Zendesk Jira: Using side conversations to address a one-to-many use case

Zendesk has a feature known as side-conversations that is meant to ease the communication with external parties (via email). In this use case we will use this Zendesk feature to create tickets in remote systems - in this example we use two Jira instances, but could be any system supported by Exalate.

In order to set this up, please follow these steps:

1. Set up an Exalate connection between **Zendesk** and **Jira 1**.
2. Set up another Exalate connection between **Zendesk** and **Jira 2**.
3. Create a macro called "Send to Developers", and include the following in the Action:

4. Create another macro called "Send to QA", and include the following in the Action:

5. Now create Zendesk triggers to add a custom tag if a new ticket is created in one of the Groups assigned in steps 3 and 4:

6. The final piece is to create Exalate triggers based on the tags added via Zendesk triggers i.e.
tags:dev
tags:qa
in the respective connections.

Now support agents are able to run macros and create side conversations to talk to the Development and QA teams on seperate threads, and no one ever has to leave there favored work system!

A very demonstration of the end result is here: