

5 reasons why you need Freshworks for Customer Service

Transform support with
AI-powered Customer
Service Software



5 reasons why Freshworks



1

Seamless omnichannel engagement

Engage customers effortlessly across all channels.

2

Cutting-edge native AI

Leverage advanced generative AI capabilities for maximum impact.

3

Streamlined support operations

Unify and optimize support processes.

4

Efficient scaling, smart spending

Scale your business with cost-effective solutions.

5

A trusted partner for success

Join a global community of over 62,000 business.

Seamless omnichannel engagement

Challenge

Today's customers expect businesses to support them on channels of their choice. To achieve this, they often adopt multiple tools, resulting in a fragmented system.

However, using multiple tools presents challenges such as broken interfaces, data silos, and integration difficulties. Support teams face the burden of juggling between these tools to gather complete customer context, leading to agent frustration, longer handling times, and ultimately, diminished customer satisfaction.

BEL USA reduces average response time to 60 seconds with Freshworks' omnichannel solution.

Freshworks Solution

Freshworks' Customer Service Suite empowers businesses to deliver hyper-personalized support on any channel from a unified solution, eliminating the need for multiple tools.

- ✔ Unified view with full customer context across multiple channels – WhatsApp, Apple Business Chat, SMS, etc.
- ✔ Automatic conversation routing to the right agent/teams based on load, topics, and more
- ✔ A right-sized, right-priced solution tailored to your specific business needs

Agents using Freshworks report a 25% improvement in Average Handle Time.



With Freshworks, our agents were able to handle several customers at the same time and still able to offer personalized assistance.”

Laila Halim

Quality Assurance Analyst

BEL USA

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Cutting-edge, native AI

Challenge

As customer expectations continue to rise, businesses find it increasingly difficult to keep up with large ticket volumes.

Customer service leaders recognize the repetitive nature of many queries and the need to integrate third-party bots into their existing customer service solution.

Meanwhile, overwhelmed agents struggle to manage their overloaded inboxes, spending valuable time sifting through lengthy customer conversations across various channels. This not only affects their response speed but also compromises the overall quality of their interactions.

“Chatbots can deflect up to 70% of all conversations in Freshchat.” -

[Freshchat Benchmark Report 2023](#)

Freshworks Solution

Freddy AI is Freshworks’ native AI engine that has been transforming the way we work since 2018. Powered by generative AI, Freddy eliminates the need for multiple niche AI integrations and works seamlessly across your entire business.

With Freddy AI, your teams can:

- ✔ Leverage NLP and detect customer intent to provide the best course of action
- ✔ Automate repetitive questions and handover to human agents whenever necessary
- ✔ Summarize customer issues, autocomplete sentences, and generate support articles
- ✔ Create new bot flows in minutes, not hours, with generative AI
- ✔ Automate mundane tasks and allow agents to focus on what truly matters — delighting customers



Streamline support operations

Challenge

Many conversational support solutions fall short when it comes to effectively managing ticketing workflows and back-end support operations. Conversely, traditional ticketing solutions lack native support for the messaging channels that customers prefer to use.

As a result, businesses are forced to patch together disparate solutions in an attempt to address both conversational support and complex ticketing requirements. Unfortunately, this approach creates a fragmented agent interface, resulting in poor support experiences and increased costs.

35% of customers believe that streamlining operations and accessing resources with a single click are the most important tools for their agents' success -

[Freshchat Benchmark Report 2023](#)

Freshworks Solution

Freshworks Customer Service Suite is unique in its approach that unites conversational support across channels with advanced ticketing capabilities on a single platform, powered by Freddy, our native AI engine.

Using Freshworks Customer Service Suite, support teams can:

- ✔ Unify conversational support with advanced ticketing capabilities on a single platform
- ✔ Improve operational efficiency with effortless collaboration, optimized resource allocation, and actionable analytics
- ✔ Streamline operations, offer delightful service, and improve customer satisfaction

NAVBLUE

AN AIRBUS COMPANY

“Having a multi-channel system consolidating all customer discussions into one place has been critical to our success.”

Justin Naele

VP Customer Experience

NAVBLUE

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Efficient scaling, smart spending

Challenge

Scaling operations often leads to increased expenses. While solutions may appear feature-rich, they often come with a significant price tag and require additional engineering efforts, add-ons, integrations, and ongoing maintenance.

Choosing the wrong software provider can lead to a higher total cost of ownership and delayed return on investment. In the current economic landscape, these factors can have a substantial impact on businesses.

\$2.88 million cost savings from shift to lower cost channels -

[The Total Economic Impact of Freshdesk](#)

Freshworks Solution

Freshworks delivers a right-sized solution tailored to your business needs that is easy to configure, deploy, and maintain. The breadth of our capabilities, ranging from conversational support, native AI capabilities, and ticketing workflows, are available right out of the box, eliminating the need for additional tools, integrations, and expensive IT consultants.

With our flexible and transparent pricing, you pay only for what you use. With Freshworks, scaling your business becomes effortless and cost-effective. Our solutions boast a shorter learning curve and guarantee a faster ROI, allowing you to unlock the full potential of your business sooner.



A trusted partner for success

Challenge

Businesses face significant challenges when implementing support solutions, including complex processes and integrating multiple tools. These challenges lead to increased engineering costs, strained resources, and reduced efficiency.

Furthermore, many vendors take days or even weeks to respond to support inquiries, leaving customers frustrated and overwhelmed.



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**Thomas
Cook**

“The Freshworks team understands our business and has helped us tailor our Freshworks stack to really support our customer support strategy.”

Hayley Chambers

Head of Customer Ops,

Thomas Cook

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About Freshworks Customer Service Suite

Freshworks Customer Service Suite (a product of Freshworks Inc.) is an intuitive and cost-effective tool that helps businesses streamline support operations by integrating their frontline and back-office functions. Freshworks Customer Service Suite helps businesses engage with customers across multiple channels such as web chat, email, phone, and social channels like WhatsApp, Instagram, and Line. The suite comes built-in with native AI-powered bots allowing businesses to deflect repetitive queries, thereby freeing up agents' time to work on more complex customer issues. Additionally, the suite also offers state-of-the-art ticketing capabilities to handle complex workflows and escalations. Powered by our AI-Platform, Freddy, Freshworks Customer Service Suite empowers agents and businesses to deliver personalized experiences at scale.

About Freshworks

Freshworks Inc. (NASDAQ: FRSH) makes business software people love to use. Purpose-built for customer support, IT, and sales, our products empower the people who power business. Freshworks is fast to onboard, priced affordably, built to delight, yet powerful enough to deliver critical business outcomes. Headquartered in San Mateo, California, Freshworks operates around the world to serve more than 60,000 customers including Travix, Pearson, Klarna, Fiverr, Delivery Hero, and Honda.

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