Key Questions from CX Leaders

1. We already have Freddy AI in Freshdesk. Why should we consider HelpDude?

Freddy is powerful — but it's built for **automation at scale across Freshworks products**.

HelpDude is different: it's a **specialized co-pilot for support engineers**, designed to auto-surface knowledge from **your own solved tickets, KBs, and KT docs** — in real time, without extra manual effort.

Where Freddy automates, HelpDude **amplifies your team's intelligence**:

- Eliminates duplicate investigations across 24x7 teams with zero manual effort
- Shortens resolution times by showing "what's already solved."
- Ensures zero-day readiness for product releases.

👉 Think of Freddy as your AI assistant platform-wide and HelpDude as your **support brain** — working together, not competing.

2. How does this impact ROI compared to Freddy alone?

HelpDude creates measurable ROI from **Day 1**:

- **10% agent time saved** instantly, grows over time as AI learns.
- Lower attrition → happier engineers → reduced rehiring/training cost.
- Faster resolution → higher CSAT, lower churn.

Freddy improves automation efficiency. HelpDude **turns that efficiency into growth impact** — moving support from a cost center to a **growth lever**.

3. Is this just overlapping with Freddy? Won't it confuse our agents?

Not at all. Freddy handles **customer-facing automation** (chatbots, ticket deflection, workflow automation).

HelpDude sits **inside the agent's workflow** — like a co-pilot.

- Agents click → draft replies generated (with citations).
- Suggests knowledge already validated by your team.
- Always "human-in-the-loop" for trust and accuracy.

👉 Freddy reduces inbound load. HelpDude makes **every inbound ticket faster, smarter, and stress-free**.

4. How do I ensure AI won't mislead my agents or customers?

That's the #1 concern with AI adoption — most tools act like a black box. HelpDude solves this by being **transparent by design**:

- Draft replies are grounded in your own solved tickets, KBs, and KT docs.
- Every suggestion comes with citations and context — so agents know why the AI generated it.
- This keeps control in human hands: AI assists, but agents validate.

👉 With HelpDude, there's no more black-box AI — only explainable, auditable, and trustworthy intelligence.

5. How quickly can we see value, and does it scale over time?

We built HelpDude for immediate wins and long-term scale:

- Day 1 impact → agents save 10% of time right away.
- Month-over-month growth → the Agentic AI learns automatically from ticket usage, making replies sharper, faster, and more contextual.
- Scales across teams → whether 20 agents or 2,000, knowledge flows seamlessly without extra effort.

👉 Unlike static tools, HelpDude gets better with usage — the more you use it, the more value it delivers.

6. As a CX leader, what checkpoints should I look at before bringing HelpDude in?

Great question — and we've built HelpDude with exactly those checkpoints in mind:

- Ease of Adoption → Works natively in Freshdesk, setup in <10 minutes, no migration.
- Enterprise Security → Compliance and governance built in (Verified by Freshworks)
- Measurable ROI → Reduction in handle time, higher CSAT, lower attrition.
- Transparency → No more black-box AI — every output is explainable.

👉 That's why HelpDude feels less like an experiment and more like a must-have co-pilot for enterprise support teams.

7. How do you ensure security & enterprise compliance?

We knew this would be a top priority for enterprise adoption.

- **No migration needed** — your data stays in Freshdesk.
- **Enterprise-grade security** aligned with Freshworks' standards." Verified by Freshworks Badge" is the proof..
- **Agentic AI model** trains only on your approved content, not external noise.

It's **built for enterprise guardrails**, so you get innovation without compromise.

8. Change management is always painful. How easy is it to adopt?

This is where HelpDude shines:

- **Setup in under 10 minutes**.
- No migration, no new tool to learn.
- Minimal training — agents just click one button inside Freshdesk.

From **Day 1** → you start saving time. From **Month 1** → you see measurable ROI.
👉 It's **the easiest AI adoption you'll ever roll out**.

9. What about long-term scalability?

HelpDude is not a "hackathon tool." It's **Agentic AI** that grows with usage:

- Learns continuously from every ticket, KB update, and escalation.
- Improves without heavy retraining.
- Scales seamlessly across global teams.

The more your agents use it, the more valuable it becomes.

10. We're already stretched with budgets. Why prioritize this now?

Because the cost of not adopting is higher:

- Every repeated investigation wastes engineer time → cost leakage.
- Every delayed resolution risks churn → lost revenue.
- Every burnt-out agent → attrition costs.

At **$40/agent/month**, HelpDude pays for itself with **~2 hours** saved each month (for **U.S./Global** teams) — based on just Day 1 impact of 10% time saved per agent per day.

At **$40/agent/month**, HelpDude pays for itself with **~8 hours** saved each month (for **India-based** teams) — based on just Day 1 impact of 10% time saved per agent per day.

👉 It's not an expense — it's an accelerator.

11. If we adopt this, what's the big picture outcome for us?

In one line:

👉 Support stops being a burden and starts being a growth lever.

- Leadership → sees ROI & brand trust.
- Managers → see efficiency & fewer escalations.
- Engineers → see relief & empowerment.
- Customers → see faster, empathetic resolutions.

That alignment across all levels is what makes HelpDude a **game changer**, not "just another AI."

👉 HelpDude isn't here to replace your support team.
It's here to **make every agent minimum 10x smarter, every shift seamless, and every leader confident**.
Together with Freshdesk, HelpDude turns **support from a cost center → to a growth engine**.