

Help Desk Migration Delivers Enterprise Zendesk to Salesforce Migration for Pandora

Help Desk Migration delivered an enterprise migration from Zendesk to Salesforce for Pandora, transferring 1.2 million support records into a unified system.

TERNOPIL, UKRAINE, April 30, 2026 /EINPresswire.com/ -- [Help Desk Migration](#), the automated service by Relokia, has successfully led a massive [enterprise data migration](#) for global retail giant Pandora. The project moved from Zendesk to Salesforce Agentforce (Service Cloud) over 1.2 million historical support records. This shift merged Pandora's regional support hubs into a single, high-performance ecosystem.

"Moving to Salesforce allows us to better integrate customer service operations with other internal systems and create a more unified platform for managing customer interactions," the Pandora team stated. "The platform provided flexibility, scalability, and the ability to customize workflows according to our business needs."

Scaling Global Support Without Data Loss

Relocating a million-record history requires more than a simple "lift and shift." For this scale of Zendesk to Salesforce migration, Help Desk Migration used an iterative, sandbox-first approach. By running five exhaustive demo transfers in a staging environment, the technical team verified complex field maps and identified system rule conflicts before the final production cutover.

"Before beginning the migration, we went through several preparation steps," Pandora noted. "These included obtaining data and security approvals for the migration tool, defining the data retention period, and deciding how much historical data needed to be retained in Salesforce."



The banner features the 'Help Desk Migration' logo with a globe icon and 'by Relokia' text. Below the title, it says 'Help Desk Migration' and 'PANDORA'. A 'PRESS RELEASE' tag is present. The main headline reads 'Help Desk Migration Delivers Enterprise Zendesk to Salesforce Agentforce Migration for Pandora'. A sub-headline states: 'A seamless move of 1.2M+ support records into Salesforce Agentforce (Service Cloud) unifying global support on a single, high-performance platform.' The visual shows a blue Zendesk database icon on the left and a purple Salesforce Agentforce database icon on the right, connected by a blue arrow. Below this are four key metrics: '1.2M+ records migrated', 'Zero data loss or downtime', '4 weeks end-to-end delivery', and 'Global support unified on Salesforce'. A footer bar contains 'Data integrity. Security. Minimal downtime.' and a 'Learn more' link: <https://help-desk-migration.com/pandora-zendesk-to-salesforce-migration/>.

Help Desk Migration: Zendesk to Salesforce Migration for Pandora

Aligning Legacy Data with Salesforce Agentforce Rules

A recurring hurdle in enterprise data migration is the friction between legacy data and target Salesforce rules. During the Pandora project, active system triggers initially blocked data flows.

Help Desk Migration's engineers resolved these blocks by temporarily suspending complex backend rules. This allowed historical Zendesk tickets, call recordings, and side conversations to populate the new environment without triggering errors. Once the team checked the results, they re-enabled the rules to maintain full operational integrity for the go-live.

Expert Support for a Four-Week Launch

Help Desk Migration finalized the entire move within a four-week window. Beyond the automated data migration tool, the team provided end-to-end consulting, from license setup to real-time troubleshooting.

"The Help Desk Migration team provided excellent support throughout the process," Pandora added. "They were very responsive to our questions and helped resolve issues quickly. Their guidance played a significant role in ensuring the migration was completed successfully." With Agentforce now live, Pandora handles global demand on a scalable platform that offers deeper visibility into every customer touchpoint. Detailed mapping strategies and technical logic from this project are available in the Pandora Migration Case Study.

About Help Desk Migration by Relokia

Help Desk Migration is a specialized data transfer service developed by Relokia and based in Ternopil, Ukraine. Since 2016, the platform has automated thousands of moves for global brands, prioritizing data integrity, security, and minimal downtime.

About Pandora

Pandora is the world's largest jewelry brand, headquartered in Copenhagen, Denmark. The company designs, manufactures, and markets hand-finished jewelry sold in more than 100 countries. It maintains a firm commitment to sustainability and recycled materials.

Dmytro Lazarchuk

Relokia/Help Desk Migration

+1 888-866-7471

marketing@help-desk-migration.com

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