

Freshservice

Cloud based AI enabled service management tool for modern IT

Creating an engaged workforce in a digitizing world for success.





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Table of Contents

- 1 Service Management for Modern IT
- 2 Functional Use Cases





Service Management for Modern IT

Are you primed to execute at scale and speed?



Change Is Inevitable

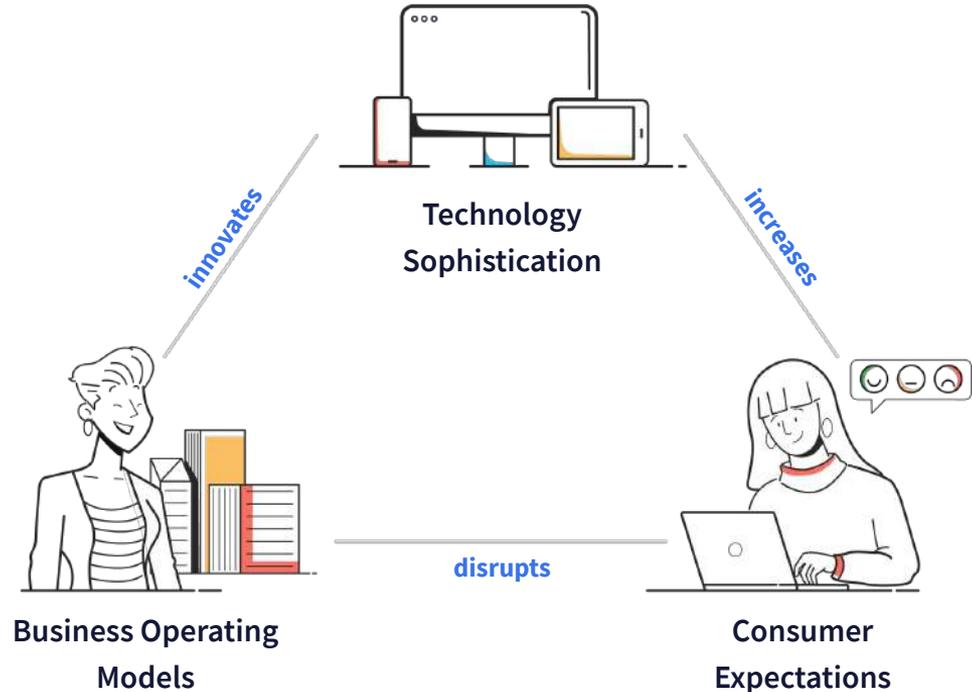
Businesses that don't transform become obsolete

“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change”

– Charles Darwin

“In today's era of volatility, there is no other way but to re-invent. The only sustainable advantage you can have over others is agility, that's it. Because nothing else is sustainable, everything else you create, somebody else will replicate.”

– Jeff Bezos | Amazon founder





Service Management for Modern IT

The Twin Pillars of Success

Staying consumer relevant and building a workforce with the ability to execute at will





Market Requirements **Drive Business Decisions**

Business leaders are experts in their domains

- How do I ensure customer delight when consumers reach out to my company?
- How do I smoothly modernize my IT infrastructure and move to the cloud?
- How can I effectively onboard new employees and get them to be productive at the earliest?
- How do I assess what assets I have in my company's balance sheet?





Service Management for Modern IT

Business and IT Need to **Work Together**

Add the missing piece to pull ahead of your competition

- Engage your customers and employees delightfully
- Proactively mitigate and solve problems and queries within and outside your organization
- Happy employees are your best advertisement
- Minimize risks by discovering and diagnosing company assets





Service Management for Modern IT

Why Freshservice?



Uncomplicate ITSM with right-sized product capabilities and a modern, consumerized UI



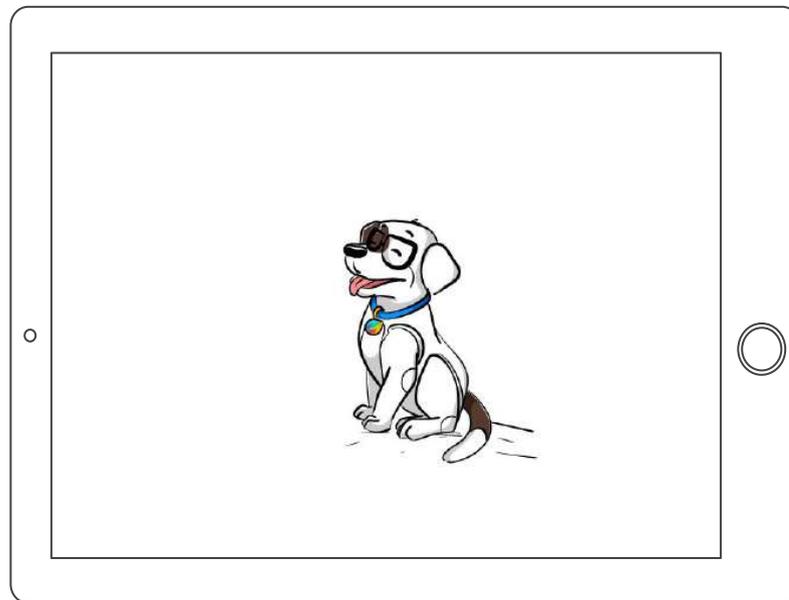
Freddy AI+Enhanced Automation enables automated service delivery for IT teams



Enable **modern IT teams** to navigate new challenges and succeed in the cloud era



Transparent, 'partner-like' engagement model with customer needs at the center ensures success



Freddy Thank You Detector - AI in action

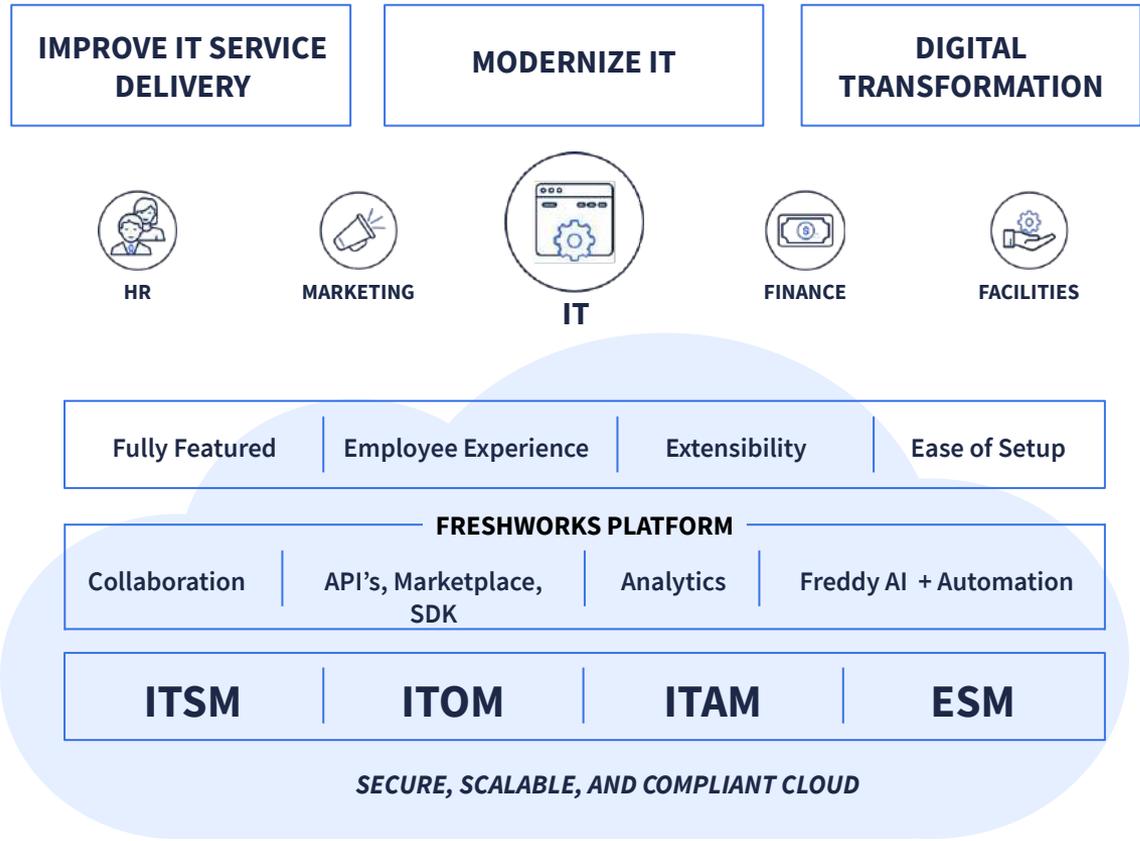


Freshservice is a cloud based AI enabled solution, designed to solve service management requirements for modern organizations. Freshservice provides a breadth of capabilities in IT Service Management, IT Operations Management, and, IT Asset Management.

Built with both the IT and functional users in mind, Freshservice delivers great employee experience by bridging silos between IT and employees to transform and digitize the workplace.

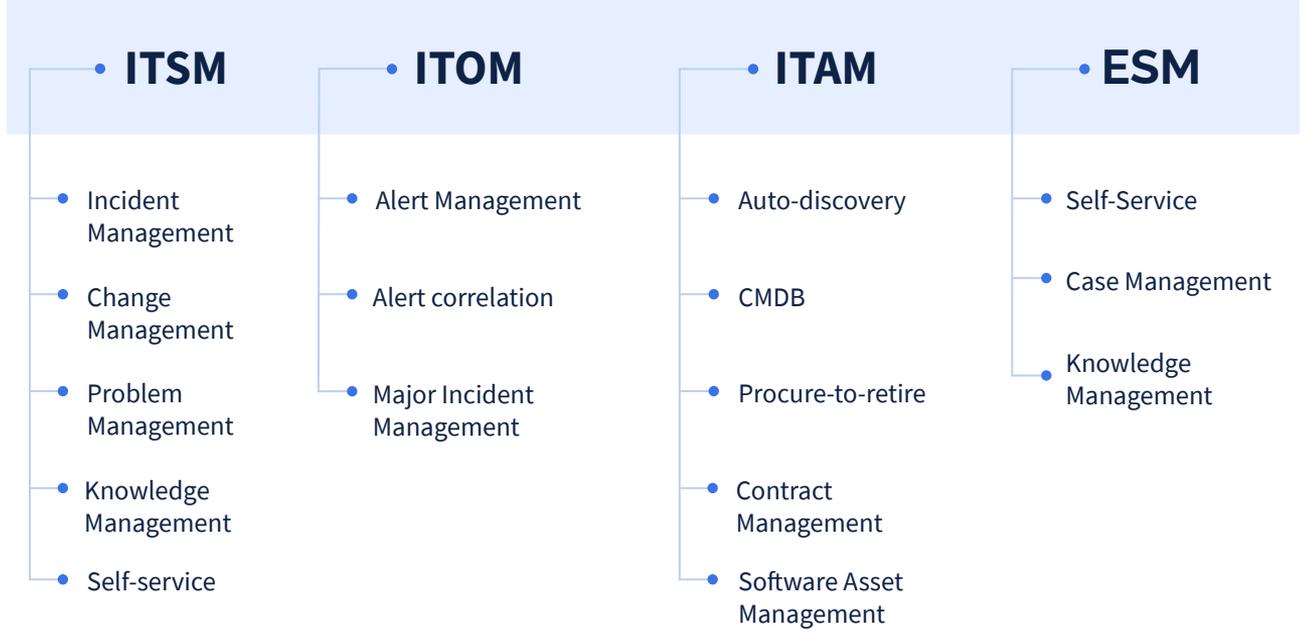


Freshservice Product Overview





Freshservice Product Capabilities





An Enterprise Platform Designed for Humans

Freshservice puts ease of use and user experience first.



EMPLOYEE EXPERIENCE

- Shopping Cart
- Conversational Interface
- Self-Service Portal
- Omnipresent



ADMIN EXPERIENCE

- Drag & Drop
- Transparent Pricing
- Point & Click Insights
- Full Control



AGENT EXPERIENCE

- On the Go
- Productivity Boosters
- Gamification
- AI Assisted



Functional Use Cases

A deep dive into functional problems Freshservice solves



Functional Use Cases

Turn hurdles into plateaus with Freshservice

- **Improve agent productivity**
- **Ensure continuous reliability**
- **Reduce risks with increased security**
- **Make things easy with extensibility**
- **Enhance employee Experience**
- **Uncomplicate IT services**





Functional Use Cases

Improving Agent Productivity

Does this remind you of your IT agents working everyday?





Functional Use Cases

Identify and Categorize Productivity Hurdles

Agents face multiple productivity problems on a recurring basis

- 01** A great deal of **time spent** doing humdrum tasks such as rerouting and assigning tickets
- 02** **Redundancy** in solving frequently asked questions from different end-users
- 03** Missing out on notifications and **waiting on approvals** keep agents hanging
- 04** Managers unable to assess agent performance meaningfully due to **lack of transparency**





Functional Use Cases

Solutions With Freshservice

With features designed to solve specific problems, turn your agents into productivity superstars!



Workflow Automator reduces agents' workload by visually recreating tasks



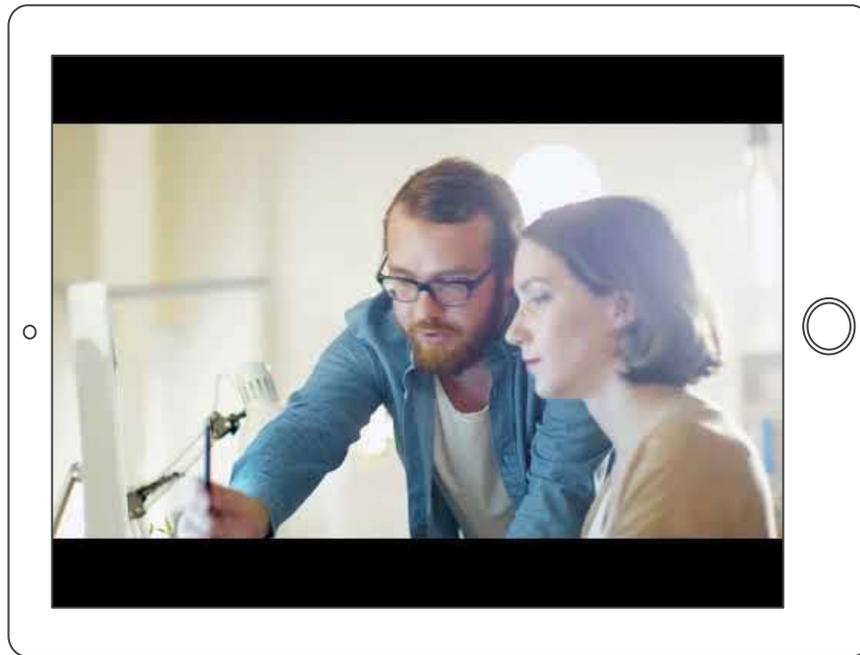
End-User **Self-service** resolves for FAQs and decreases ticket volume



Dashboards and **Audit Logs** help agents stay on top of activity logs



Powerful **Analytics** provides transparency on agent metrics





Aramex Right Sizes With Freshservice

Industry: Logistics services

- **35%** Efficiency in Resolution Time
- **\$56,000** Increase in Savings
- **50%** Decrease in Incoming Tickets

*“We wanted to get rid of the elephant in the room and move to the cloud. Freshservice was a **robust IT service** desk that didn’t add any complexity to the IT operations, unlike the other service desks we considered. The **simplicity** and **obviousness of the interface** made it the preferred choice for the agent.”*





Functional Use Cases

Increased Agent Productivity

Happy agents are happy voices to customers and internal employees!





Functional Use Cases

Turn hurdles into plateaus with Freshservice

- Improve agent productivity
- **Ensure continuous reliability**
- Reduce risks with increased security
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- Uncomplicate IT services





Functional Use Cases

Pre-empting Business Downtime

Unreliability directly affects customer sentiments and employee morale





Operational Continuity

Business continuity depends on discerning and mitigating multiple points of failure

- 01** **Unavailability** of business critical services and applications affect top-line and bottom-line
- 02** Untested modifications deployed into live environments cause **havoc** to entire system
- 03** Weak change approval processes **increase risks** to the entire business landscape
- 04** Lack of knowledge about the quality of assets leads to **poor investment** decisions





Functional Use Cases

Ensure Business Continuity

Achieve unshakeable business continuity with Freshservice



Proactively filter and group alerts to create tickets using **Alert Management**



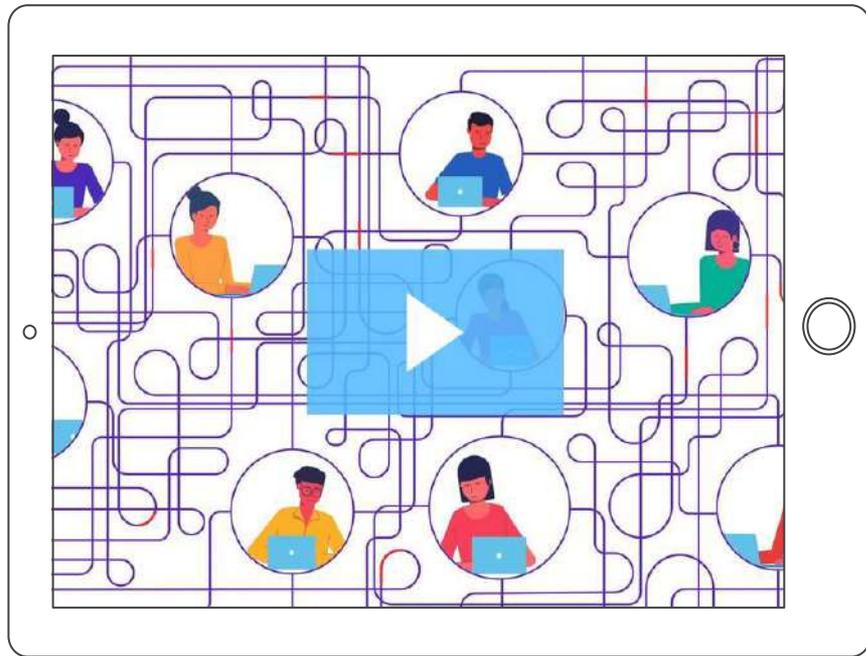
Test changes in **Sandbox** before deploying them in live environment



Adopt secure change processes with **Change Lifecycle** management



Get insights on asset performance with **Asset Lifecycle** management





Functional Use Cases

Ensure Continuous Reliability

Increase trust in your brand and business with complete reliability and availability





Functional Use Cases

Turn hurdles into plateaus with Freshservice

- Improve agent productivity
- Ensure continuous reliability
- **Reduce risks with increased security**
- Make things easy with extensibility
- Enhance employee Experience
- Uncomplicate IT services





Functional Use Cases

Double Down on Business Security

Lapses in security increases economic, monetary, and reputational risks





Functional Use Cases

Poor Security Increases Risks

Businesses need to ensure internal and external security standards are in place

- 01** Lapse in implementing industry standards gives rise to heavy **Legal Penalties**
- 02** Unrestricted access to data creates space for **Internal Threats**
- 03** Difficulty in auditing causes IT issues to go **Unnoticed** and thus **Unrectified**





Functional Use Cases

Security and Compliance

Ensure secure IT infrastructure and compliance standards with Freshservice



Ensure compliance to industry standards like **HIPAA & GDPR**



Define granular and customized access for users using **Custom Roles**



Perform regular internal & external audits using **Audit Logs**

The screenshot displays the 'Admin / Audit Log' interface. It features a table with columns for Date, Time, Type, Agent, Action, and User. The table lists several entries, including updates to the HR Team, Finance Team, and Change Team groups, and the addition of agents to these groups. The interface also includes a sidebar with navigation icons and an 'Export' button in the top right corner.

Date	Time	Type	Agent	Action	User	Details
Thu, 18 Jul, 2019	at 11:19 AM	Group	HR Team	Update	Karthik	Added agent Karthik(karthik.ramachandran@freshworks.com) to HR Team group. 182.7313.166
Thu, 18 Jul, 2019	at 11:19 AM	Agent	Karthik	Update	Karthik	Associated agent Karthik(karthik.ramachandran@freshworks.com) with HR Team group. 182.7313.166
Tue, 19 Jul, 2019	at 11:17 AM	Group	Finance Team	Update	Karthik	Added agent Karthik(karthik.ramachandran@freshworks.com) to Finance Team group. 115.112.69.51
Tue, 19 Jul, 2019	at 11:17 AM	Agent	Karthik	Update	Karthik	Associated agent Karthik(karthik.ramachandran@freshworks.com) with Finance Team group. 115.112.69.51
Tue, 18 Jul, 2019	at 11:16 AM	Group	Change Team	Update	Karthik	Added agent Karthik(karthik.ramachandran@freshworks.com) to Change Team group. 115.112.69.51
Tue, 18 Jul, 2019	at 11:16 AM	Agent	Karthik	Update	Karthik	Associated agent Karthik(karthik.ramachandran@freshworks.com) with Change Team group. 115.112.69.51
Tue, 18 Jul, 2019	at 11:16 AM	Group	Incident Team	Update	Karthik	Added agent Karthik(karthik.ramachandran@freshworks.com) to Incident Team group. 115.112.69.51



Bracknell Reduces Reliance on Traditional Channels

Industry: Local Government

- **76%** Increase in Self-service
- **92%** End-User Usage

*“The IT team at Bracknell improved the way assets were discovered, tracked and managed. This has allowed for **easier identification of problematic assets** and quicker repairs.”*





Functional Use Cases

Reduce Risks With Increased Security

Handle sensitive data hereon with ease





Functional Use Cases

Turn hurdles into plateaus with Freshservice

- Improve agent productivity
- Ensure continuous reliability
- Reduce risks with increased security
- **Make things easy with extensibility**
- Enhance employee Experience
- Uncomplicate IT services

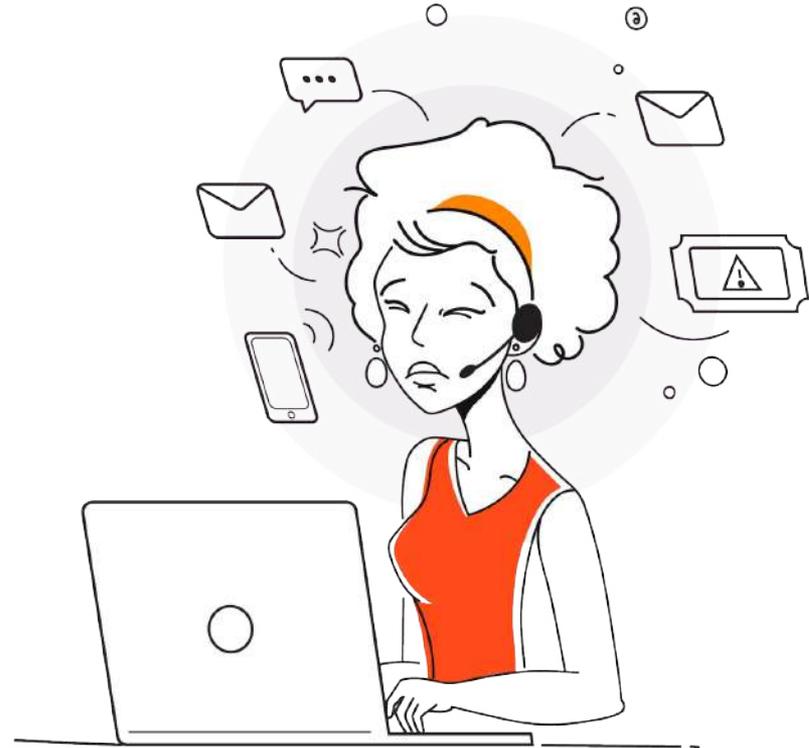




Functional Use Cases

Extensibility

Just TWO hands but TOO much?



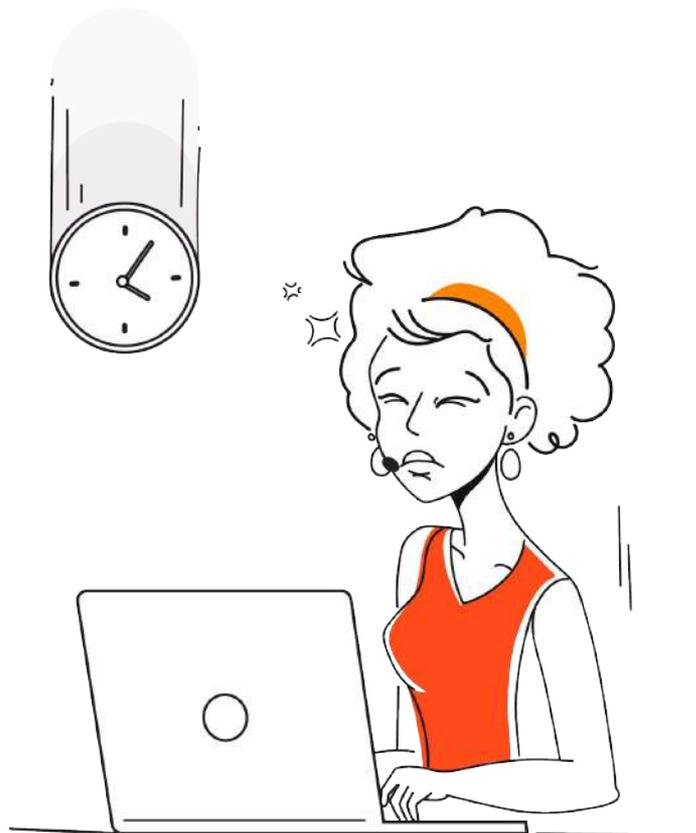


Functional Use Cases

An Open Platform Is a Powerful Platform

Equip your service desk platform with more adjacent capabilities

- 01** Switching between tools to get work done is **time consuming** and **hinders productivity**
- 02** Maintaining records in multiple tools requires agents to **replicate/duplicate work**
- 03** **Information scattered** across tools stalls agents when supporting end-users
- 04** Lack of extensibility leads to **dependencies** and causes high degrees of **human errors**





Functional Use Cases

Solutions With Freshservice

We understand you would want to extend and build on our platform



Efficiently manage information in one place using our **Native Integrations**



Reduce friction by calling right information with **REST APIs**



Make your service desk more flexible by extending its capabilities with **SDK**



Get out-of-the-box connectors from our extensive **Marketplace**





Functional Use Cases

200+ Apps



Office 365



zoom



Dropbox



Rescue by LogMeIn

HARVEST

timecamp



intuit quickbooks



FRESHBOOKS
cloud accounting



Workflow MAX
a zero product



DocuSign



iorad



GROW

Happy Signals

RENTENTLY



TrackHelp

Jira Software



box



pagerduty



amazon
webservices

jamf

CloudWatch



Chrome OS

zapier



ClickSend



SurveyMonkey



Certified Languages International lets Freshservice do the talking.

Industry: Telecommunications

- **Quicker Resolution Time**
- **Reduced Friction**
- **Powerful Communication**

*“We're **using SLACK** and having it talk with Freshservice helped us **reduce the time taken for ticket resolution** and get back to our customers sooner”*

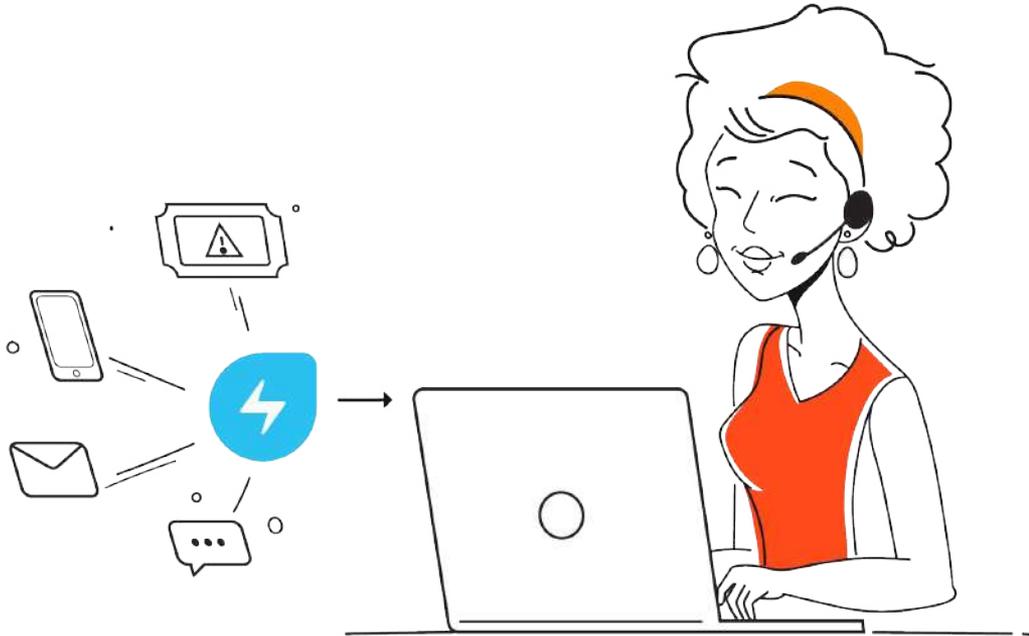




Functional Use Cases

Extensibility

TOO much is now TOO easy with just TWO hands!





Functional Use Cases

Turn hurdles into plateaus with Freshservice

- Improve agent productivity
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- Make things easy with extensibility
- **Enhance employee Experience**
- Uncomplicate IT services





Functional Use Cases

Employee Experience

Resolve your employees' tech issues on time



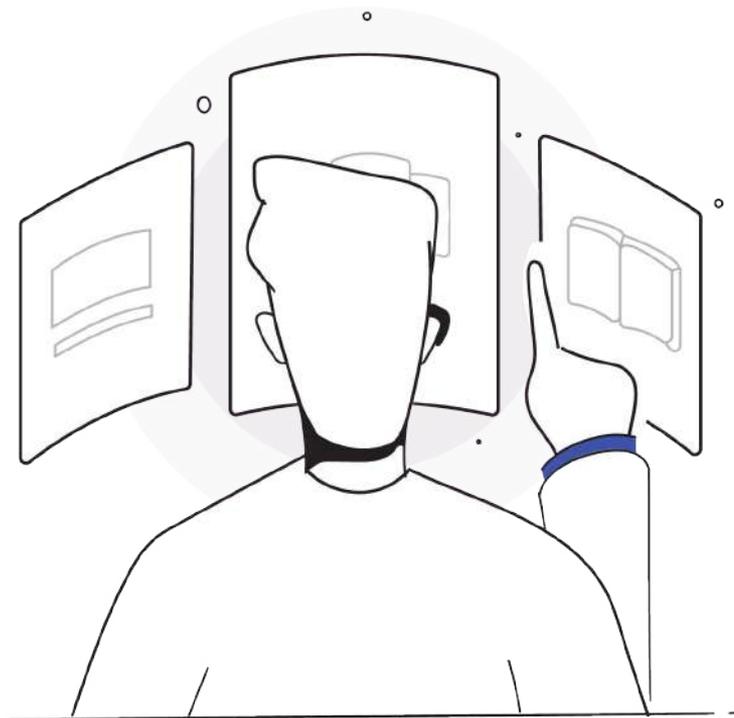


Functional Use Cases

Disengaged Employees

Provide an employee-centric support and anytime, anyplace access to IT services and information

- 01** Failure to resolve employees' tech issues on time will impact **business continuity**
- 02** Manually answering FAQs by employees will affect **agent productivity**
- 03** Service request approvals sent via emails are **inconvenient** and often **get lost**
- 04** Onboarding new hires require keeping **disparate** and **siloed** departments like the HR, Admin, and IT in the loop





Functional Use Cases

Solutions With Freshservice

Deliver better services and value against employee expectations



Employees can chat on the **Self-service Portal** to look for solution articles, raise tickets, and service requests



Create and manage a centralized **Knowledge Base** to help employees with frequently encountered issues



Provide employees with a **Service Catalog** to request for hardware, software, and services



Streamline new **Employee Onboarding** to keep all the key stakeholders on the same page





Marsh & Parsons Sees **60%** **Drop in Service Calls**

Industry: Real Estate

- **94%** SLA Adherence
- **92%** End user usage
- **86%** Use Self-service

*“We were impressed with the way Freshservice presented their features, functions and benefits from an end-user point of view at a Service Desk Open House. There was **no hard selling** or pressure. We felt that here was a solution that made us feel that it was **designed for us**. The sales folk were forthcoming and let us try out a full version. That clinched the deal.”*



Functional Use Cases

Employee Experience

Keep your employees happy and help them get on track to achieve their goals





Functional Use Cases

Turn hurdles into plateaus with Freshservice

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Functional Use Cases

Uncomplicate IT Services

Does this remind you of your agents working everyday?





Functional Use Cases

Automation Is Good, Intelligence Is Better

Next generation problems require next generation solutions

- 01** Apart from resolving tickets, agents spend a lot of time **assigning** tickets, **rerouting** them.
- 02** Manually tracking hardware and software assets is **time-consuming**.
- 03** Implementing a change without opinions would lead to **hassle** after the change has been implemented.
- 04** **Futile reopening** of closed tickets messes up service desk metrics.





Functional Use Cases

The Power of Simplicity



Cut down on agent time by sharing their load, with **Workflow Automator**



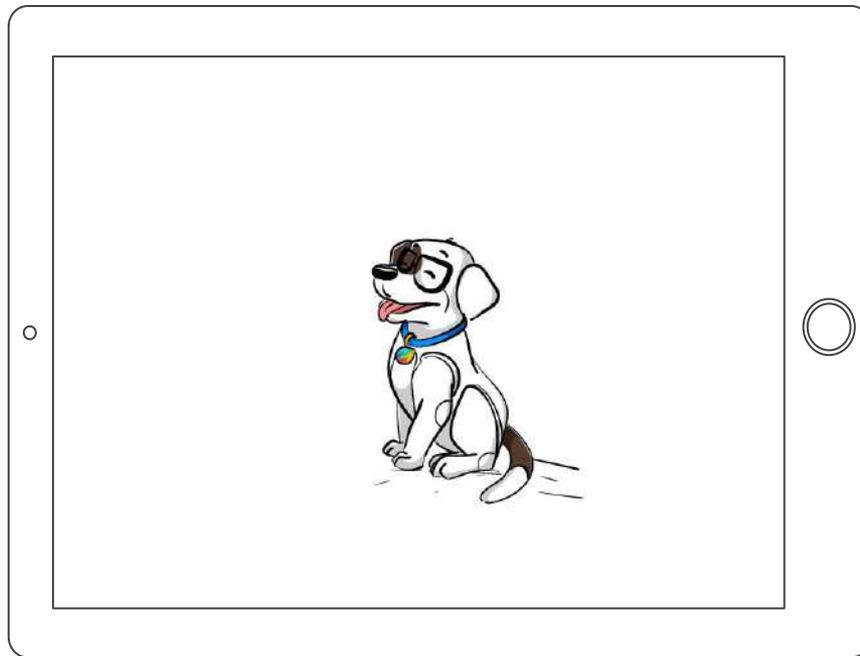
Automatically scan and discover assets in your organization with **Discovery** tools



Gather insights from multiple users for changes with **Change Advisory Board (CAB)**



Manage reopening of resolved/closed tickets smarter with **Thank You Detector**





Bankbazaar streamlines IT support processes with Freshservice

Industry: Insurance

- **70%** SLA Improvement
- **50%** First Response Time Reduced by

“Freshservice demonstrated capabilities of a tool that would suit Bankbazaar complex requirements as well as save time and effort in customisations and has proven to be highly cost-effective when compared to the previous tool.”



Functional Use Cases

Uncomplicate IT Services

Focus on what really matters and
also take your fellow agents on the
ride





Don't Take Our Word for It

Thousands of brands chose Freshservice to manage their IT

