LITERATURE SURVEY

1]<u>Help Desk</u>:

Help desk software is a tool that serves a wide range of customer support activities. You can organize messages, give assistance, and exchange information with customers at a single point of contact. The help desk uses tickets for communication — that's why it's also known as a ticketing system.

Advantages:

- Helps you streamline your processes and workflows.
- Keeps the standards and ensures compliance.
- Improves the security of your IT network.
- Improves the employee and customer experience.
- Improves the service desk as well as the products and services offered by the organization.
- Helps you ensure that the service quality is as defined in the SLA.

Disadvantage:

- Dishevels flow of communication.
- Focuses on improving customer service efficiency over excellence.
- Dishevels flow of communication.
- Forces you to step away from a familiar interface like Gmail's.
- Does not focus on building long term customer relationships.

2]<u>Fresh Desk</u>:

Online cloud-based customer service software providing helpdesk support with all smart automations to get things done faster.

Advantage:

- Modern and user-friendly design.
- A feature-rich customer service platform.
- Advanced workflow automation.
- Freshdesk marketplace with many integrations (Salesforce, Slack, etc.).
- Mobile apps for Android and iOS devices.
- The free plan available.

Disadvantage:

- Limited automation and rules (plus, hard to configure).
- Poor dashboard (Note: Freshdesk Analytics is in the beta version. The current dashboard offers fundamental features only).
- The dark mode is native Sometimes it seems the support team of Freshdesk is not easily reachable