Center -> People -> Team members -> open the admin/agent -> Email
Support API Token	Admin Center -> Apps and integrations -> APIs -> API tokens -> Add API token



Important:

- Use an admin or agent email that can authenticate with the Support API token.
- Zendesk Support API token auth uses `{email}/token:{api_token}` .
- Do not paste the Conversations API Key ID or Secret into `Support API Token` ; `API tokens` is a separate Zendesk Support credential page.
- If either value is wrong, ticket creation returns `401` .
- If the customer has an email or phone but no name, the AI should ask for the customer's name before creating the ticket.

Official references:

- [Zendesk Support authentication](#)
- [Zendesk Tickets API](#)

Publish and Verify Zendesk Setup

Click `Publish All` in Newo Builder.

After publishing, the Zendesk setup should:

- register the Zendesk custom tools in Newo;
- create or reuse the Newo incoming webhook connector for Zendesk;
- find or create the Zendesk Conversations integration;
- create or update the Zendesk webhook;
- add the default live-agent handoff scenario to the Newo canvas if `Add Zendesk Handoff Scenario` is `True` .

If you want to inspect the Zendesk webhook manually, open:

```
Admin Center -> Apps and integrations -> Integrations -> Conversations integrations
```

Expected webhook configuration:

Setting	Expected
Request method	POST
Request format	JSON
Include full user	Enabled
Include full source	Enabled
Required subscriptions	conversation:message, switchboard:passControl, switchboard:releaseControl

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Conversations integrations

Build messaging capabilities to send and receive messages with webhooks and the Conversations API. [Learn about conversations integrations](#)



No integrations in sight

When you create one you'll see it listed here.

Create integration

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Conversations integrations > Create integration

Create integration

Build messaging capabilities to send and receive messages with webhooks and the Conversations API. [Learn about conversations integrations](#)

Name

Give this integration a name to help identify it.

Integration 1

Webhook

Each integration requires a webhook. You can change this information later.

Webhook endpoint URL

Endpoint to pass the data. [Learn about endpoints](#)

https://examplelocation.com/example

Webhook body data

Select what to include in webhook payloads.

☐ Include full user

The complete user schema for events involving a specific user

☐ Include full source

The client and device object (when applicable)

Request method

POST

Request format

JSON

Webhook subscriptions

Select the conversation events that will trigger the webhook. [Learn about webhook events](#)

☐ Client removed

☐ Client updated

☐ Client added

☐ Conversation created

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☐ Client removed
 ☐ Client updated
 ☐ Conversation created
 ☐ Conversation deleted
 ☐ Conversation message
 ☐ Conversation read
 ☐ User merged
 ☐ Postbacks
 ☐ Channel delivery success
 ☐ User delivery success
 ☐ Delivery failure
 ☐ User typing
 ☐ User updated

☐ Conversation referral
 ☐ Switchboard pass control failure
 ☐ Switchboard accept control
 ☐ Switchboard accept control failure
 ☐ Switchboard offer control
 ☐ Switchboard offer control failure
 ☐ Switchboard pass control
 ☐ Switchboard release control
 ☐ Participant joined conversation
 ☐ Participant left conversation
 ☐ Passthrough messaging

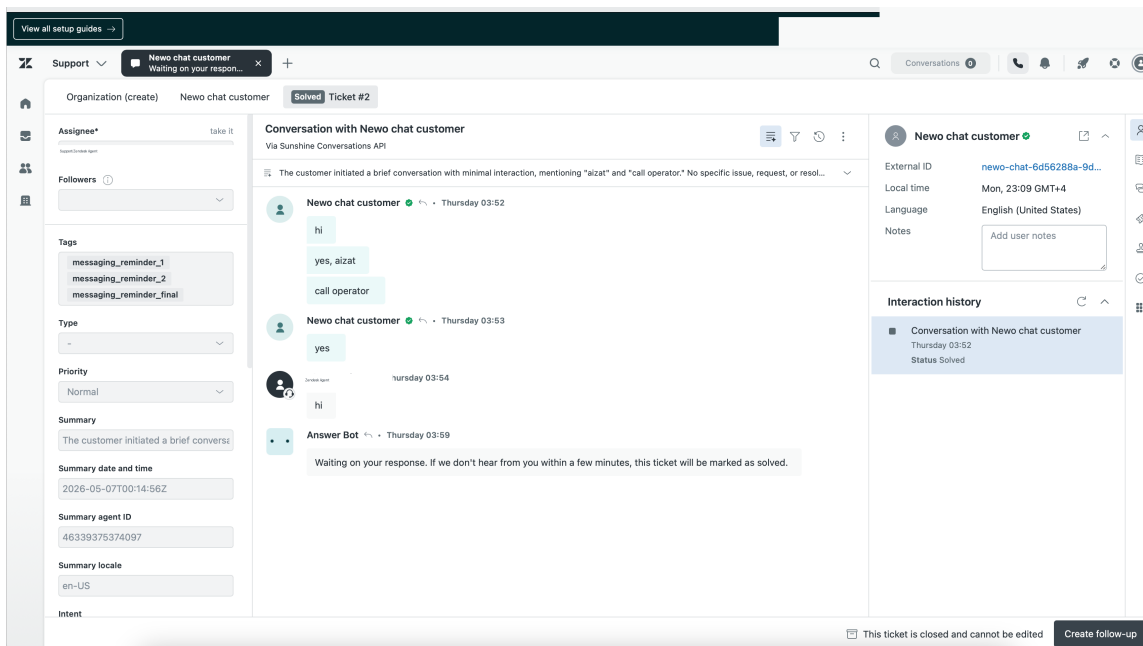
How to Test

Basic Handoff Test

1. Open a fresh Newo chat session.
2. Ask for a live operator.
3. Confirm the handoff if the AI asks for confirmation.
4. Verify that a new Zendesk Messaging conversation appears in Zendesk Agent Workspace.
5. Reply from Zendesk as an agent.
6. Verify that the Zendesk reply appears back in the same Newo chat.

Expected result:

- The customer stays in the Newo chat widget.
- Zendesk receives the conversation.
- Newo stops normal AI follow-up while the human agent owns the conversation.
- Zendesk agent replies return through the Zendesk webhook.



Ticket Creation Test

Use this test only if `Enable Ticket Tools` is `True` and the Support API credentials are filled.

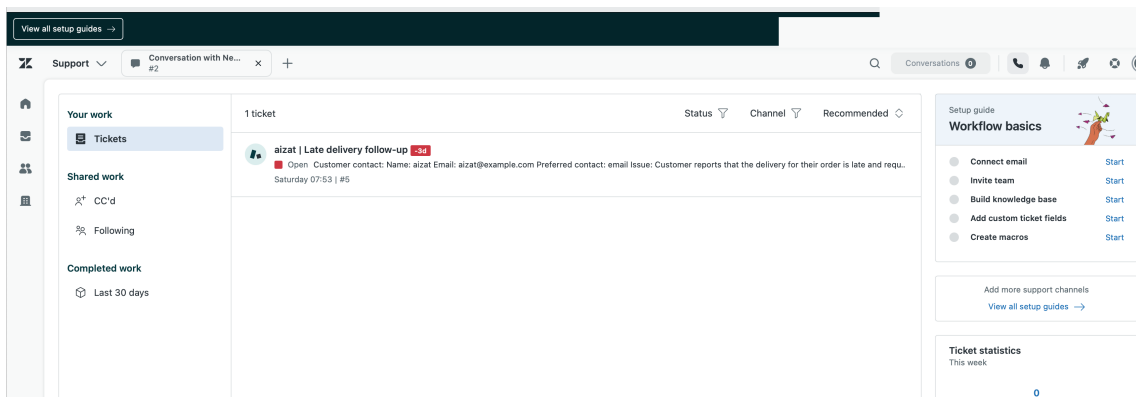
1. Open a fresh Newo chat session.
2. Ask the AI to pass an issue to support for follow-up.
3. Provide the customer's name.
4. Provide at least one contact method: email or phone.
5. Provide the issue summary.
6. Verify that a new ticket appears in Zendesk Support.

Example customer message:

Please pass this to your support team. My name is Aizat Valiev.
My email is aizat@example.com. The delivery is late.

Expected result:

- The AI gathers missing name or contact details before creating the ticket.
- Zendesk creates a Support ticket.
- The ticket requester has a name and contact method.
- The ticket comment contains the customer contact details and issue summary.



Where to Look in Zendesk

What you are checking	Zendesk location
Messaging handoff conversation	Zendesk Support -> Agent Workspace -> Conversations or Tickets
Created Support ticket	Zendesk Support -> Tickets
Conversations API credentials	Admin Center -> Apps and integrations -> APIs -> Conversations API
Support API token	Admin Center -> Apps and integrations -> APIs -> API tokens
Conversations webhook	Admin Center -> Apps and integrations -> Integrations -> Conversations integrations