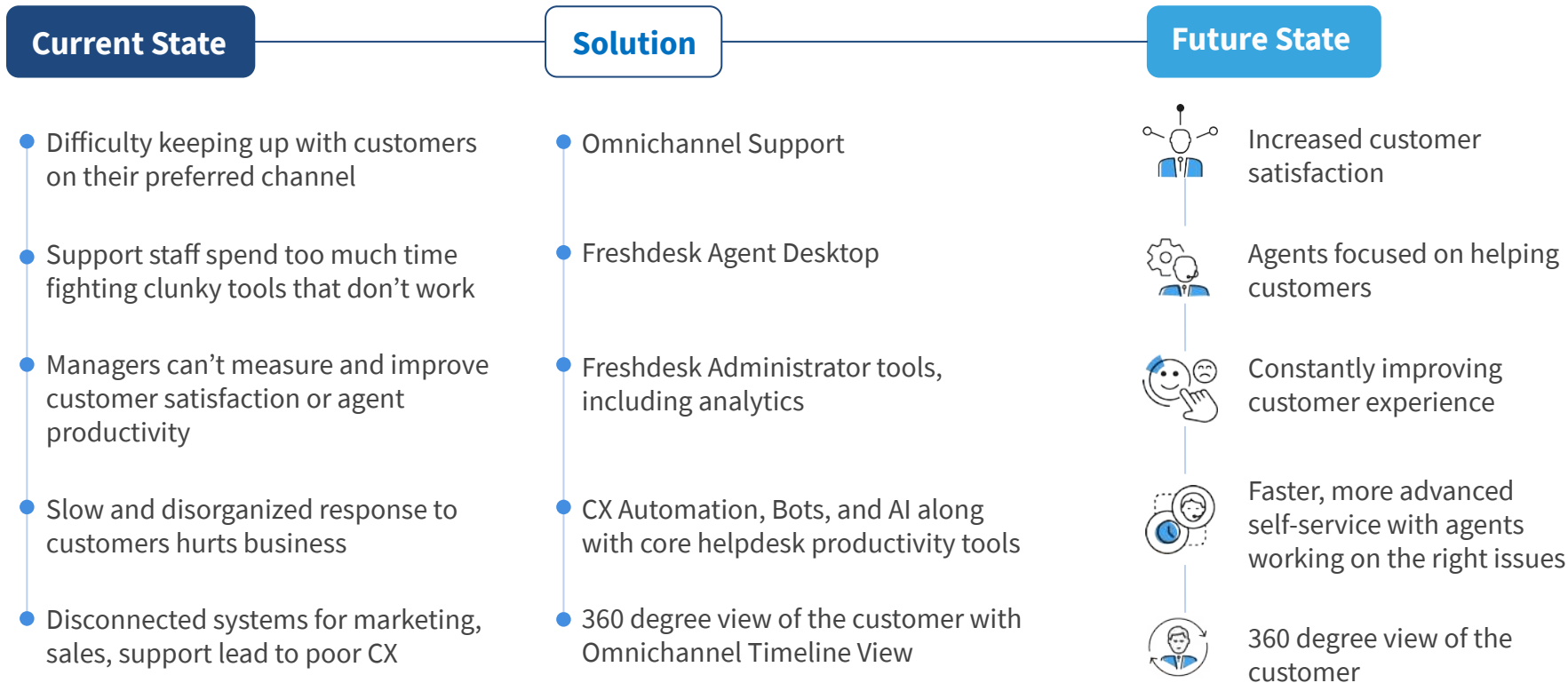


Current and Future State



Topline Goal for 2020: Improve customer service and retention, create brand advocates that drive revenue





Freshdesk Omnichannel

Delight customers and
win them for life

Account Manager Name

Date

San Mateo, California

Rev. March 2020

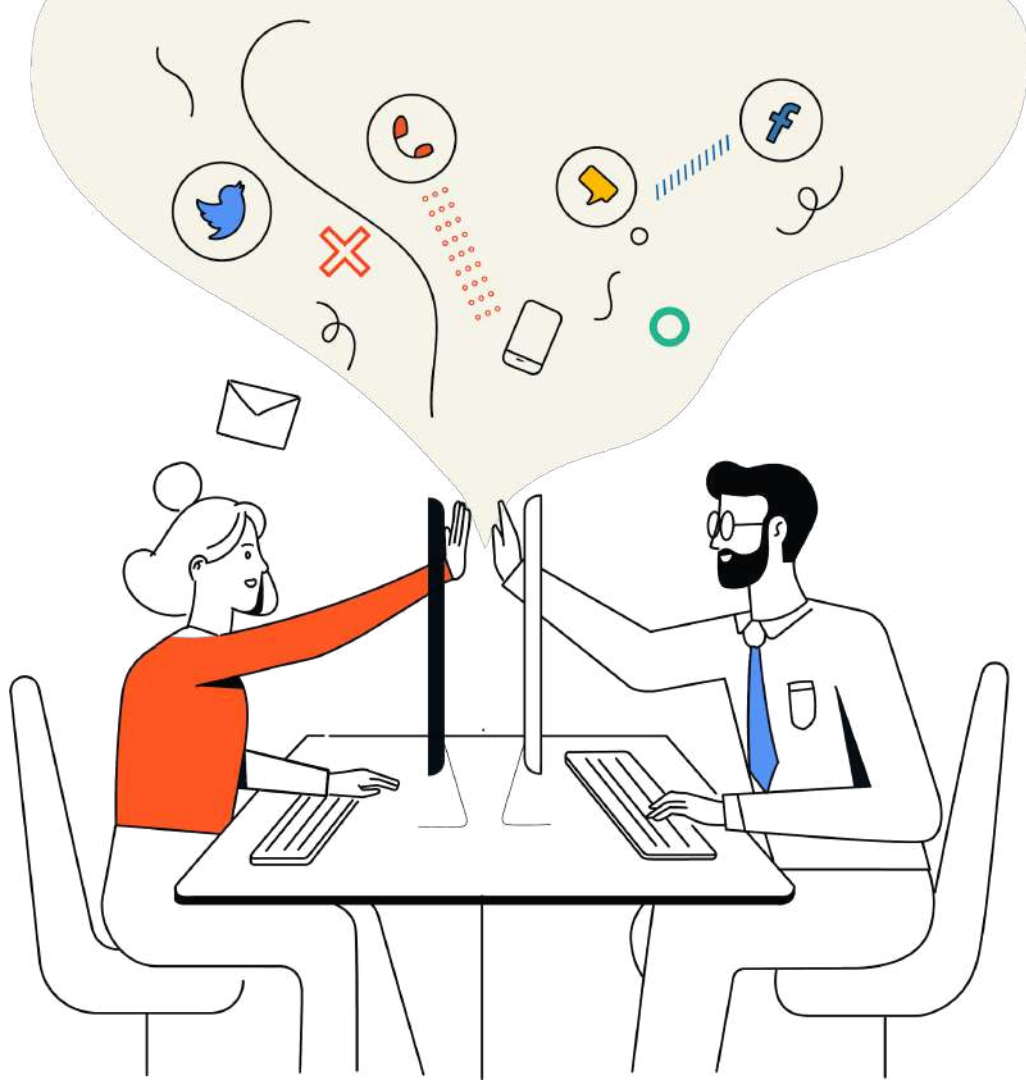


Table of Contents

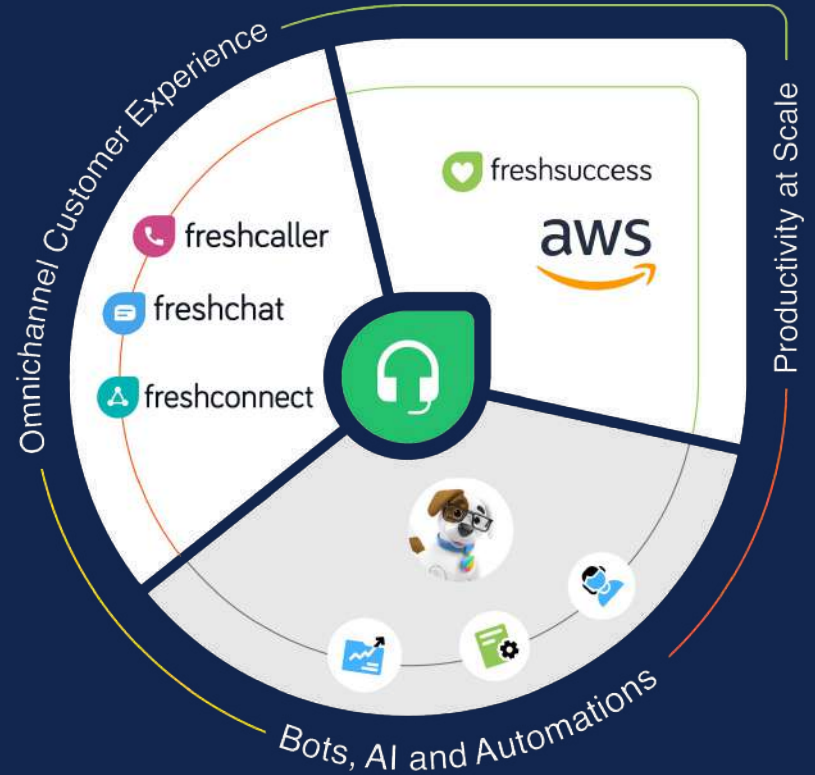
- | | |
|---|----------------------------|
| 1 | Why Freshdesk Omnichannel? |
| 2 | Features |
| 3 | Customer Success Stories |
| 4 | Pricing |



Why Freshdesk?



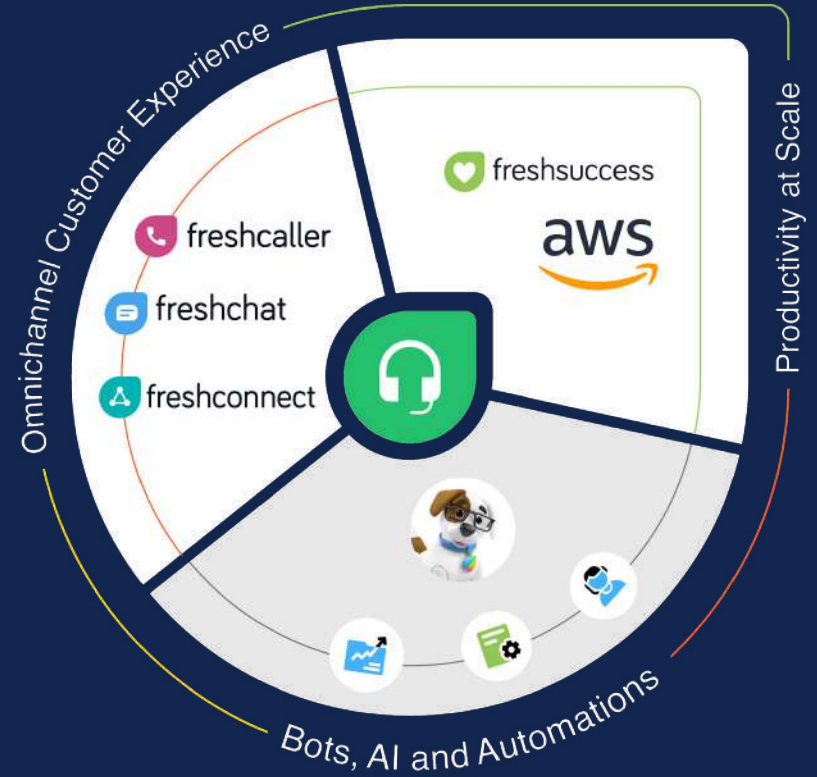
Freshdesk Omnichannel is the customer engagement platform where people and bots work seamlessly to delight your customers at every touchpoint.



Freshdesk Omnichannel

All-in-one platform for customer service

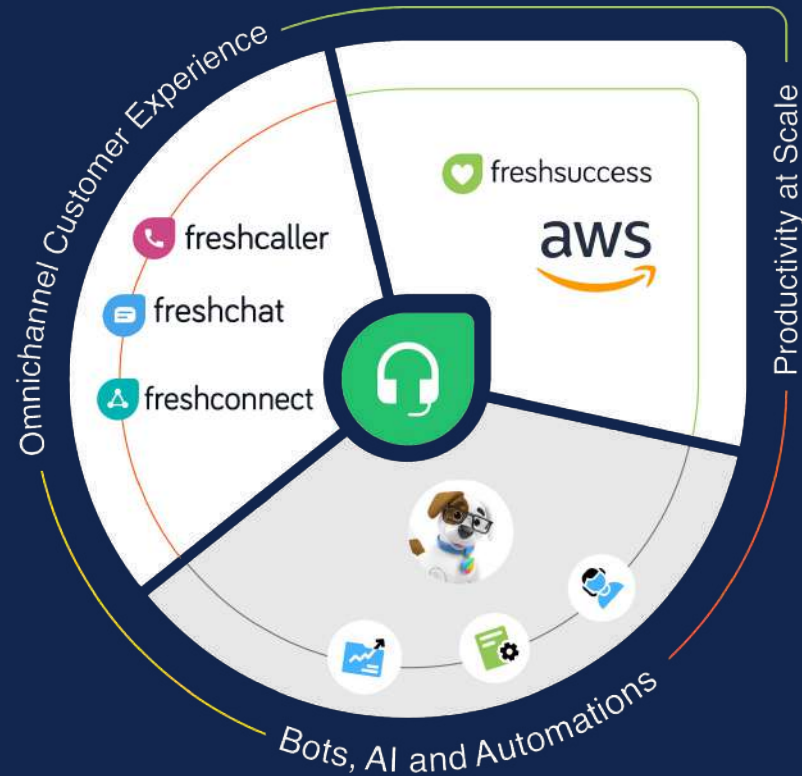
- Ticket management
- Chat & messaging
- Cloud telephony
- Social media
- Freddy AI Bots
- Omniroute™ load balancing
- Collaboration
- Analytics
- App Marketplace
- Field Service Management



Freshdesk Omnichannel

Use Cases

- Customer Service
- Field Service
- Shared Inbox
- Departmental Workflow/Queue Management



Companies that deliver stellar support with Freshdesk Omnichannel



Technology, Media, Telecom						
Auto & Manufacturing						
Financial Services						
Retail/ E-Commerce						 
Education						
Govt/Public Sector						

We work with the world's largest organizations

Technology, Media, Telecom



DESCARTES



Auto, Transport, Manufacturing



HONDA



rightmove



AN AIRBUS COMPANY

Financial Services



Travel/Business Travel

GET
YOUR
GUIDE

CAPITA



Retail/e-Comm



Public Sector





Industry accolades



FORRESTER®





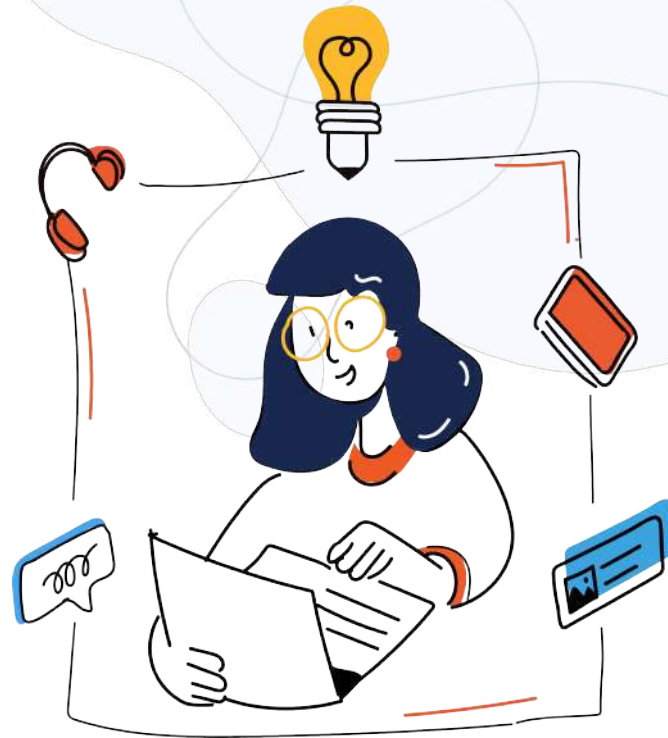
State-of-the-art security



Freshdesk Omnichannel

Feature Overview

- **Best Customer Experience**
via Omnichannel helpdesk
- **Best Bots, AI & Automations**
Powered by Freddy AI platform
- **Customer Support at Scale**
Core Helpdesk functionalities
- **Field Service Management**
To provide best on-site customer support



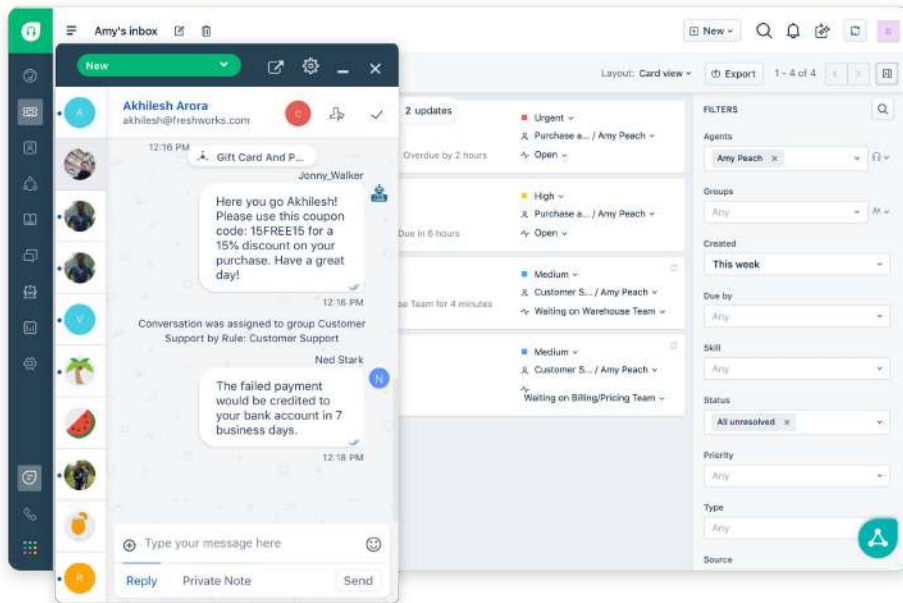


Best CX

Support multiple channels conveniently

Handle enquiries from email, social media, chat, and phone in one place.

Have complete context of the customer issue, regardless of which channel they are contacting you from.



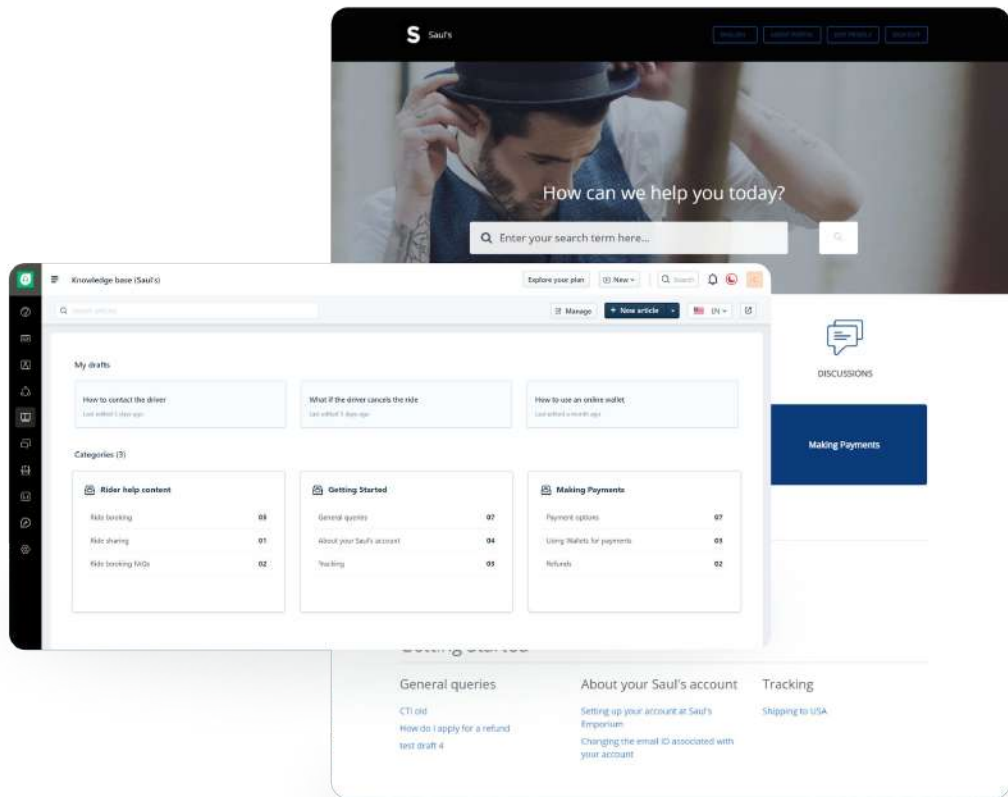


Best CX

A knowledge-base for self service

Let customers help themselves and reduce the load of L1 queries on your support team with a highly customizable self-service portal.

Publish FAQs, help articles and videos on-the-fly

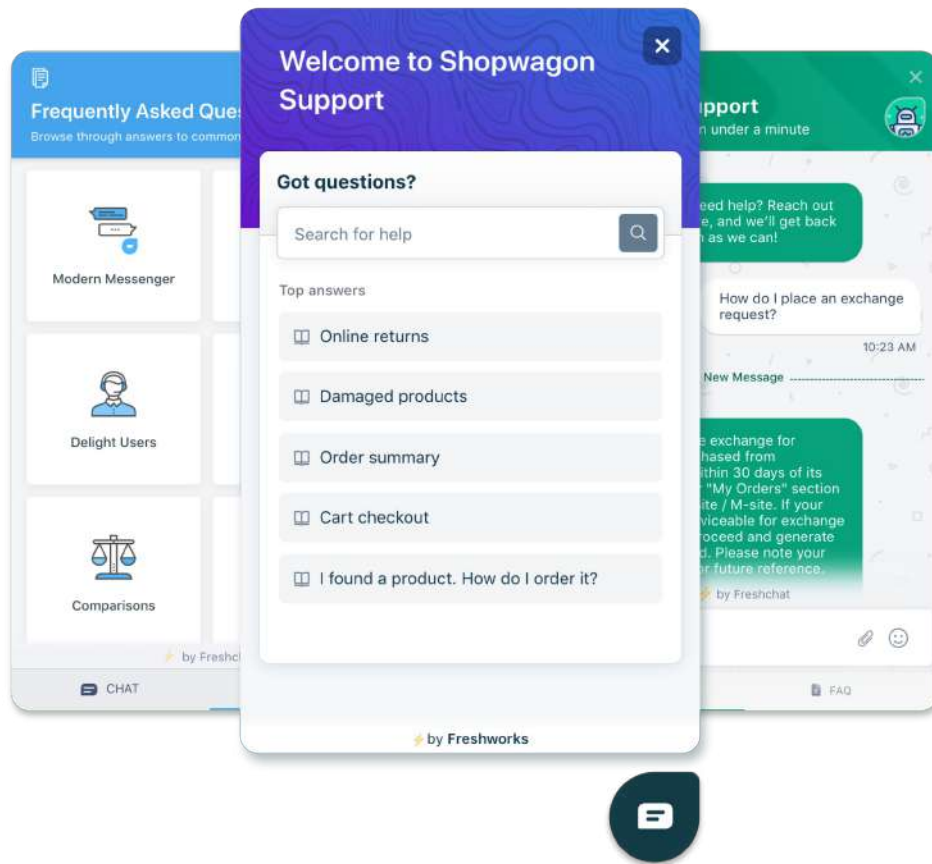




Best CX

Conversational self-service with smart widgets

Offer proactive support by furnishing answers/articles for customers with an intuitive web-widget.





Best CX

Offer phone support within Freshdesk

Manage calls and convert them into tickets to provide contextual customer support.

- Access call logs
- Capture context via notes
- Set agent availability status

Admin > Callflows > Main IVR

Request Demo Trial - 150 days remaining Durga Sundaram ON BROWSER

Rules

Numbers

Business Hours

Call Flows

Messages

SIP Phones

Agents (Users)

Teams

Service Levels

IVR MENU NAME
* Main IVR

PLAY MESSAGE
* Main IVR

KEY PRESS	ACTION
1	Send to Call Queue
2	Send to Call Queue

+ Add New Keypress

AFTER N REPEATS
* 1

IF NO VALID INPUT
Send to Call Queue

Appninja

CodeNinja

Quentin's Queue - Mobile Number

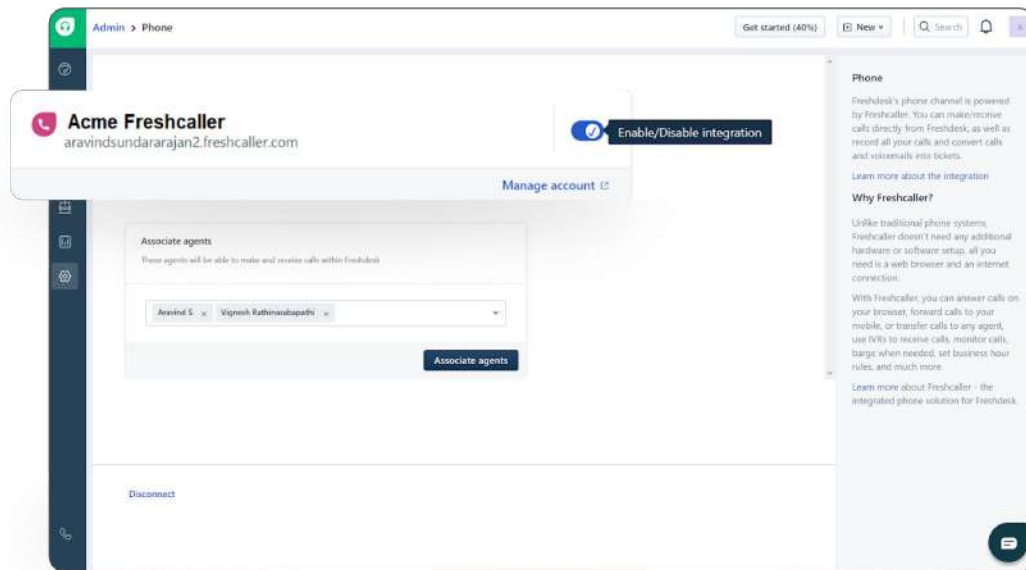
Cancel Save



Best CX

Deep Cloud Telephony integration

- Add new agents seamlessly to your Freshcaller account from within Freshdesk
- Temporarily disable the integration and have your agents work only on incoming emails during lean agent bandwidth

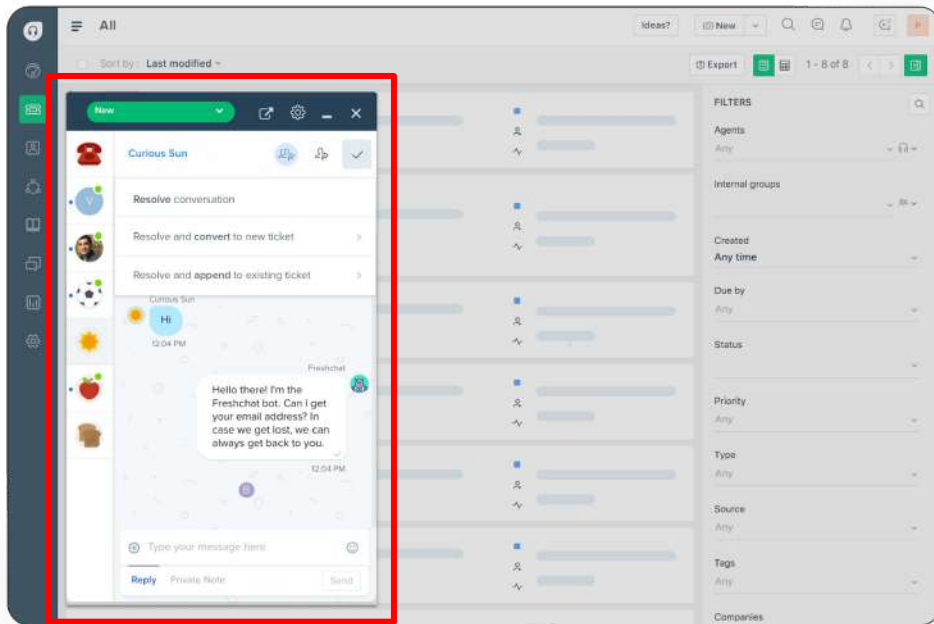




Best CX

Support proactively with live-chat

- Convert chats into tickets
- Intelligent agent routing
- Set live-chat agent availability status



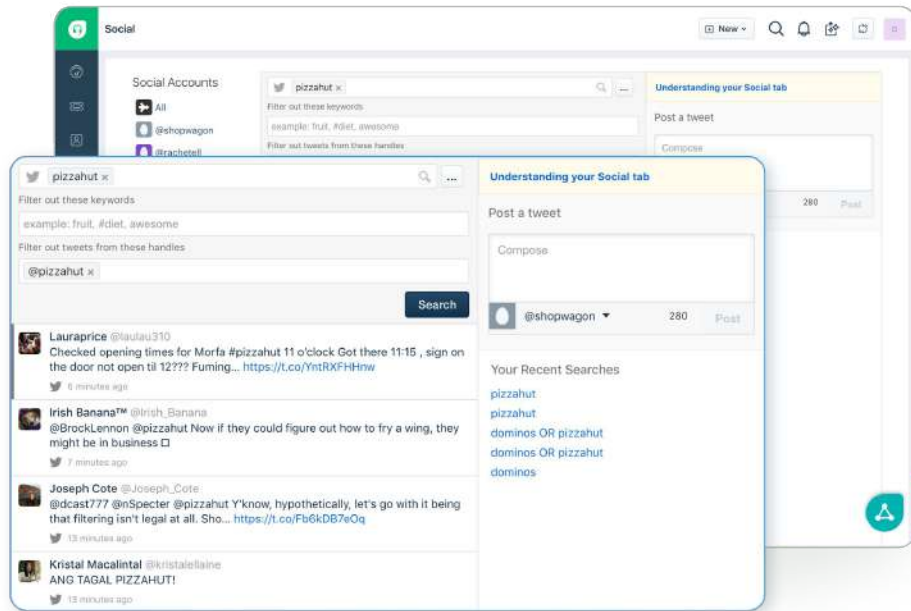


Best CX

Engage customers on Social Media

Manage and monitor social mentions from Facebook and Twitter, and convert them into tickets.

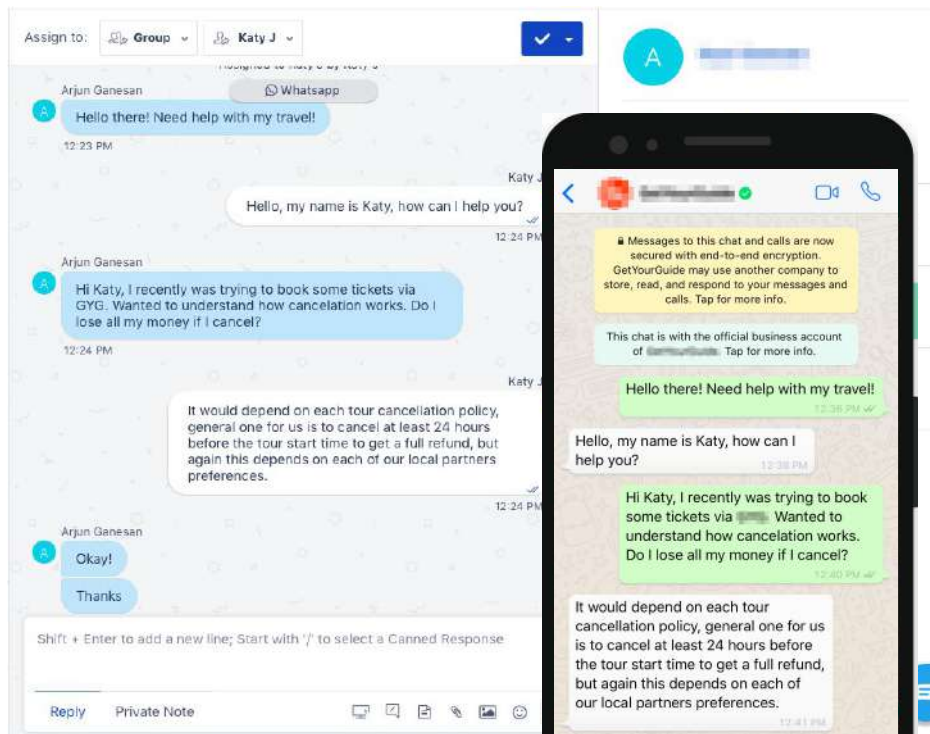
Like, retweet, and reply to comments from within Freshdesk



Best CX

Support customers on WhatsApp

Integrate your business number with your Freshdesk account and support customers over WhatsApp

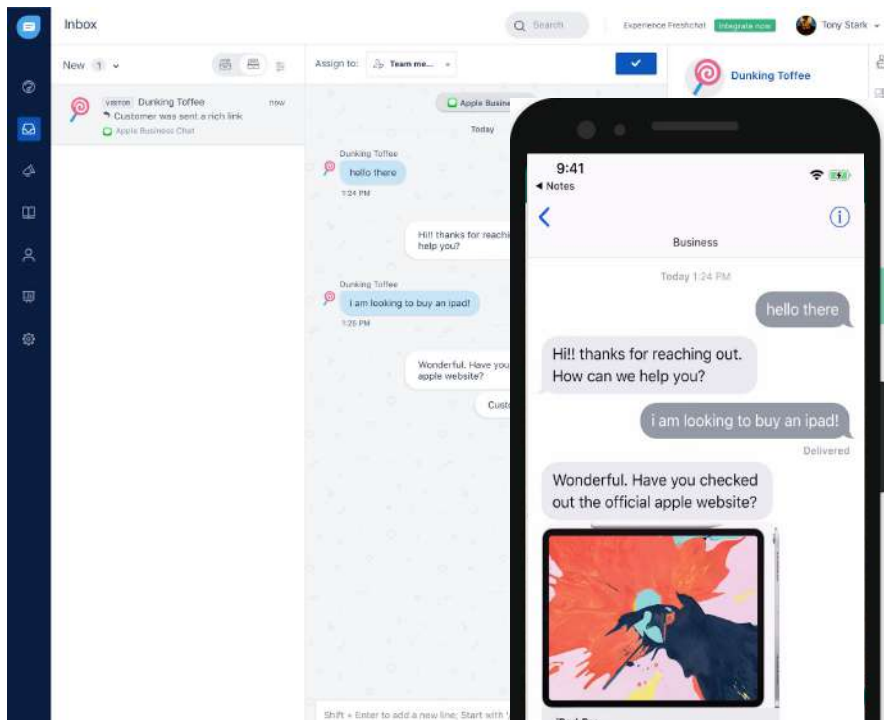




Best CX

Or respond to them on Apple Business Chat!

Interact with customers, respond to their questions, resolve issues and complete transactions from your iPhone, iPad, Mac, and Apple Watch through iMessage





“Leveraging Freshdesk's omnichannel features, our team achieved 96% First Contact Resolution during the 1st year of implementation saving us thousands of dollars on lengthy resolutions and escalations from our previous solution.”

Andy Lau

DPM of Customer Experience, BOLD Limited





Freshdesk Omnichannel

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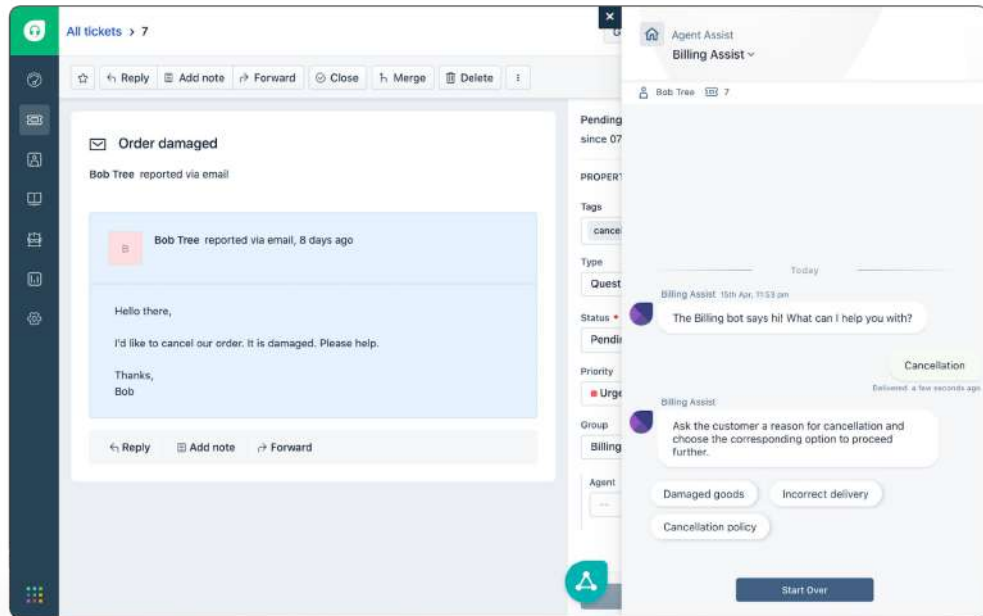




Best Bots, AI & Automations

Assist bot

Build bots to guide agents in troubleshooting issues, to accelerate their learning and resolve issues quickly.



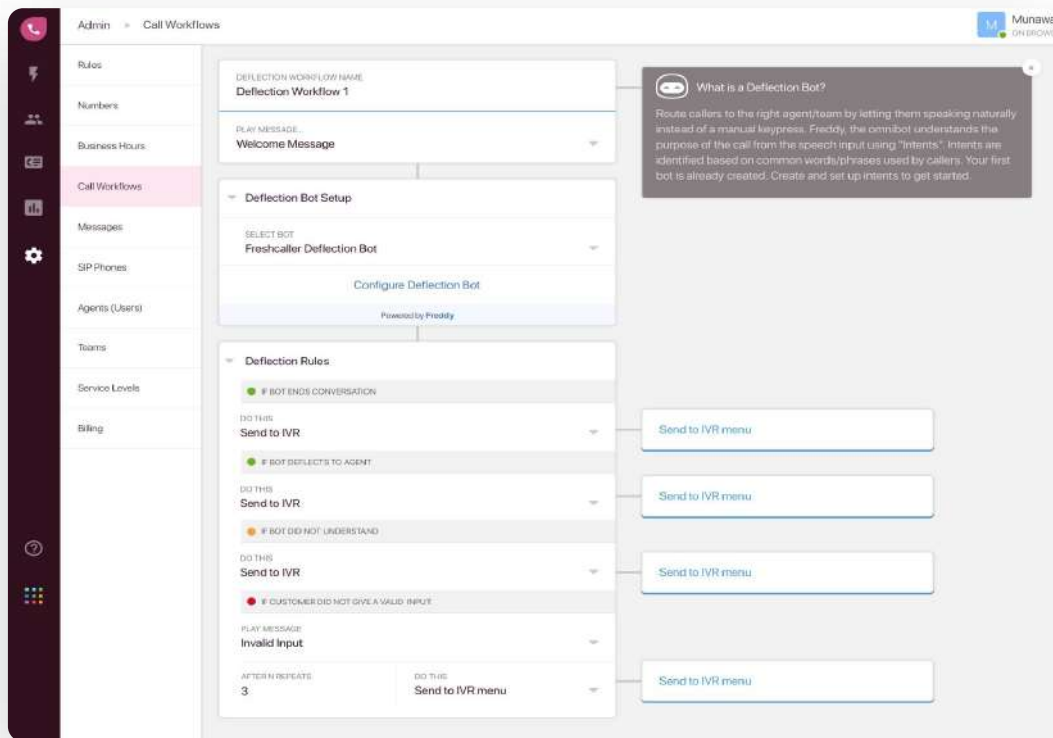


Best Bots, AI & Automations

Voice bots that can answer FAQs

Let the Call Deflection bot answer FAQ directly and save agents' time by adding a list of simple queries into the Voice Bot builder.

Your bot gets smarter with each day in operation with the training module included in the product





Best Bots, AI & Automations

AI-powered Intent flows

Trigger flows based on the intent of the customer. Enhance your customers' experience with chatbots that identify the intent of your customers and engage appropriately.

Freshbots builder

Support bot

Version 3.0 (Draft) New version Preview Publish

Train your bot

Search intent + New intent

Intents 134 Unmapped 58 Fallback 01

Intents	Flows	Sent	Helpful	Not helpful
☐ Is it possible to add Bcc to New Email?	Here comes the answers...	31	01	01
☐ A business partner offered me tickets for a play and they are worth 5000. Can I accept them?	Here comes the answers...	05	01	01
☐ What is the gift limit?	Here comes the answers...	03	01	01
☐ Adding a payment method	Here comes the answers...	01	01	01

About train your bot

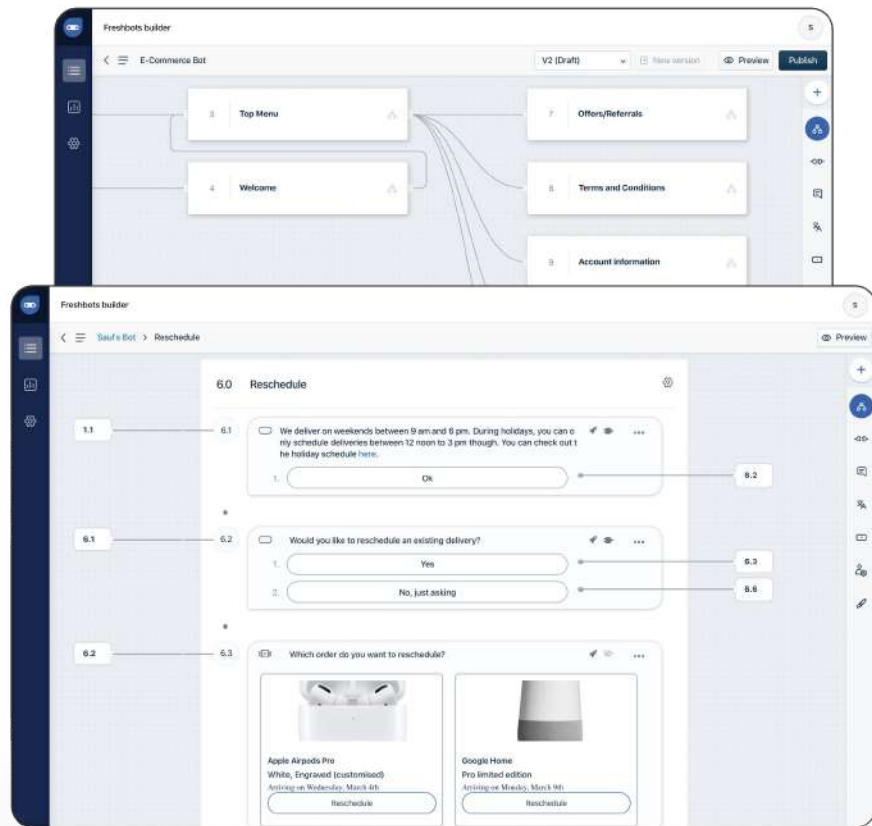
Automate these commonly asked questions by creating answers for instant resolutions and happier customers.



Best Bots, AI & Automations

No-code bot builder platform

- Set up multiple multi-level if-then-else conditions to take on all responses by the end-user.
- Automate resolution to common customer requests such as those involving purchase intent, cancellation requests, status updates, etc.
- Use an intuitive, no-code bot builder to set up workflows without any tech dependencies.





Freddy - The AI Engine

Automate all your sophisticated, repetitive support tasks to save at least **100 agent-hours/month**



Freddy Answers

Helps customers on chat with answers to questions from the knowledge base, without the need to interact with human agents.



Auto Triage & Article Suggester

Auto Triage continuously learns from your past tickets to suggest field values for new tickets. Article Suggester recognizes customers' questions and suggests the most-fitting solution articles to your agents for faster response and resolution.



Social signals

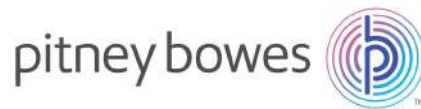
Scan through all your company tweets and mentions and convert only those that need the attention of the support team to tickets using its machine learning algorithm.



“Integrating with Freddy is the next step to provide enhanced customer engagement through predictive customer service that allows users to be in-charge of their own products, while enhancing the client experience.”

Manish Choudhary

Sr. Vice President, Global SMB products and strategy,
Pitney Bowes.





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Customer support at scale

Set customer expectations with SLA Management

Set benchmarks on when a ticket should be responded to and resolved.

Remind agents about an approaching SLA violation and also escalate tickets when an SLA is breached.

When a ticket satisfies these conditions:

If Source

[Add new condition](#)

Set SLA target as:

Priority	First response time	Every response time	Resolution time	Operational hours	Escalation
Urgent	15m	15m	15m	Business hours	☒
High	15m	15m	15m	Business hours	☒
Medium	15m	15m	15m	Business hours	☒
Low	15m	15m	15m	Business hours	☒



Customer support at scale

Automate repetitive tasks

Save time and effort by automating mundane tasks. Prioritize, assign tickets to the right groups and execute actions on tickets with time or event triggered automation rules.

Rules that run on:

[Ticket Creation](#)[Time Triggers](#)[Ticket Updates](#)

Executing first matching rule

ReorderNew rule

1. Damaged goods to group Refunds/replacements

If Subject or description contains damage OR broken OR return OR refund Assign to Group Refunds and Replacements AND Set Priority as High AND Set T...

Last Modified : 13 days agoBy : Akkshaya RgImpacted tickets (Last 7 days) : 3

2. Assign Facebook messages and Tweets to social media team

If Subject or description is return an item OR If Requester email is tim.lee@acme.com Set Priority as High AND Assign to Agent Natarajan Chandraseka...

Last Modified : a month agoBy : Durga SundaramImpacted tickets (Last 7 days) : --

3. Risky Health score > escalate to Customer success

If Health score is At risk OR If Subject or description contains bad support OR disappointed OR poor support Set Priority as High AND Assign to Grou...

Last Modified : 2 months agoBy : --Impacted tickets (Last 7 days) : --

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Customer support at scale

Auto-assign tickets to the right agents

Assign incoming tickets based on an agent's skill, workload or in a round-robin fashion to divide workload efficiently.

Automatic ticket assignment



Distribute and balance the number of tickets assigned to agents in this group, irrespective of channels.

Assignment mode

- ☒ **Round robin ticket assignment**
Assign tickets to agents in a circular order.
- ☐ **Load balanced ticket assignment**
Define the maximum number of tickets that an agent can handle simultaneously.
- ☐ **Skill based ticket assignment**
Assign tickets to agents based on their skills.

Omniroute



Distribute and balance the number of tickets assigned to agents in this group, based on channels.



Best Bots, AI & Automations

Omniroute™ - Intelligent omnichannel routing

Our patent-pending routing algorithm helps you balance agent workload across channels in one place.

Omniroute

Balance workload among agents by defining thresholds across channels.

Channels Assignment Load Conditions

Basic settings

Set the maximum number of requests agents can handle simultaneously on each channel.

Tickets

Phone Calls

Chat Sessions

10

1

3

Cancel

Save

Advanced settings

Define or edit maximum number of requests on each channel, for specific agents.

Filter by Group

Agent search

All

Agent	Tickets	Phone Calls	Chats
Helena Goodman	8	1	4
Mattie Fox	10	1	3
Virgie Hines	5	1	2
Lora Bass	10	1	3
Emma Phillips	7	0	5



Best Bots, AI & Automations

Toggle agent availability across channels

Manage users and their availability across channels from a single unified dashboard

	Sadie Baldwin	☐	☒	☐ Agent not logged in
	Nelle Fowler	☐	☒	☒
	Gregory Benson	☒	☐	☒ Agent is on a call
	Leroy Hale	☒	☐	☒
	Hulda Smith	☐	☒	☐
	Jason Lee	☒	Not available	Not available
	Mary Bates	☒	☐ Agent not logged in	☒
	Willie Lawrence	☐	Not available	☐
	Harriet Barber	☒	Not available	☒
	Ruth McCarthy	☒	☐	Not available



Manage support for multiple brands

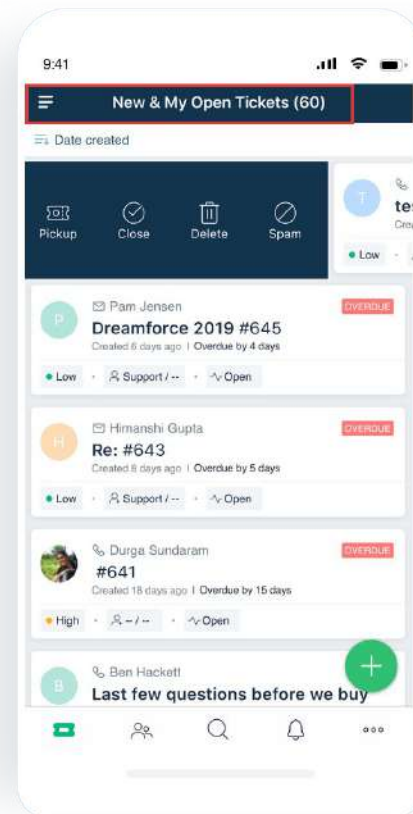
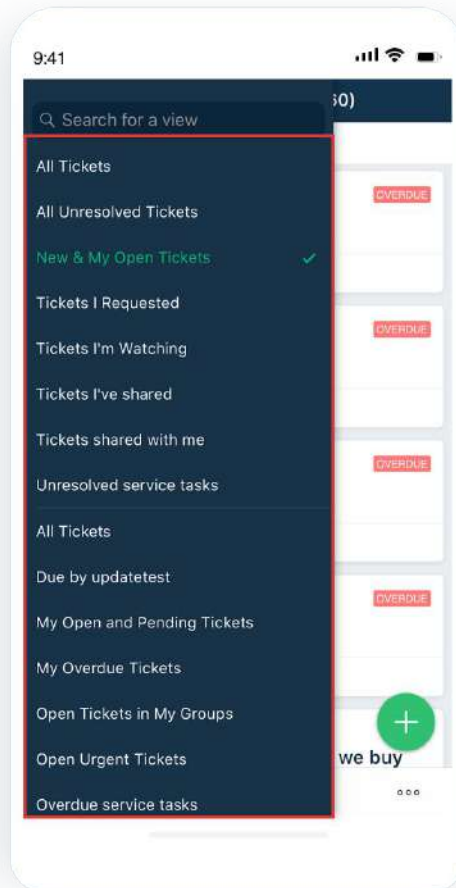
Deliver unique support experiences tailored for each brand using separate mailboxes, knowledge bases and communities from a single account.



Freshdesk Mobile

Custom ticket views and quick actions

- Switch between different custom views to see specific tickets
- Get the count of tickets in a view
- Swipe right on any ticket to perform quick actions

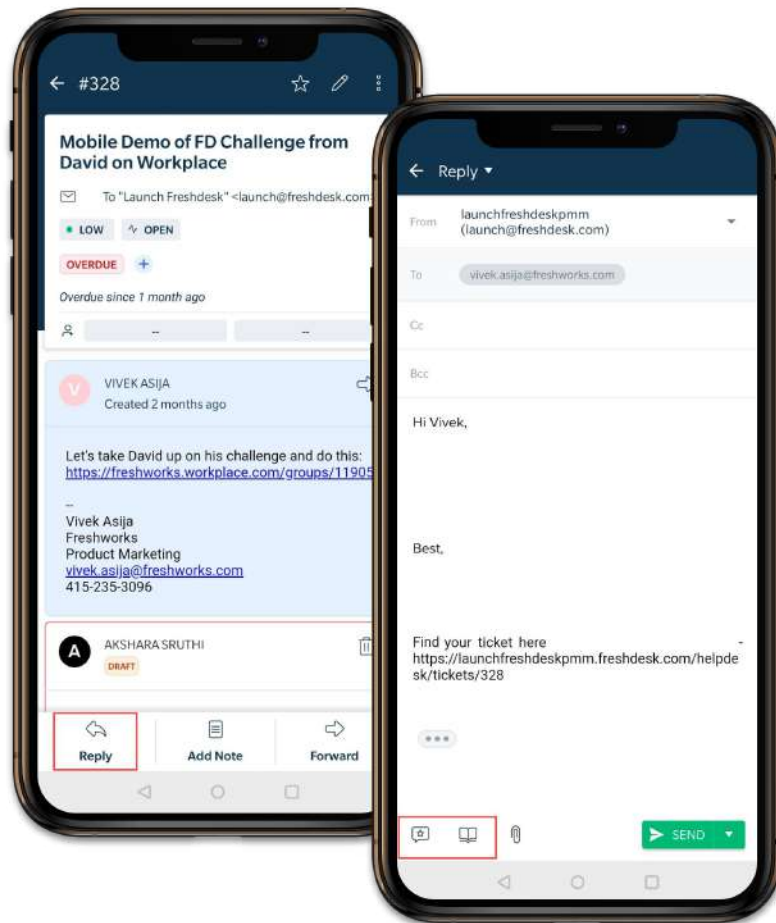




Freshdesk Mobile

Insert canned responses and solution articles

- You can reply to tickets from the mobile app.
- Insert canned responses and solution articles within a click

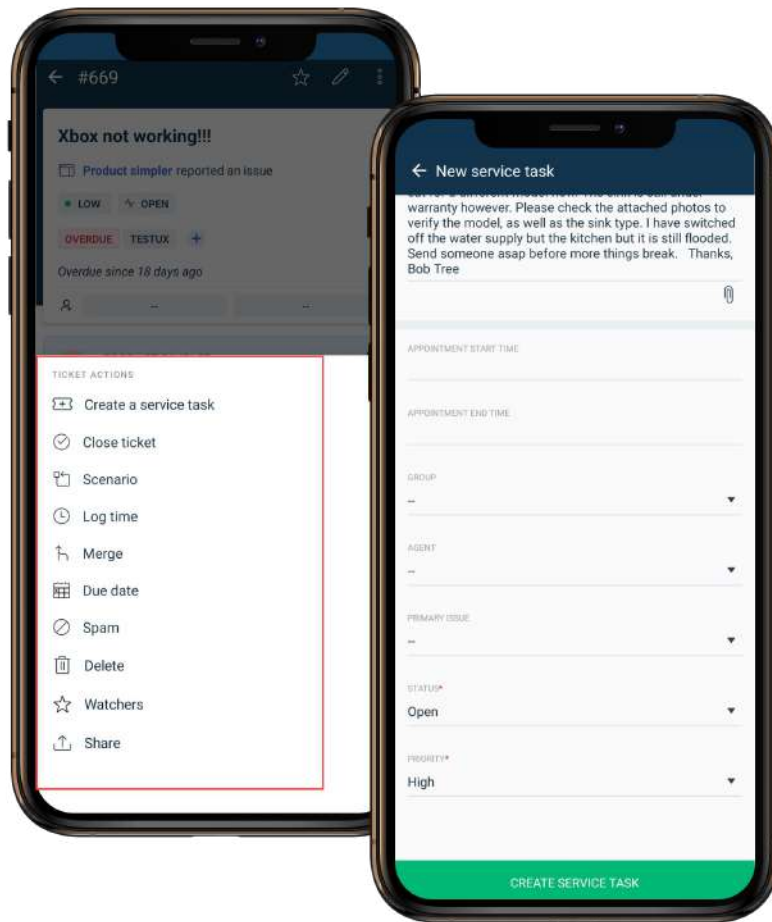




Freshdesk Mobile

Performing ticket actions

You can view ticket details, edit properties, and perform various actions in a ticket

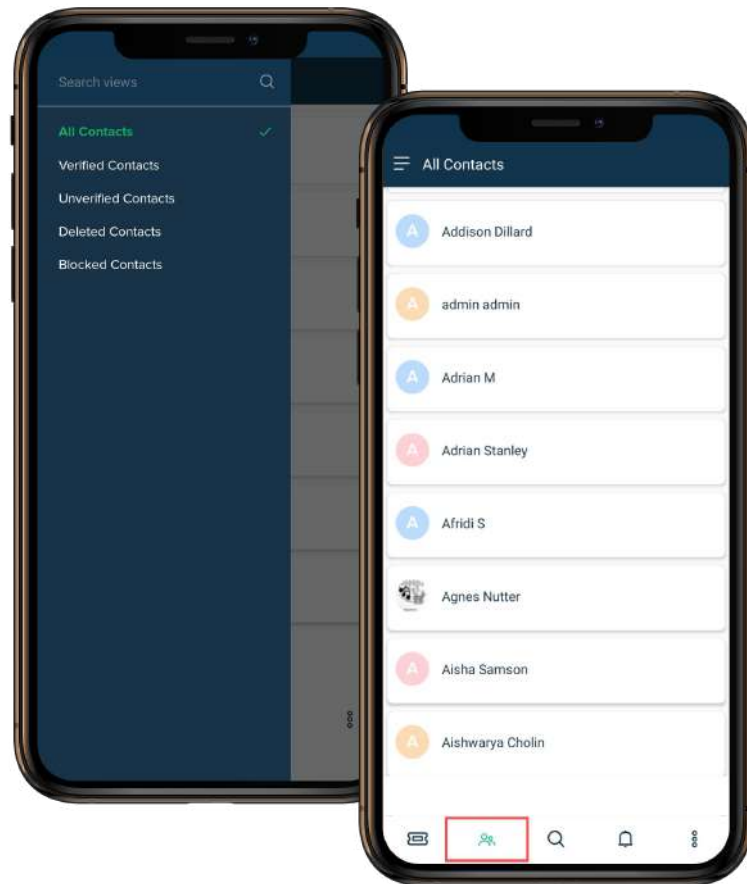




Freshdesk Mobile

View contacts in filtered views

- Get a view of all contacts from the mobile app
- Filter contacts with various views available for easy access

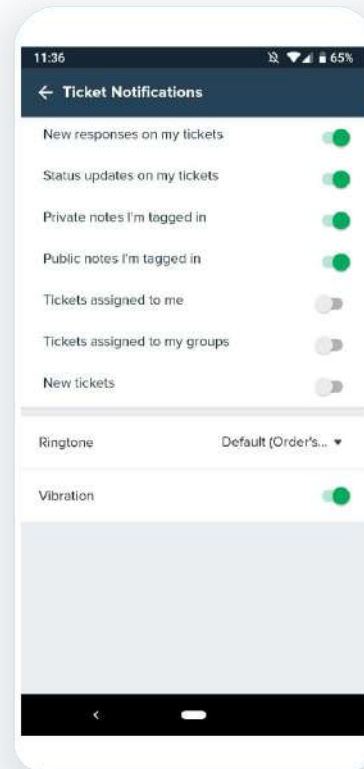
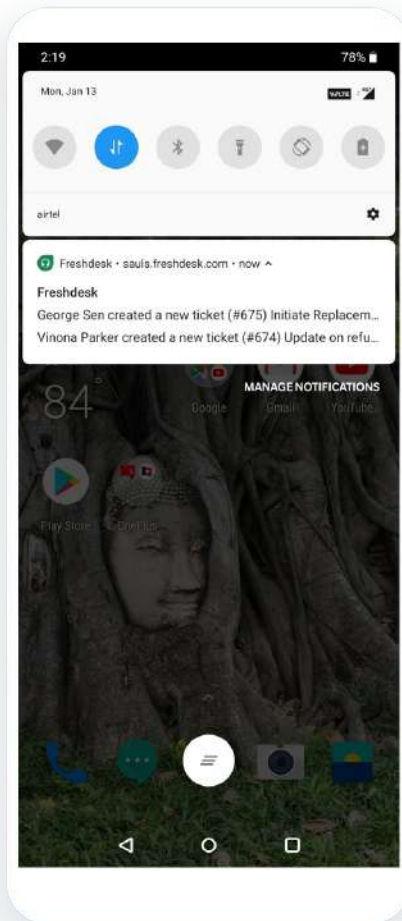




Freshdesk Mobile

Get instant **push notifications**

- View tickets that are pending, overdue, or unassigned, get updates via push notifications
- Get push notifications based on your notification settings





Freshdesk Mobile

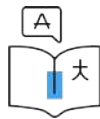
3D Touch Integration, Live Scorecard Widget(iOS), and notifications

- Clicking on the Freshdesk icon displays options to create new ticket, search, and tickets the agent is watching
- Live scoreboard widget (iOS) displays the no.of Unresolved, Open, Overdue tickets and more





Support customers in their **native language** with Freshdesk



Multilingual
Knowledge base



Multilingual
CSAT Surveys



Multilingual
Ticket fields



Dynamic
Notifications



Language
as skills



Customer support at scale

Audit Log

The one-stop for Admins to keep track of changes made to Automations, Agent profiles and other helpdesk configurations.

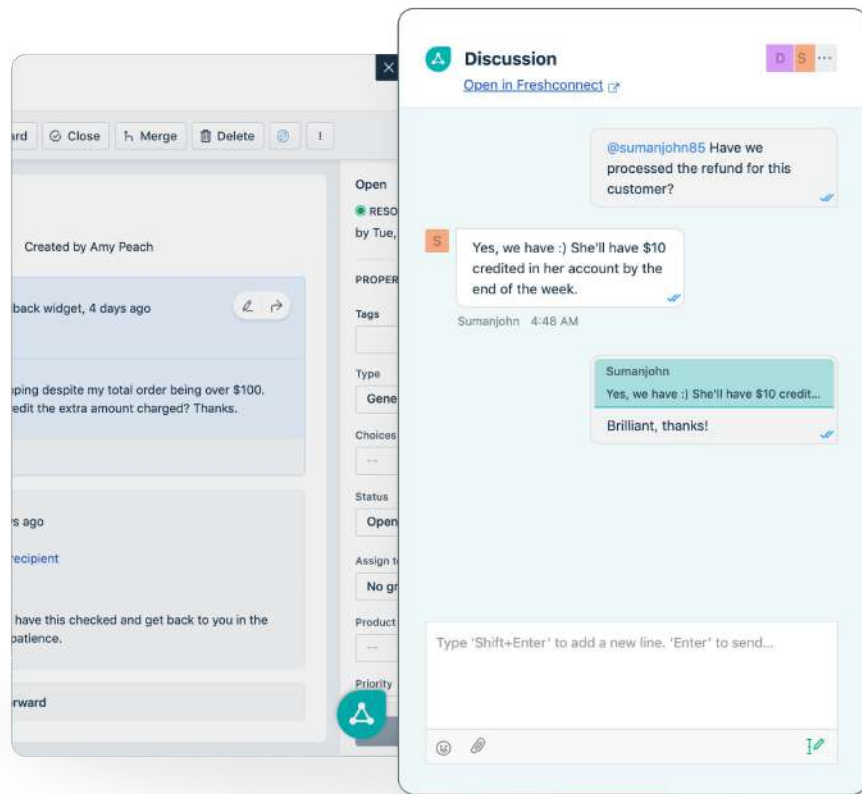
Audit Log				+ New ticket	Q	B	F
				Filters			
Henry Davies	Aug 24 at 02:07 PM	115, 112, 69, 51	Updated	Dispatch'r	Send refunds and returns to Billing ...	View changes	
Henry Davies	Aug 24 at 01:58 PM	115, 112, 69, 51	Updated	Dispatch'r	Routing rules	Position from "3" to "1"	
Henry Davies	Aug 24 at 01:58 PM	115, 112, 69, 51	Updated	Dispatch'r	Social Channel Priority	Position from "1" to "3"	
Henry Davies	Aug 24 at 01:58 PM	115, 112, 69, 51	Created	Dispatch'r	Routing rules		
Henry Davies	Aug 24 at 01:58 PM	115, 112, 69, 51	Deleted	Dispatch'r	Sample rule		
Henry Davies	Aug 24 at 01:57 PM	115, 112, 69, 51	Updated	Dispatch'r	Social Channel Priority	Name from "Social Channel" to "Social Channel Priority"	
Henry Davies	Aug 24 at 01:57 PM	115, 112, 69, 51	Updated	Subscription	subscription	Agent Limit from "99" to "125"	
Henry Davies	Aug 24 at 01:49 PM	115, 112, 69, 51	Updated	Subscription	subscription	Agent Limit from "99" to "99"	
Henry Davies	Aug 23 at 02:20 PM	192, 73, 13, 166	Updated	Observer	Refunds and Replacements	View changes	



Customer support at scale

Contextual collaboration with Freshconnect

Bring together fellow agents and external stakeholders and provide all the context needed to resolve customer issues faster.

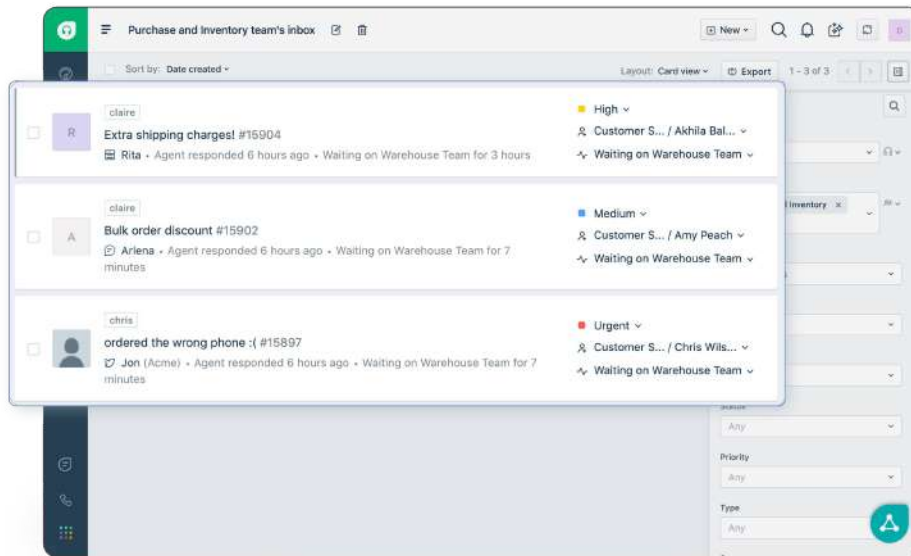




Customer support at scale

Share ownership of tickets

Share your ticket with another agent in the helpdesk to collaborate and extend seamless support to your customers. Maximize visibility and share accountability between both stakeholders.

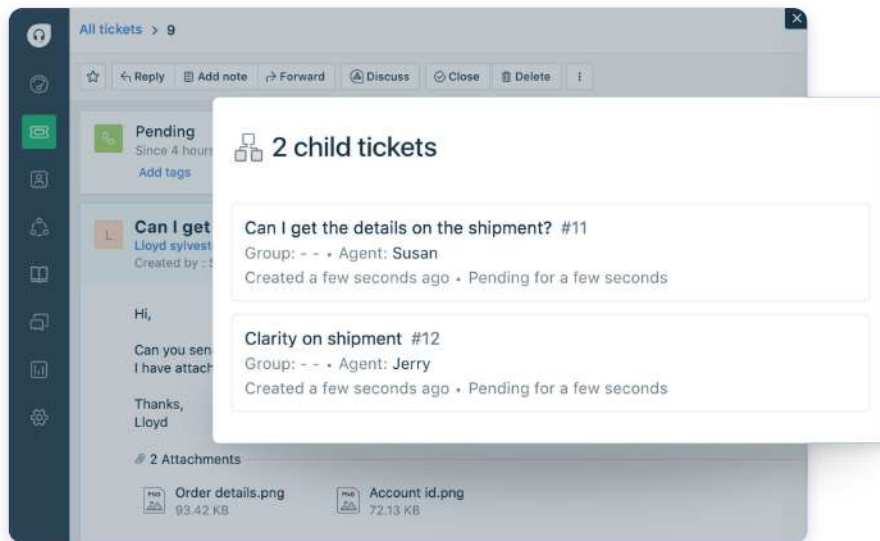




Customer support at scale

Divide and conquer with Parent-child ticketing

Resolve a ticket with multiple action items faster by splitting them into child tickets that can be worked on parallelly.

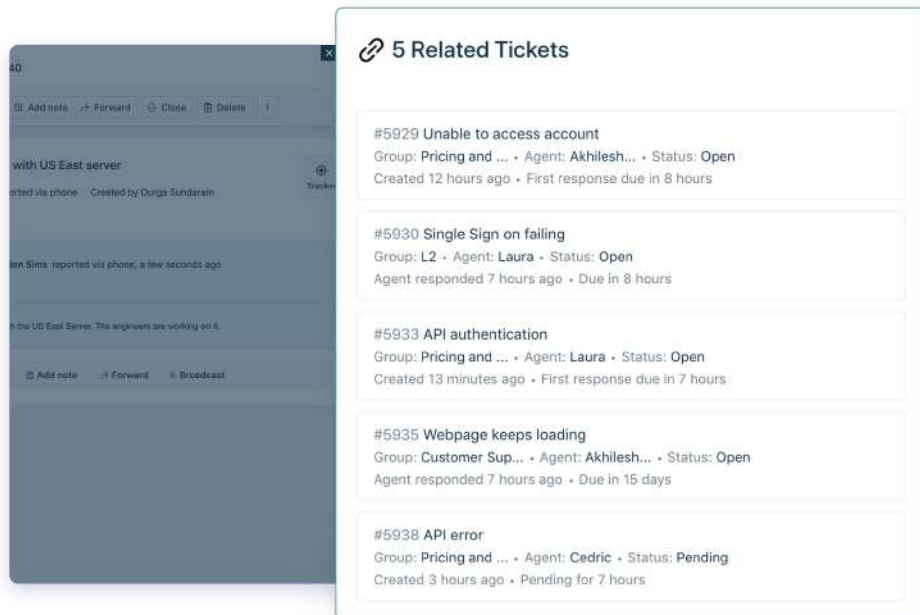




Customer support at scale

Handle similar issues with linked tickets

Link and keep track of all the tickets relating to similar issues in the helpdesk to provide consistent and quick updates to your customers.

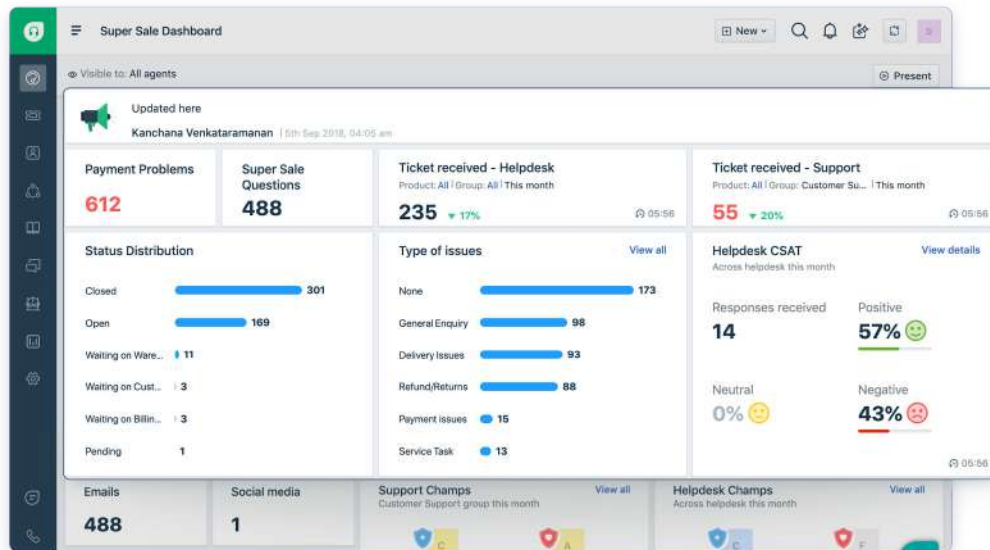




Customer support at scale

Monitor support metrics in real-time

Track trends, predict team performance and take data driven decisions to hit your support targets with customizable Team Dashboards





Customer support at scale

1-click insights with Curated reports

Understand how your agents and groups are performing with respect to various performance metrics spread over 10 powerful reports.

Group	Tickets assigned	Tickets resolved	Tickets reopened	Tickets reassigned	First response SLA %
Billing and Pricing	76	74	2	4	100%
Customer Support	107	98	4	4	100%
Field Service Agents	8	-	-	-	100%
Legal	26	7	1	3	94%

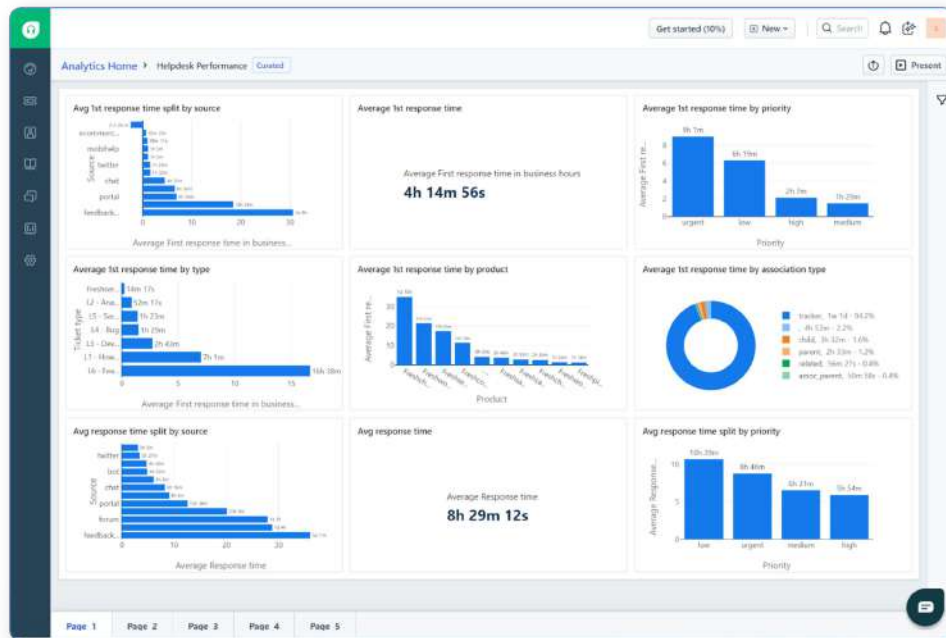




Customer support at scale

Generate custom reports

Bring in the charting capabilities of a powerful BI tool within Freshdesk. Build custom reports and draw deeper insights from your support metrics, without code and without having to depend on data analysts.

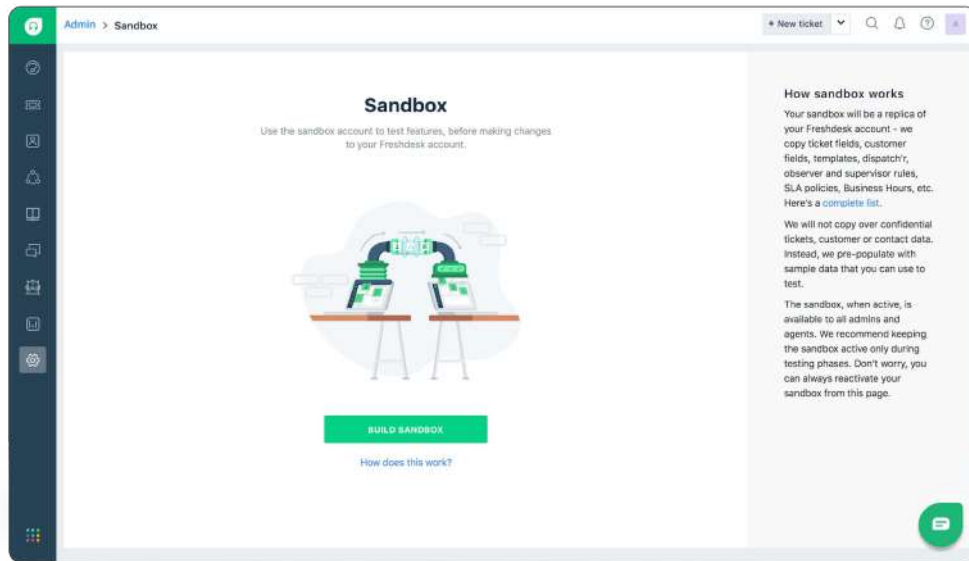




Customer support at scale

Sandbox - Your own testing ground

Test new features and configurations in Freshdesk without directly impacting customers or agents.





Customer support at scale

Time tracking

Track the time agents spend on every ticket and bill your customers accordingly. Use the timesheet summary report to analyze the time-spent, so that you can understand where the working hours are going.

The screenshot displays the Freshworks support ticket management interface. The main ticket title is "I want to return/Exchange this item", reported by Tim Lee via the portal 14 days ago. The ticket is marked as "Overdue". The conversation history shows a series of messages between the customer and the bot, discussing the need for help with a Samsung Refrigerator and the status of repairs. The interface includes a sidebar with navigation icons, a top navigation bar with "All Tickets > 759", and a right-hand panel with various details and actions.

Open

- FIRST RESPONSE DUE by Wed, 22 Jan 2020, 11:32 AM
- RESOLUTION DUE by Wed, 22 Jan 2020, 11:32 AM

PROPERTIES

Tags:

Countries:

Type:

Problem:

Assign to:

Status:

TIME LOGS

Total time tracked: 03h 14m 00s

[Log time](#)

RECENT SESSIONS

PARENT CHILD

SERVICE TASKS

TO-DO

GOOGLE CALENDAR

FRESHSALES



Why leverage Freshworks Platform?



Open, flexible
platform



Trigger automated
workflows



Rich APIs for deep
integration



Smart
Analytics



Marketplace
Apps



Enterprise
grade

Extend Freshdesk to meet all your business needs



Marketplace

With over 1000 apps on our marketplace, you can bring the apps that your team uses inside your Freshdesk



Build your own app

With our serverless architecture, robust APIs, and SDKs you can build powerful integrations for your team



Partnership

We work with partners to help you build apps that can customize your Freshdesk at an affordable cost

Foundational components, common solutions, and ecosystem to work the way you need, and to customize your customer experience



Support



Freshdesk



Freshsuccess



Freshchat



Freshcaller

CRM



Freshsales



Freshmarketer



Freshchat



Freshcaller

IT



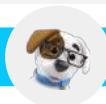
Freshservice



Freshteam



Freshrelease



Freddy AI/ML

Ecosystem Value

Workflow Automation

Context-based Collaboration

Developer Portal

Marketplace Apps

Enterprise Grade Solutions

Identity & Access

Smart Analytics

Master Customer Record

Security

KBaaS

Solid Foundational Components

Search

Events

Channels

Notification

Business Objects



Rich API

Marketplace





Achieve Enterprise Scale with Freshworks Platform



Feature-rich, secure and high-quality apps



Serverless application architecture based on AWS



Centralized Experience across products for easier governance

1050+

Marketplace apps

2000+

Custom apps

225M

lambda invocations



Provide dynamic reporting & analysis for multi-line fields every hour

Freshdesk, Freshchat, Bots



Faster ticket resolution with API integration for quick access to customer order details

Freshdesk, Freshsales, Freshchat



Get customer feedback through periodically triggered SMS surveys

Freshsales

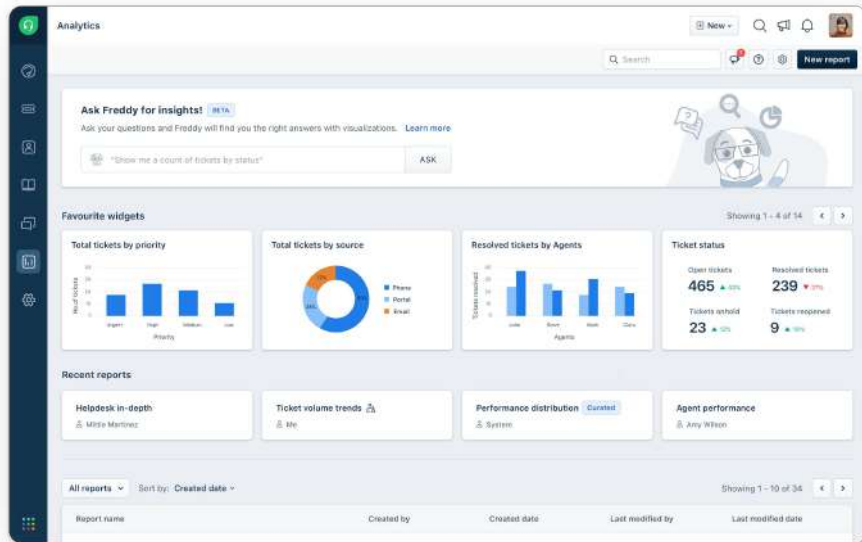


Prioritize issues by seamlessly associating JIRA issues with Freshservice tickets

Freshservice



How Freshworks Platform delivers Smart Analytics



Metrics that matter, out of the box



Design custom reports to fit every need



Insights across the customer lifecycle



Insightful answers for questions via Freddy AI

50,000+
reports created

125,000+
analytics users





Freshdesk Omnichannel

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via Omnichannel helpdesk
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Field service management

Enable your field technicians

With field service management, helpdesk agents and field technicians can work effectively with each other. You can set deadlines for service tasks, schedule appointments, and ensure customer's problems are resolved on time.

The screenshot displays the Freshworks Field Service Management interface. On the left, a sidebar contains navigation icons. The main panel shows a service task titled "Field visit - washing machine" created by Aparna C. The task status is "Overdue" and "Customer responded". The task details include a description of a washing machine issue, product details (Whirlicool 360), and a public note added by Jamie Lockhart. On the right, a "Create a service task" modal is open, showing appointment information (start and end times), the assigned technician (Jamie Lockhart), and a calendar view of Jamie's schedule for August 23, 2019. The calendar shows appointments for Vinod Cust., Johnny Appl., and Johnny Appl. The modal also includes a "Properties" section with a dropdown for "Appliance" (Washing machine), a checked box for "Appliance is in warranty", and a status dropdown set to "Open". At the bottom of the modal are buttons for "Create another", "Cancel", and "Create".

All tickets > 11

Field visit - washing machine

Aparna C. created a service task

Overdue Customer responded

Aparna C. created a service task, 2 months ago

A few minutes into the washing cycle, the washing machine makes a loud whirring noise and comes to a grinding halt. This has happened a few times.

Possible drum issue.

Product details:
Whirlicool 360 (WCT1001121)
Model #23412
Warranty upto June 2020

Jamie Lockhart added a public note, 2 months ago
Last edited by: Aparna C., 2 months ago

Drum issue all right. Have replaced it and the machine is good as new now. See attached photo.

Create a service task

Appointment Info

Appointment Start Time
23 Aug 2019, 08:00 AM

Appointment End Time
23 Aug 2019, 09:00 AM

Assign field technician
New York Area / Jamie Lockhart

Jamie Lockhart's schedule for August 23, 2019

38:00	09:00	10:00	11:00	12:00	13
	Vinod Cust... 7, Main road...		Johnny Appl... 7, Clinton St, Brooklyn...		
				Johnny Appl... 4, Priest Dr...	

Properties

Appliance
Washing machine

☒ Appliance is in warranty

Status
Open

☐ Create another Cancel Create



Field service management

Service Tasks for additional context

Service Tasks contain all relevant information such as

- The full context of the problem
- The field tech responsible and
- The deadline for resolving it

The screenshot displays a Freshworks Service Task interface. On the left, a sidebar shows navigation icons. The main area displays a ticket titled "Problem with Washing Machine" assigned to Sallie Luna. The ticket description states: "A few minutes into the washing cycle, the machine makes a whirring noise and comes to a abrupt halt. Possible drum issue. Product Details: Whirlpool 360 (WP1101121) Model no : #1234452 Warranty: Valid upto (30.02.2020)". Below the description are buttons for "Reply", "Add note", "Forward", and "Discuss". At the bottom left, a chat window for Sallie Luna is visible. On the right, a "Create a service task #32411" form is shown, containing fields for "Contact details" (Customer: Sallie Luna, Phone number: +91 9769012629, Service location: 5th Street, New Bell Road, Colorado, US) and "Service details" (Subject: Problem with Washing Machine, Description: A few minutes into the washing cycle, the machine makes a whirring noise and comes to an abrupt halt. Product Details: Whirlpool 360 (WP1101121) Model no : #1234452 Warranty: Valid upto (30.02.2020), Status: Open, Priority: Medium). At the bottom right of the form are "CANCEL" and "SAVE" buttons.



Field service management

Smart Scheduler for appointments

Smart Scheduler helps set up customer visits.

- Monitor appointments across service groups
- Find a time that works for both the customer and the field technician
- Ensure no single field tech is overloaded

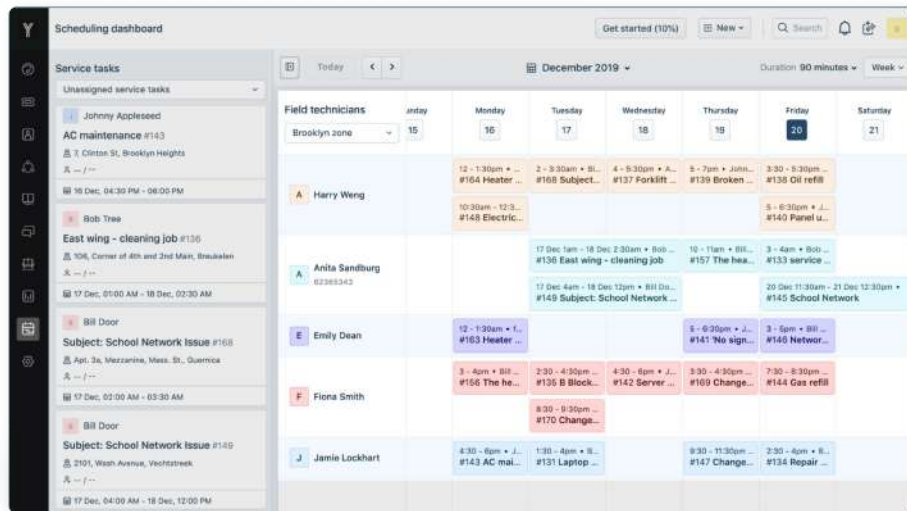
The screenshot displays the Freshworks Smart Scheduler interface. On the left, a sidebar shows navigation icons. The main area is titled 'All tickets > 11' and shows a 'Field visit - washing machine' ticket. The ticket details include a status of 'Overdue' and 'Customer responded', a note from 'Aparna C.' about a service task created 2 months ago, and a description of a washing machine issue. The ticket also shows product details (Whirlpool 360) and warranty information. On the right, a 'Create a service task' panel is open. It contains fields for 'Appointment Start Time' (23 Aug 2019, 08:00 AM) and 'Appointment End Time' (23 Aug 2019, 09:00 AM). Below these is a dropdown for 'Assign field technician' set to 'New York Area / Jamie Lockhart'. A calendar view shows 'Jamie Lockhart's schedule for August 23, 2019' with a grid of time slots. A technician named 'Vinod Cus...' is scheduled from 08:00 to 09:00, and 'Johnny Applesed #41' is scheduled from 11:00 to 12:00. The 'Properties' section shows 'Appliance' as 'Washing machine' and 'Appliance is in warranty' as checked. The 'Status' is set to 'Open'. At the bottom right, there are buttons for 'Create another', 'Cancel', and 'Create'.



Field service management

Scheduling Dashboard for monitoring field teams

- Monitor all the appointments of field technician on any given day
- Identify available time slots
- Drag and drop a task from the list into a field technician's schedule to assign it
- Prioritize the service task list by Unresolved, Unassigned or any other custom filter she creates.





Field service management

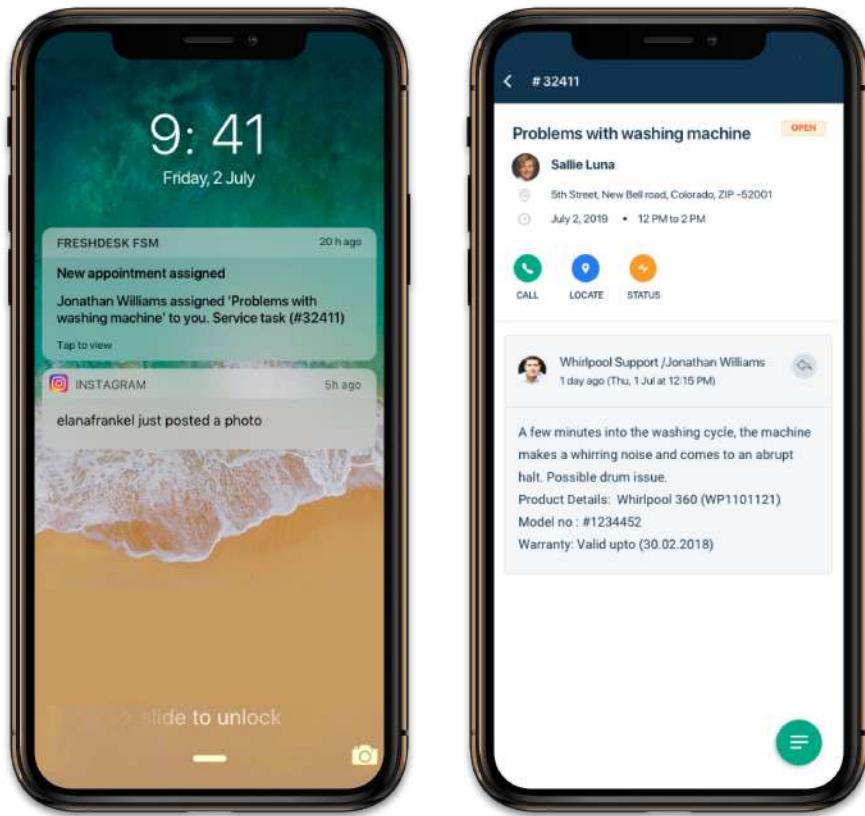
Real-time alerts for field technicians

- **Push notifications**

Get notifications on the Freshdesk mobile app when a service task is assigned or updated.

- **Get customer details**

Call the customer for information, navigate to their address or check task status with just one tap.

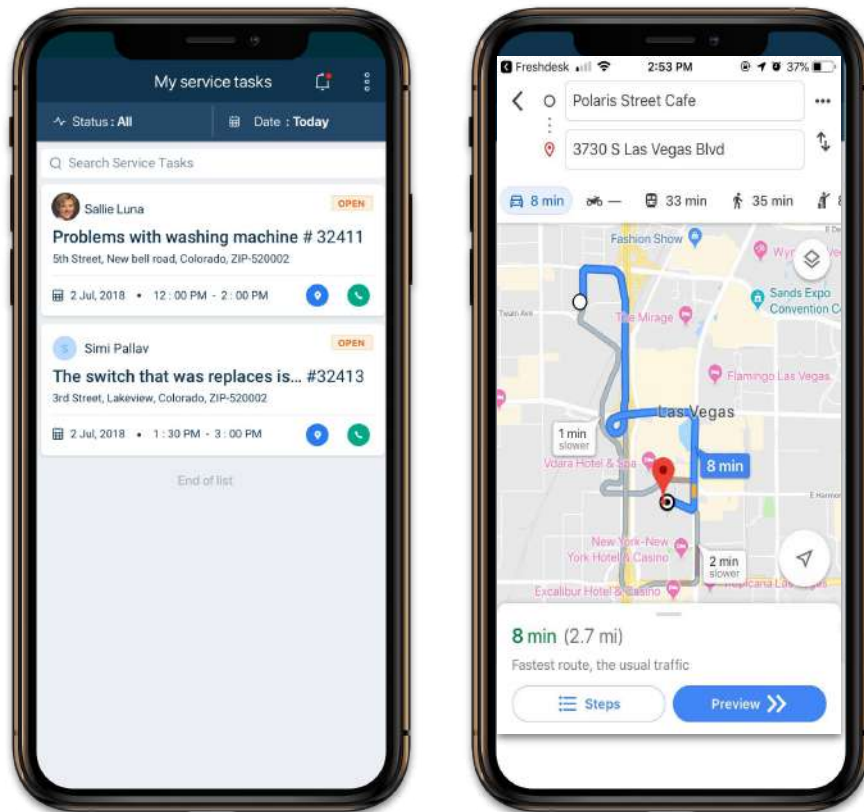




Field service management

Plan your daily schedule for minimizing travel

- **Today's tasks:**
Use the date filter to get complete visibility of service tasks assigned to field techs for any day or time range and prioritize visits accordingly.
- **Navigate to the task location:**
Use 'Locate' to view the customer's location using a map application and navigate to it.



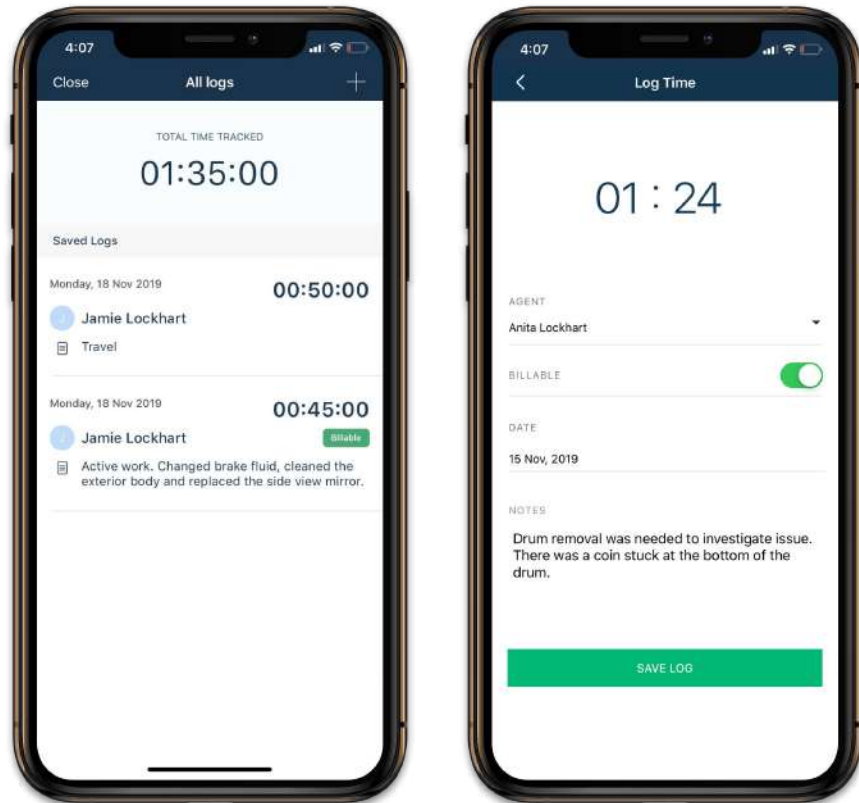


Field service management

Time Logs for tracking time spent

Track time spent by field technicians:

- Track and monitor time spent on the field on travel and the job
- Generate timesheets report
- Monitor billable and non-billable hours



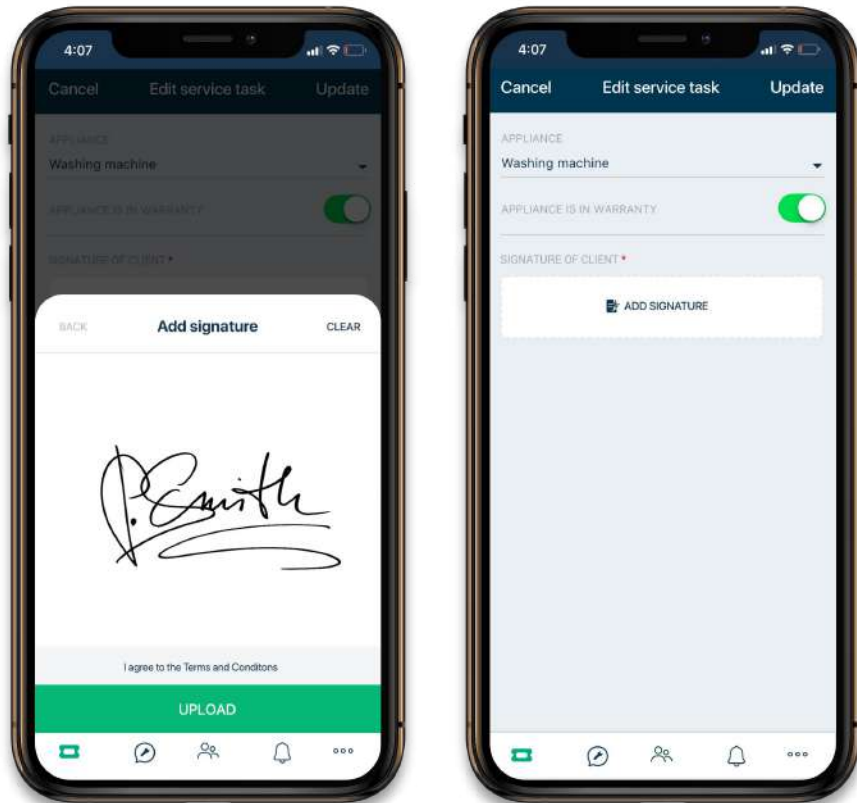


Field service management

Customer Signature for resolving tasks

Log the customer's sign-off before closing service tasks:

- Get **customer's signature** on the service task from the Freshdesk app
- Signatures are **uploaded** to the helpdesk and visible on the web
- Agents can verify signatures before **resolving tickets**.



Customer Success stories





Real-time service to 57 million cardholders and a 96% CSAT with Freshchat's modern messaging

- 1.4 million conversations supported across website, mobile app and Apple Business Chat
- 65% higher productivity per agent
- 10,000 agent hours saved with integrated chatbots using Freshchat APIs

Replaced: LivePerson

Products: 

Freshchat lets us provide an uninterrupted messaging experience. Over 60% of our customers prefer messaging to reach out.

- Jeff Stone, Director of Digital CX





Complex customer queries tackled in record time, across the globe

- Round-the-clock service across **150 countries**
- Engineering and support **teams brought on same page** to tackle complex queries by collaborating within Freshdesk
- **94% SLA attainment**

Replaced: Salesforce Service Cloud

Products:  

The value of working with Freshworks has been in finding a platform that allows for easier and more robust collaboration internally.”

- Kevin Smith, Director - Global Client Support





ESS keeps 700 school districts running by matching 80,000 educators to the right roles

- 35,000 tickets/month tackled by 170 agents across 4 locations
- 69% faster responses to customer queries
- 50% higher productivity unlocks agent capacity

Replaced: Shared email

Products: 

Freshdesk is intuitive, has created consistency in processes, and it gives us the ability to onboard new agents without a lot of extra work.

- David Faith, Vice President of Business Systems





BEL resolves customer queries in minutes, not hours while reducing costs with Freshchat

- 40% decrease in phone calls
- Respond in under a minute on live-chat
- 11 minute resolution time on average

Products:



The Freshchat interface is easy on the eyes and is very similar to modern messaging platforms that everyone uses.

- Gabriel Mendez, Systems Administrator



“



Sling makes customer service a competitive advantage while reducing TCO by 60%

- **8 weeks to go-live** vs Salesforce's 18 months, with 3 million contacts migrated
- **Resolution time down to 2 mins** from 2 hours
- **Resolution rate increased to 85%** from 70% with guided workflows powdered by agent-assist bot

Replaced: Salesforce Service Cloud

Products:



Freshworks is going to take us into the future and make us a better company because we can serve our customers better than we ever have before."

- Mike Spanarella, Head of Customer Experience





Westcon unifies global teams and processes onto a single platform to serve customers better

- **236 shared mailboxes** moved to Freshdesk
- **14 business processes** from inquiries to pricing and sourcing across 6 countries unified to execute global IT orders
- **Real-time order statuses** from reports to track and meet contractual SLA requirements

Replaced: Internal tool, Shared email

Products: 

Freshdesk really drives our business. It allows teams to interface with each other and have visibility into the complete order process.”

- Laura Labriola, Director - Transformation Systems





Freshdesk Customer Stories

EUROPE

The NAVBLUE logo is displayed in a white rectangular box. The word "NAVBLUE" is in a bold, dark blue, sans-serif font. The "A" is stylized with a blue triangle pointing upwards.

AN AIRBUS COMPANY

Reach for the Skies

19 products, 8 global teams, one unified customer service platform

- **2 months to go-live** replacing legacy Salesforce
- **85% ticket deflection** through self-service
- **97% CSAT**

Replaced: Salesforce Service Cloud

Products:



Freshdesk has delivered value from day one.

- Justin Neale, VP-Customer Experience



travel counsellors



With us...it's personal

Travel Counsellors retains the personal touch, even as it scales, with Freshdesk

- **4 week go-live**, replacing legacy Zendesk implementation
- **125,000 tickets migrated** without business downtime
- **>90% 'Excellent' CSAT**

Replaced: Zendesk

Products:



Our relationship with Freshworks is a partnership. This has allowed a seamless transition from our previous software, which was offering no business benefits.

- Greg Spanner, Technology Service Desk Manager



“



SAGE supports 75,000 global B2B customers with a 85%+ CSAT

- 2 weeks to go-live with 5 global teams
- 89% SLAs achieved with streamlined processes and automations
- 75% first contact resolution

Replaced: Shared email

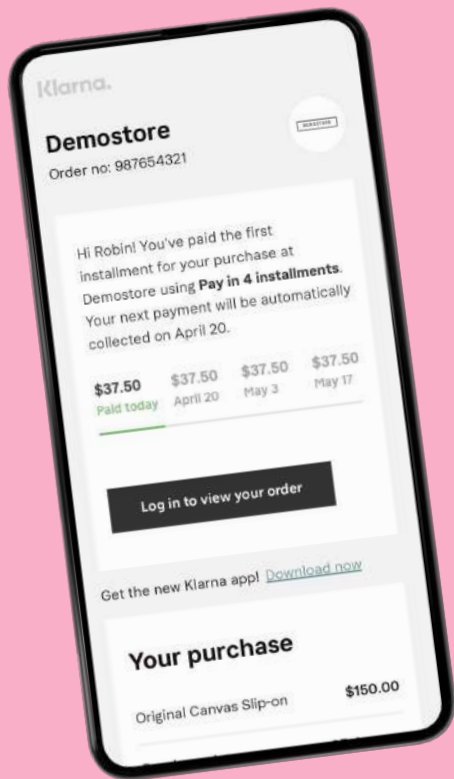
Products:



With Freshdesk, our staff hasn't increased but our performance has.

- Graeme Doswell, Head of Business Solutions





Klarna.
Smooth payments

Klarna brings remote support teams together for instant, multi-lingual support with Freshchat

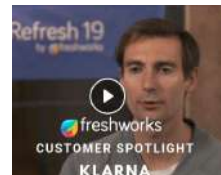
- 1200 agents supporting customers across 9 countries
- 28M chats resolved in a year
- Avg. response time <30s

Replaced: Internal tool

Products: 

I really enjoyed the tight collaboration with Freshworks while developing our chat platform.

- Eric Bompas, Manager - Customer Service Experience



“



Hamleys

The Finest Toy Shop in the World

Motivated, productive agents elevate service quality and bring down support costs at Hamleys

- Go-live in 2 days
- 50% reduction in customer service costs
- Real-time performance monitoring with dashboards & advanced analytics

Replaced: BoldChat

Products:



We were keen to get optimised ahead of the Christmas peak period. Freshdesk ensured that the implementation process was as smooth as Possible.

- Vaughan Potter, Head of Customer Services





rightmove 

find your happy

UK's leading property website offers seamless cross-channel service with Freshdesk

- Email, phone & social support on a single screen with Freshdesk
- 26% improvement in response times
- 75% first contact resolution

Products:



We have noticed increased levels of satisfaction from customers and our customer support staff are happier too.

- David Cray, Head of Customer Experience & Product Development



“



GET
YOUR
GUIDE

Europe's leading travel experience portal GetYourGuide supports customers on their preferred modern messaging channels

- **25% of volumes on Whatsapp**, the preferred channel for EU travelers
- **Single view of the customer** across email, phone and chat
- **2 million tickets migrated** without business disruption

Replaced: Salesforce Desk.com

Products:





Travix creates customers-for-life with Integrated omnichannel support

- **Freshworks platform** exceeded expectations in our omnichannel approach
- **Anywhere engagement:** Email, chat, phone and self-service
- **Contextual engagement:** Having all channels work out of the box and leveraging FW platform for context unified across channels

Replaced:

Products:





An online travel company with 5 brands and 43 websites, Travix sells airline tickets in markets around the world.

Industry: eCommerce/Travel

Location: Amsterdam, NL

BEFORE

- ✗ Were using Salesforce and Genesys to support customers across multiple channels
- ✗ Concerns that a customized integration with their existing workforce management tool, Injixo was expensive and time consuming with vendors
- ✗ Concerned about having various tools from different vendors

AFTER

- ✓ **Freshworks platform** exceeded expectations in our omnichannel approach
- ✓ **Anywhere engagement:** Email, chat, phone and self-service
- ✓ **Contextual engagement:** Having all channels work out of the box and leveraging FW platform for context unified across channels
- ✓ Specially impressed with our **culture of partnering** with them in building customized integrations



FRESHDESK OMNICHANNEL



Customer satisfaction
82%



First call response time
61 mins



Resolution SLA
92%

“Freshdesk integrated seamlessly with our internal CRM using its out-of-the-box capabilities such as chat, email, phone, and social media channels. The reports has given our agents a chance to monitor their daily or weekly performance.”



Vijoy Nair

User Happiness Lead, Decathlon





BOTS



Ticket deflections

▲ 60%



Agent Productivity

▲ 1.6X



Requests Handled

200 million/Day

“We were looking for a solution that solves for the right customer experience at scale. With Freshdesk's intuitive Helpdesk system and the AI-powered Freddy bot platform, with Freshdesk's agility and Freddy's ability to deliver context across functions, PhonePe had found a winner.”



Vishal Gupta

Head of product, PhonePe



PhonePe



SCALING YOUR SUPPORT



Reduction in cost

▲ 50%



Implementation time

Less than 48 hours

“Agents are now able to measure themselves and see how well they are doing, that gives them a boost. Now that we have statistics and can see agent performance scores, that encourages our teams to provide even better customer service. My agents are happier now.”



Vaughan Potter

Head of Customer Services, Hamleys



Our record of customer-centricity

Building a strong relationship with our customers is ingrained in Freshworks' culture. That's why our goal doesn't end with building elegant software. It's our priority to build a long-lasting and trusting relationship with you, our customer, for life.



Free 24x5 support

We received **18.3k tickets** in 2018. We responded within 1 hour 12 minutes at an average and received a 90% satisfaction rating



A dedicated squad

Our team of support, customer success, and engagement managers ensure that you continue to see success with us, for life



Support at every step.

Our onboarding team has a track record of completing implementations at a scale that involves **1000+ agents** within 4-6 weeks



Next steps





Customer Success Overview



Needs Analysis

Use case, systems, and workflow analysis



Implementation

- Custom implementation services
- Full workflow integration
- Dedicated Technical Account Manager



Go-live

Activate Freshworks instance



Customer Success Services



CSM

- Admin and Agent Training
- Assist with configurations as your business changes and grows
- Workflow analysis and optimization
- Executive Business Review - Support issues and efficiency gains analysis
- Expansion needs



Support

- 24x7 Support
- Dedicated CSM
- Regular account check-ins
- Assistance with additional configurations

Pricing



“

**We do not want to just be another
software vendor for your business.
Consider us as your friend”**

Girish Mathrubootham

Founder & CEO



“We adopted Freshdesk because it is a highly adaptable solution with a lot of metrics that allows us to track and follow up on our customers and agents efficiently.”

**Christophe Tomborski, Back Office
Manager, Bridgestone**

BRIDGESTONE



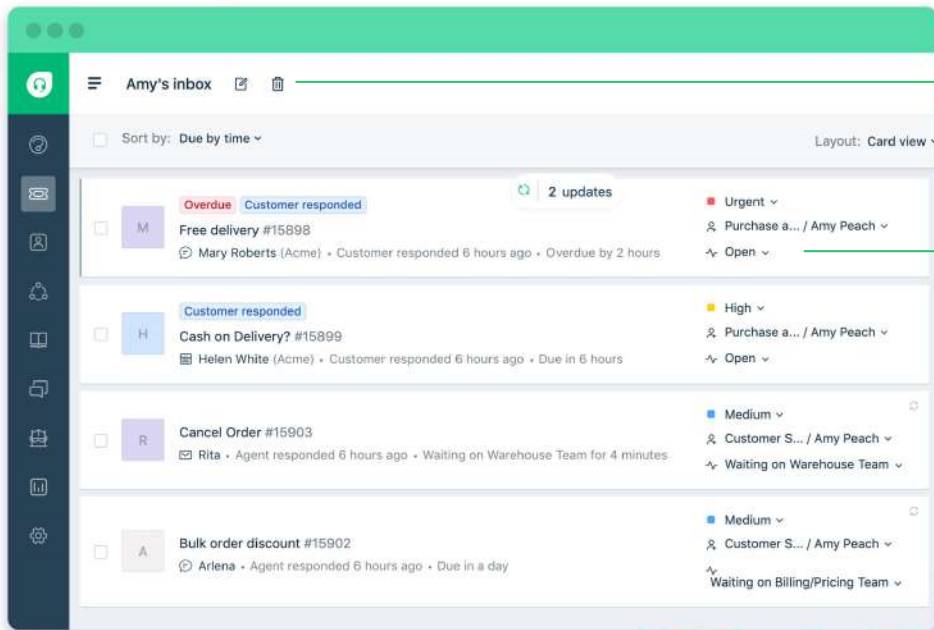
“We have been able to organize our internal teams inside groups within the Freshdesk system and use online ticket creation and automation rules to route requests to the right teams, then to the right members of teams and with the right priorities.”

**Matthew Hogg,
Director of Publisher and Customer
Services, Macmillan**



Never miss out on a single customer question

Keep track of customer conversations easily



Create inbox views to view only relevant tickets

Every customer enquiry has an SLA deadline

Every customer enquiry has an owner

Customize ticket statuses according to your team's unique workflows



The little things that matter

We believe happy employees make for happy customers. That's why Freshworks constantly innovates to take the “boring” out of an agent's life in customer support.



Undo Send

If you realize there's an error in your response, you can stop messages from being sent.



Canned forms

Instead of listing information that you need in an email, send a disposable form to customers.



Annotate images

Edit images and attachments while responding to a customer, right from within Freshdesk.



Empowered Agents

Agents can configure features that make work easy for them, like canned responses and scenario automations, without any dependencies on an admin.



Quick Actions

Send responses incredibly fast by inserting content using keyboard shortcuts as and when you respond to a customer.

