

## **LITERATURE SURVEY**

### **Help Desk:**

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:**

- Assign Tickets to the Right Members of Your Team.
- Avoid Duplicate Replies.
- Resolve Tickets Faster With Internal Collaboration.
- Improves the employee and customer experience.
- Keep Agents & Customers Updated.

#### **Disadvantage:**

- Dishevels flow of communication.
- Focuses on improving customer service efficiency over excellence.
- Complicated to use.
- Does not focus on building long term customer relationships.

### **Fresh Desk:**

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.
- Consistent and convenient to use
- Mobile apps for Android and iOS devices.
- Well integrated.

#### **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).
- Customer can't get the proper and correct answer from the website.