



AI SEARCH VISIBILITY REPORT

Help Scout

helpscout.com · United States

Week 43, 2026 (Oct 19 – Oct 25) · data collected Oct 22, 2026

Help Scout was named in **25 of 32** AI answers.
Freshdesk was named in **29**.

8 buyer questions asked on ChatGPT, Perplexity, Gemini and Google AI Mode.

1 · Summary

Score, competitors, first move

2 · Action queue

7 actions with evidence

3 · Detail

Every question, every engine

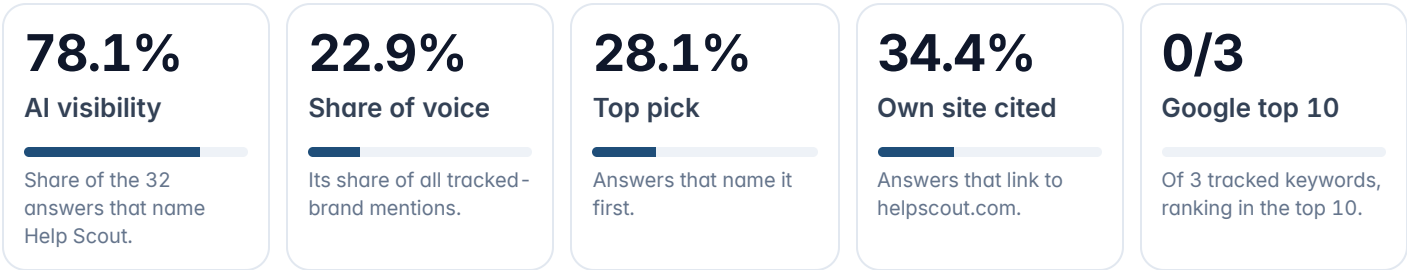
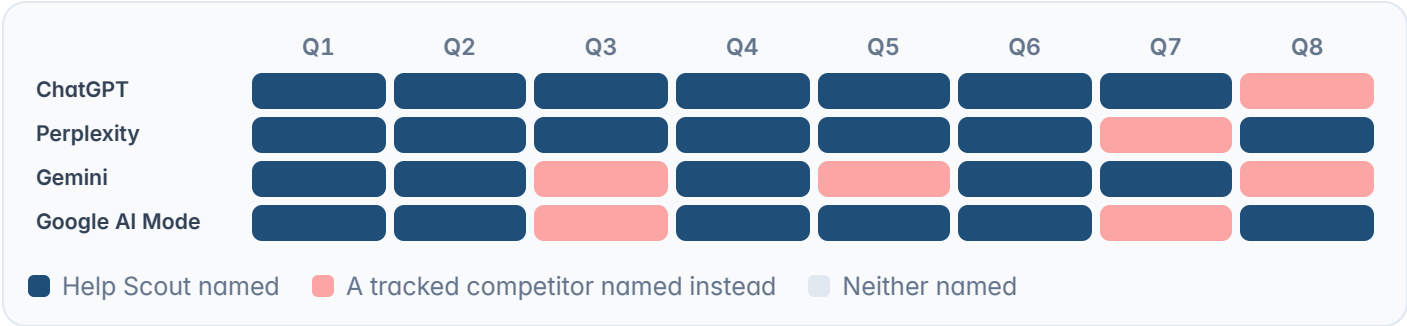
4 · Evidence

All 32 answers and method

Help Scout was named in 25 of 32 AI answers

Freshdesk was named in 29 of the same 32, Zendesk in 22. We asked ChatGPT, Perplexity, Gemini and Google AI Mode the 8 questions a buyer asks before choosing.

United States · data collected Oct 22, 2026 · Week 43, 2026 (Oct 19 – Oct 25) (baseline week)



EXECUTIVE SUMMARY

Where it stands, who wins instead, what to do first

Three lines to read before anything else. The action queue below has 7 items, highest impact first.

WHERE IT STANDS

Named in 25 of 32 answers (78.1%). Strongest on ChatGPT (7 of 8).

WHO AI RECOMMENDS INSTEAD

Freshdesk is named in 29 of 32. 7 answers name a tracked competitor but not Help Scout: those are the openings.

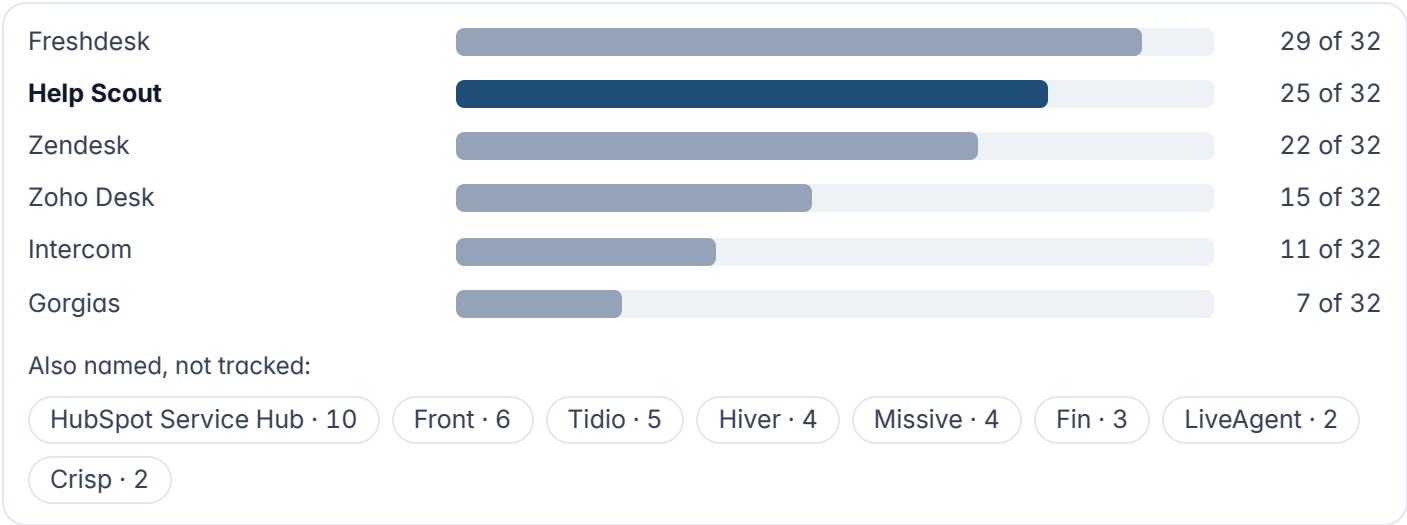
FIRST MOVE

Win the top pick from Zoho Desk. Publish an honest "Help Scout vs Zoho Desk" comparison and make sure review sites state where Help Scout is the better choice.

COMPETITIVE PICTURE

Who the engines recommend

Answers (of 32) that name each tracked business, and how Help Scout does on each engine.



ChatGPT

7 of 8

Top pick 25% · site cited 87.5%

Perplexity

7 of 8

Top pick 25% · site cited 25%

Gemini

5 of 8

Top pick 12.5% · site cited 0%

Google AI Mode

6 of 8

Top pick 50% · site cited 25%

FASTEST WINS

Where to get listed first

List, directory and review pages the engines cited in the 7 answers that named a competitor but not Help Scout. Competitor sites and image hosts are excluded. Getting onto these pages is the most direct route into the same answers.

PAGE	SITE	ANSWERS CITING IT
Best Help Desk Software in 2026: Tested, Ranked & Compared	alloysoftware.com	3
5 Best Low Cost Help Desk Software (+ Pros & Cons) - HelpSpot	helpspot.com	1
8 Best Help Desk Software Tools in 2026 (With the Real Pricing Math)	dragapp.com	1
Best Help Desk Software in 2026: 8 Tools Compared by Use Case	mojohelpdesk.com	1
AI help desk software: The 10 best platforms compared - Deskpro	deskpro.com	1
Best AI Helpdesk Software in 2026: 8 Tools Reviewed ...	kayako.com	1

ACTION QUEUE

7 actions, highest impact first

Each item is tied to the answers behind it: the question, which engines answered, who they named, and the pages they cite.

1 **MEDIUM** Win the top pick from Zoho Desk

"What is the most affordable help desk software?": 4 engines recommend Zoho Desk first; Help Scout appears further down.

Do: Publish an honest "Help Scout vs Zoho Desk" comparison and make sure review sites state where Help Scout is the better choice.

CHATGPT

"The most affordable help desk software in 2026 is generally Zoho Desk if you want a low-cost paid plan, or a free help desk if you want to spend nothing."

PERPLEXITY

"Zoho Desk is generally the most affordable traditional help desk."

2 **MEDIUM** Win the top pick from Gorgias

"What is the best customer support software for ecommerce?": 4 engines recommend Gorgias first; Help Scout appears further down.

Do: Publish an honest "Help Scout vs Gorgias" comparison and make sure review sites state where Help Scout is the better choice.

CHATGPT

"My top recommendation is Gorgias for Shopify-based ecommerce businesses."

PERPLEXITY

"Gorgias is the best overall choice for most ecommerce businesses, especially Shopify brands."

3 **MEDIUM** Win the top pick from Intercom

"What is the best customer support tool for a SaaS startup?": 3 engines recommend Intercom first; Help Scout appears further down.

Do: Publish an honest "Help Scout vs Intercom" comparison and make sure review sites state where Help Scout is the better choice.

CHATGPT

"My top recommendation is Intercom for a SaaS startup that wants in-app support, AI automation, and customer engagement in one platform."

PERPLEXITY

"For most early-stage, product-led SaaS startups, Intercom is the best default: it combines in-app messaging, live chat, ticketing, knowledge-base content, proactive onboarding, and AI support in one platform."

4

MEDIUM Get your own page cited for "What is the best customer support software for ecommerce?"

2 engines mention Help Scout but none link to helpscout.com; they cite other sites instead.

Do: Publish or refresh a page on helpscout.com that answers this question in the first paragraph, with a comparison table and current pricing, so engines can cite it.

PERPLEXITY

"Simple email-centric support — Help Scout — Straightforward shared inbox, customer context, knowledge base, and chat."

GOOGLE AI MODE

"Help Scout – Best for simplicity and small teams."

Pages the engines cite: tidio.com apps.shopify.com reamaze.com reamaze.com

5

MEDIUM Win the top pick from Freshdesk

"What is the best help desk software for a small business?": 2 engines recommend Freshdesk first; Help Scout appears further down.

Do: Publish an honest "Help Scout vs Freshdesk" comparison and make sure review sites state where Help Scout is the better choice.

CHATGPT

"For most small businesses, I'd start with Freshdesk, Help Scout, and Zoho Desk."

GEMINI

"1. Freshdesk — Best Overall for Growing Teams"

6

LOW Track HubSpot Service Hub as a competitor

HubSpot Service Hub is named in 10 answers but is not on this client's competitor list.

Do: Add "HubSpot Service Hub" to the competitors column of the client book.

7

LOW Track Front as a competitor

Front is named in 6 answers but is not on this client's competitor list.

Do: Add "Front" to the competitors column of the client book.

DETAIL

Question by question

Position of Help Scout among tracked businesses in each answer (– = not named). Small text: the business named first.

QUESTION	CHATGPT	PERPLEXITY	GEMINI	GOOGLE AI MODE
Q1 What is the best help desk software for a small business?	#2 Freshdesk	#3 Zoho Desk	#3 Freshdesk	#1 Help Scout
Q2 What is the best customer support tool for a SaaS startup?	#2 Intercom	#2 Intercom	#2 Intercom	#1 Help Scout
Q3 What is the most affordable help desk software?	#2 Zoho Desk	#3 Zoho Desk	– Zoho Desk	– Zoho Desk
Q4 What is the best shared inbox tool for a support team?	#1 Help Scout	#1 Help Scout	#1 Help Scout	#1 Help Scout
Q5 Which help desk software is easiest to set up?	#1 Help Scout	#2 Freshdesk	– Freshdesk	#1 Help Scout
Q6 What is the best Zendesk alternative for a small team?	#3 Freshdesk	#1 Help Scout	#2 Zendesk	#2 Zendesk
Q7 What is the best help desk with an AI agent for answering tickets?	#5 Intercom	– Intercom	#4 Zendesk	– Zendesk
Q8 What is the best customer support software for ecommerce?	– Gorgias	#4 Gorgias	– Gorgias	#5 Gorgias

Tracked businesses

The same answers, scored for every tracked business.

BUSINESS	NAMED IN	SHARE OF VOICE	TOP PICK	AVG. POSITION	OWN SITE CITED
Freshdesk	90.6%	26.6%	15.6%	2.45	34.4%
Help Scout	78.1%	22.9%	28.1%	2.2	34.4%
Zendesk	68.8%	20.2%	12.5%	2.45	28.1%
Zoho Desk	46.9%	13.8%	15.6%	2.47	18.8%
Intercom	34.4%	10.1%	15.6%	2.09	34.4%
Gorgias	21.9%	6.4%	12.5%	2.43	12.5%

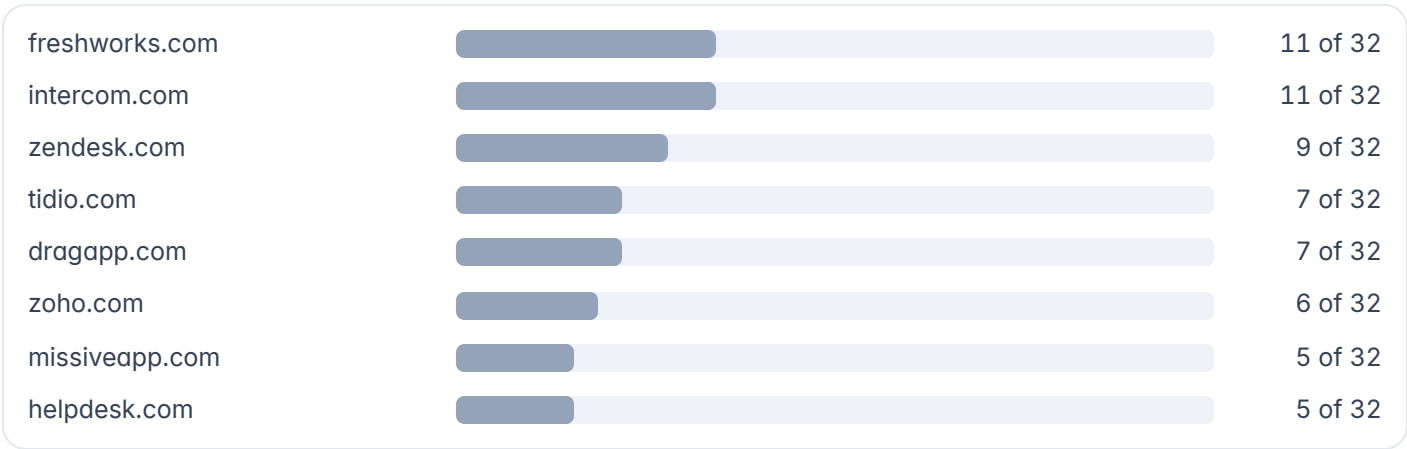
Google rankings

Organic position (top 20, desktop) and whether the AI Overview on the same results page cites the site.

KEYWORD	POSITION	AI OVERVIEW	CITED IN IT	TRACKED COMPETITORS
help desk software	not in top 20	yes	no	Zoho Desk #16
shared inbox software	not in top 20	yes	no	–
zendesk alternative	not in top 20	yes	no	–

Sources the engines trust here

Domains cited most often across these answers (the client’s own site excluded). Being listed, reviewed or quoted on them is the fastest route into AI answers.



APPENDIX

Evidence: every answer behind the scores

For each question and engine: whether the brand was named and its position among tracked businesses, the business named first, and the quote.

ENGINE	NAMED	NAMED FIRST	QUOTE
Q1 What is the best help desk software for a small business?			
ChatGPT	#2	Freshdesk	For most small businesses, I'd start with Freshdesk, Help Scout, and Zoho Desk.
Perplexity	#3	Zoho Desk	Email-first support — Help Scout — Clean, simple shared inbox and knowledge-base experience for teams moving beyond a shared Gmail inbox.
Gemini	#3	Freshdesk	Help Scout — Best for Personalized Customer Support
Google AI Mode	#1	Help Scout	Help Scout — Best for Simplicity & Shared Inboxes
Q2 What is the best customer support tool for a SaaS startup?			
ChatGPT	#2	Intercom	But if you're bootstrapping and trying to keep costs low, Help Scout or Crisp may be a better starting point.
Perplexity	#2	Intercom	Help Scout — Best for a small team wanting a simple, human-centered shared inbox without extensive complexity; it has a free plan and paid plans starting around \$25/user/month.
Gemini	#2	Intercom	Best Budget-Friendly & Email-First Option: Help Scout
Google AI Mode	#1	Help Scout	Help Scout — Best for lean, collaborative teams.
Q3 What is the most affordable help desk software?			
ChatGPT	#2	Zoho Desk	2. Help Scout — best for small support teams
Perplexity	#3	Zoho Desk	Free options: Freshdesk, Help Scout, Jira Service Management, HubSpot Service Hub, and Spiceworks offer free plans, though features and user limits vary.
Gemini	no	Zoho Desk	
Google AI Mode	no	Zoho Desk	
Q4 What is the best shared inbox tool for a support team?			
ChatGPT	#1	Help Scout	My recommendation is to shortlist Help Scout, Front, and Zendesk first.
Perplexity	#1	Help Scout	Help Scout is the best default choice for most support teams that primarily handle email.
Gemini	#1	Help Scout	Best for Simple, Human-Centric Support: Help Scout

ENGINE	NAMED	NAMED FIRST	QUOTE
Google AI Mode	#1	Help Scout	Help Scout — Best for customer-centric small-to-medium support teams.
Q5 Which help desk software is easiest to set up?			
ChatGPT	#1	Help Scout	My top pick is Help Scout if you want a help desk that's simple to configure, easy for employees to learn, and doesn't require a lot of ongoing administration.
Perplexity	#2	Freshdesk	Help Scout — easiest if you mainly handle customer email and want a lightweight interface.
Gemini	no	Freshdesk	
Google AI Mode	#1	Help Scout	Help Scout: Widely considered the gold standard for simple, low-friction setup.
Q6 What is the best Zendesk alternative for a small team?			
ChatGPT	#3	Freshdesk	If your team mainly handles email, though, Help Scout may be simpler, and Zoho Desk is worth a look if keeping costs down is your priority.
Perplexity	#1	Help Scout	Help Scout is the best default Zendesk alternative for most small teams, especially if support is primarily email-based.
Gemini	#2	Zendesk	Help Scout — Best Overall for Small Teams (Email-First / Human Support)
Google AI Mode	#2	Zendesk	Help Scout — Best for a clean, email-like shared inbox.
Q7 What is the best help desk with an AI agent for answering tickets?			
ChatGPT	#5	Intercom	5. Help Scout: Best for simple email support
Perplexity	no	Intercom	
Gemini	#4	Zendesk	Why it shines: If you already love your current helpdesk (like Zendesk, Salesforce, or Help Scout) but want an elite AI resolution agent, Fin can plug directly into your stack. www.featurebase.app It uses advanced LLMs grounded strictly in your knowledge...
Google AI Mode	no	Zendesk	
Q8 What is the best customer support software for ecommerce?			
ChatGPT	no	Gorgias	
Perplexity	#4	Gorgias	Simple email-centric support — Help Scout — Straightforward shared inbox, customer context, knowledge base, and chat.
Gemini	no	Gorgias	
Google AI Mode	#5	Gorgias	Help Scout – Best for simplicity and small teams.

Method

Each question was asked fresh on Oct 22, 2026 through each engine's live interface or API (ChatGPT, Perplexity, Gemini and Google AI Mode) from United States, with no login or personalization. A business counts as named when its name or a listed alias appears in the answer; position is its order among tracked businesses. AI answers vary between runs: read single answers as signals and week-over-week trends as the measure.

Google positions are organic positions in the top 20 for a desktop search. Data comes from licensed providers.

Prepared by Northwind Digital for Help Scout. Week 43, 2026 (Oct 19 – Oct 25); this is the baseline week, so changes appear from the next round.