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Freshworks Customer Service Suite

An AI-first, omnichannel solution

For <Customer> or Presented by <First Last>

<Date>

COCA-COLA · Published April 24, 2023 8:40pm EDT

Have AI and a smile: Coca-Cola leveraging artificial intelligence to improve customer service, ordering

By Bradford Betz | FOXBusiness

IKEA Uses AI to Transform Call Center Employees Into Interior Design Advisors

BY **PYMNTS** | JUNE 14, 2023

Citi US Personal Banking turns to AI to 'delight' customers with personalised services

By **Bill Goodwin,** Computer Weekly   Published: 16 Jun 2023 9:00

AT&T's CFO says using A.I. has saved 'hundreds of millions of dollars'—and that was before ChatGPT

BY **SHERYL ESTRADA**

June 29, 2023 at 4:23 PM GMT+5:30

Expedia Releases ChatGPT-Powered AI Chatbot on Mobile App

Justin Dawes, Skift
April 4th, 2023 at 12:52 PM EDT

Air India makes $200M initial investment to use ChatGPT-driven chatbot

By CIONews Desk · April 25, 2023   👁 64   💬 0

How Walmart is using A.I. to make shopping better for its millions of customers

PUBLISHED MON, MAR 27 2023·10:00 AM EDT

Susan Caminiti
@SUSANCAMINITI

How Morgan Stanley, Stripe Use GPT-4 To Optimize Financial Customer Experience (CX)

By Toni Witt – May 11, 2023 – Updated: May 11, 2023   🕐 6 Mins Read

Qualtrics uses AI to analyze customer needs for better CX

By **Mary Reines,** News Writer   Published: 19 Jul 2023

Gen AI is powering a new era in customer service

World with Gen AI

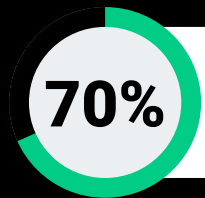## World without Gen AI

Frustrating self-service
experiences

Inefficient use of
agents' time

Lagging insights into
performance

Customer expectations
driving up costs

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Gen AI is powering a new era in customer service

World with Gen AI

70% resolutions can be **automated**

60% **agent time saved** via automations
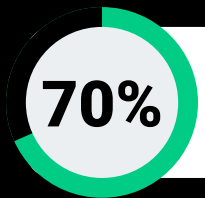
70% **reduction in time** for data analysis
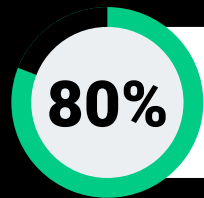
80% potential **cost savings**

World without Gen AI

Frustrating self-service experiences

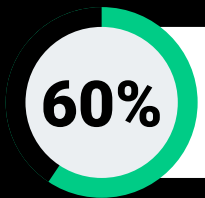Inefficient use of agents' time

Lagging insights into performance

Customer expectations driving up costs

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It's challenging to make it work for your business

World with Gen AI

Barriers to gen AI adoption

High costs

Tough to implement

Not purpose-built

Security & governance

World without Gen AI

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Introducing the Freshworks

Customer Service Suite

An AI-first, omnichannel solution

Self-service, conversations, tickets. Have it all. Supercharged with Gen AI ⊡.

Automate self-service across channels
with AI-powered resolutions that are instant and personalized

Supercharge agent productivity
with intelligent assistance and powerful ticketing capabilities

Make smart decisions faster
with proactive insights and recommendations, surfaced by AI

Realize value and impact quickly
with an easy-to-implement, easy-to-use, easy-to-scale solution

🟢 freshworks
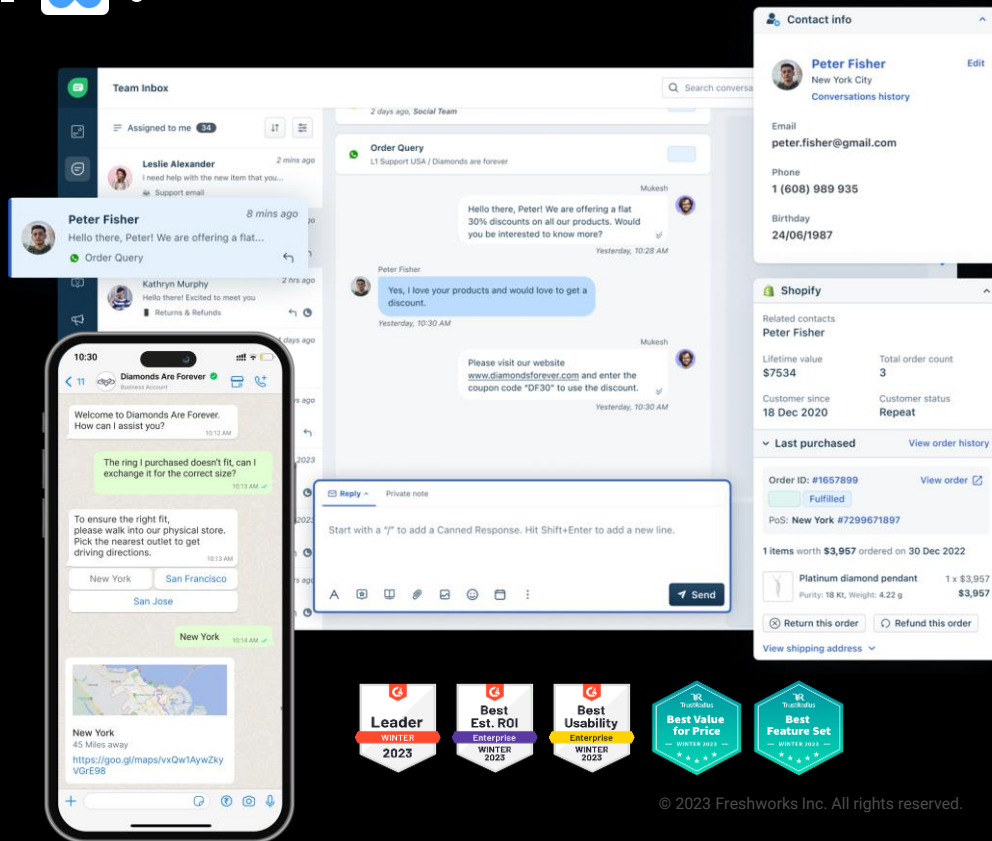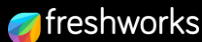
Working with amazing brands around the globe

Retail, Logistics, & E-Commerce	Financial Services	Auto & Manufacturing	Media & Entertainment	High Tech	Hospitality & Transportation
Klarna.	DISCOVER	HONDA	Walt Disney	Panasonic	Thomas Cook
christy sports Ski and Snowboard	PhonePe	TOSHIBA	MultiChoice	CISCO	NAVBLUE AN AIRBUS COMPANY
DHL	ria	GE Aviation	BEL USA	TATA DIGITAL	Delivery Hero
Blue Nile	NIC ASIA	Henkel	Nielsen	SAVIYNT	Travix
DECATHLON	African Bank	BRIDGESTONE	SAGE Publishing	INGRAM MICRO	AUTO1 GROUP
MONICA VINADER	OPTIMALBLUE A DIVISION OF BLACK KNIGHT	SIEMENS	SPRINGER NATURE	Restaurant365	FCM

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Business impact and ROI

225%
Return on investment

$1.3M
Reduced customer support costs

$492.7K
Improved agent productivity & efficiency

$142K
Retired legacy solutions cost savings

<6 months
Solution payback time

4X
Increase in issues resolved via self-service

* Forrester Total Economic Impact of CSS
**Benefits over 3 years

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Helping you succeed every step of the way

Implementation & Onboarding

- Complimentary onboarding program for foundational setup
- Tiered service packages depending on your needs
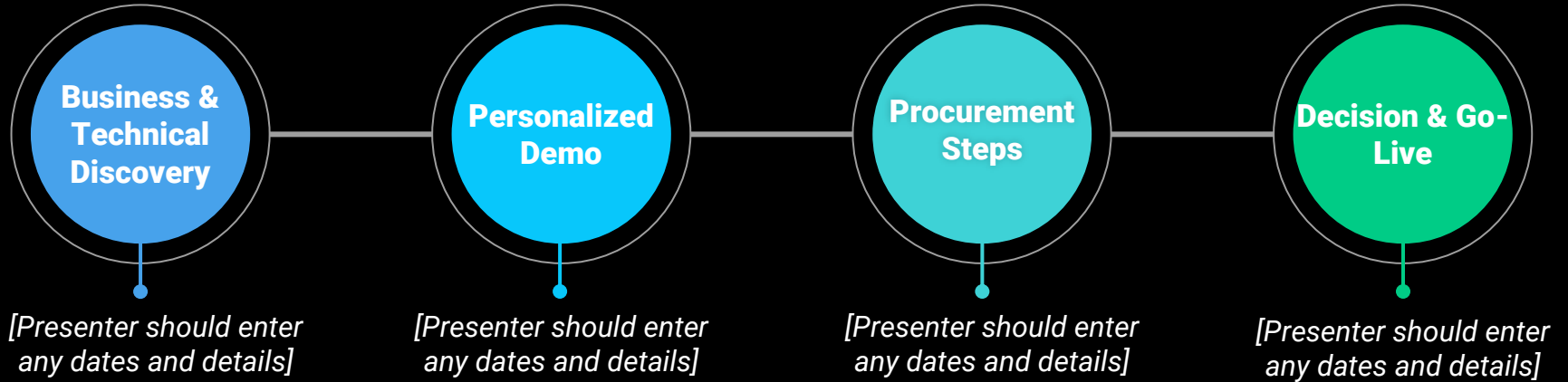- Global network of implementation partners and system integrators

Customer Success & Support

- 24/7 Premium Support plus dedicated technical resource
- Standard 24/5 email, phone, and chat support for all customers
- Library of solution articles for self-learning and self-service

Customer Community & Events

- Community of 22k+ global users and User Network events
- Online courses & certifications through Freshworks academy
- Early access to preview upcoming roadmap features

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Proposed next steps

Business & Technical Discovery

Personalized Demo

Procurement Steps

Decision & Go-Live

[Presenter should enter any dates and details]

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Thank you!

Automate self-service across channels

**Seamlessly engage customers on any channel**

One conversation across all channels – web, social, SMS, chat, email, phone, and more

Deliver instant resolutions with AI-powered self-service

Advanced language understanding and a unified customer record to deliver personalized service, faster

Centralize knowledge and deploy anywhere

A unified knowledge base that powers portals, chatbots, and internal KBs

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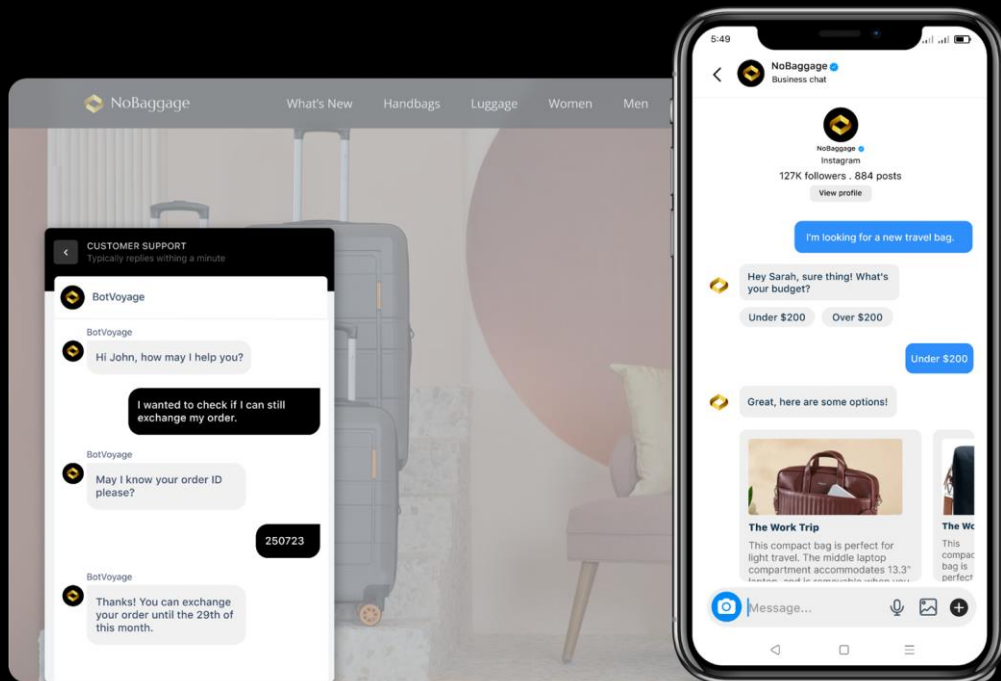
Supercharge agent productivity

Boost agent productivity with AI

Deliver efficient resolutions with next-best-actions, instant tone modification, and quick summarization

Gain a complete customer view

Empower agents with a 360° customer view, enriched by 3rd party data, for contextual support

Collaborate as a team on complex issues

Manage internal tasks and conversations with private threads and integrations with Slack and MSFT Teams

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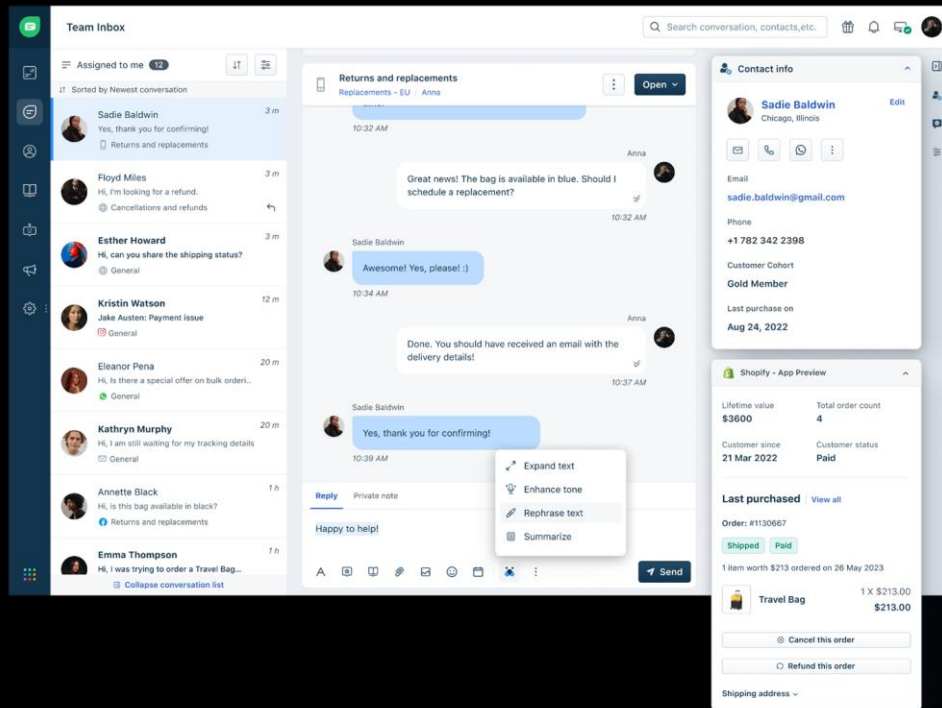
Make smart decisions faster

Maximize success through data-driven decisions

Optimize operations, drive growth, and make data-backed decisions with AI-powered Insights

Interact with your software using prompts, not clicks

Freddy Insights surfaces key issues, creates tailored solutions, and executes them through simple prompts

Go beyond support into total customer experience

Streamline data and analytics with a unified data model across sales, marketing, and support

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PILLAR 4
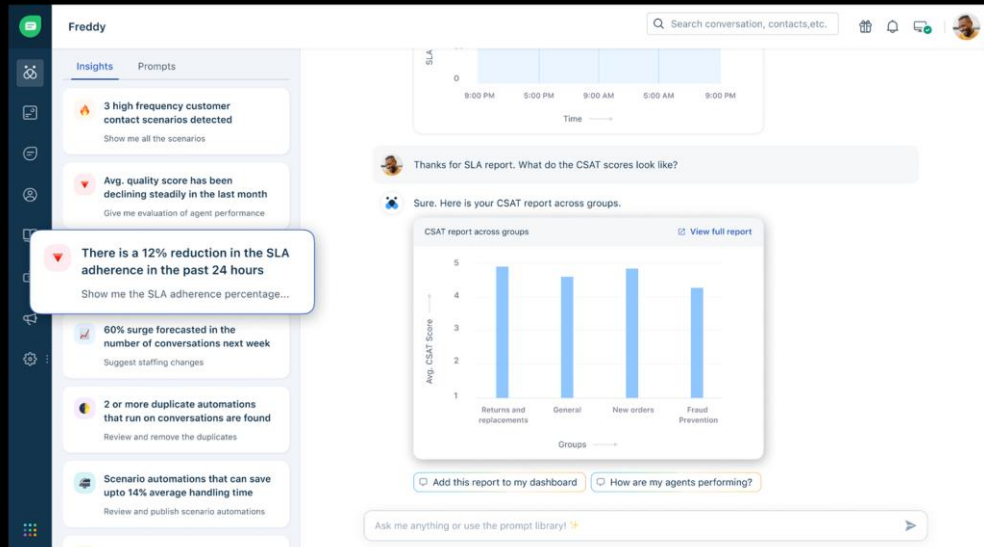
Realize value and impact quickly

**Fast time to value and low total cost of ownership**

Rapid implementation, seamless training, effortless maintenance, and easy scalability

Multiply productivity with AI

Assign tickets, build chatbots, and configure workflows using simple prompts

Powerful Neo platform for seamless scalability

Customize, extend, and unify experiences, plus scale fast with a marketplace of more than 1,200 apps
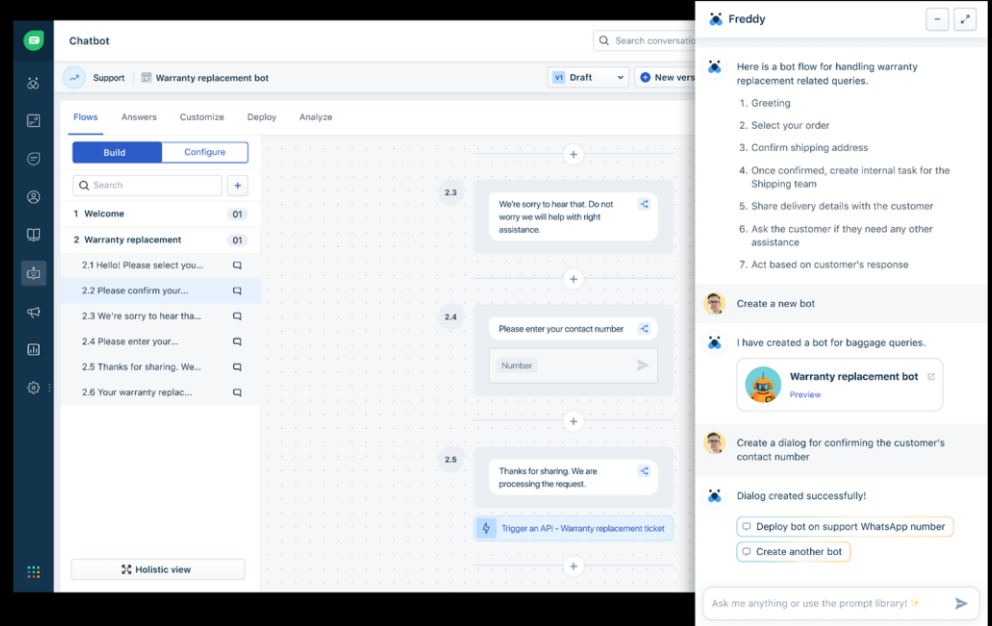
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Freshworks helps Monos pack excellence into every customer experience

Challenge

Monos, the 'Apple' of luxury travel retail, lacked a customer support system, forcing customers to email the CEO for help. They needed a user-friendly, omnichannel support system that allowed them to scale with automations, not agent count.

Freshworks solutions

- ✓ Unified, omnichannel solution with automations
- ✓ AI-powered self-service across channels to help deflect queries and resolve issues faster
- ✓ Freddy AI helps deliver better service by filling in return info, drafting emails, enhancing tone, and more

80%
Deflection via AI-powered bots

150%
Faster ticket resolution

"

Freddy AI has been a lifesaver and morale booster for our agents.

Jacen Cabading, Senior Care Specialist

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Freshworks: the novel solution to Springer Nature's secret to great customer service

Challenge

Springer Nature had a legacy, in-house system that required coding for any updates and changes. As customer needs evolved, it increased the burden on their IT team, which slowed down their ability to meet customers on the channels of their choice.

Freshworks solutions

- Freshdesk allowed the team to quickly implement a website help widget for customers, advanced ticketing capabilities, and visibility into key performance metrics

- Freshdesk-Slack integration allowed agents to communicate and stay within slack, including (re)assigning tickets without switching into different systems

25%
Escalations dealt with via Slack integration

81%
CSAT

" We are currently handling about 25% of our developer escalations via the Slack integration – that's about 3 interactions per week.

Eric Holliday, Head of Data and Systems Management

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Banking on success: Total Expert & Freshworks drive efficiency with AI

Challenge

Total Expert, a marketing automation software for modern financial institutions, aimed to enhance customer service by consolidating interactions on a unified platform. By leveraging AI-powered chatbots for routine queries, agents were empowered to focus on higher-value work.

Freshworks solutions

- ✅ AI-powered chatbots and Knowledge Base reduce ticket volume and improve agent productivity
- ✅ Configurable reports and live dashboards improve operational efficiency
- ✅ Intelligent automations and AI ensure tickets are routed to the right team for faster resolution
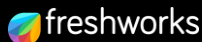
35%
Deflection with AI-powered chatbots

248%
ROI for customer service operations

“ I want the ability to get one view of how we support our customers –not just the number of tickets but any information on how we interact with them – so you've got to bring everything into one platform. Freshworks allows us to do that.

Tony Barbone, Chief Revenue Officer

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Blue Nile crafts sparkling experiences to create lifelong customers

Challenge

Blue Nile's Service & Sales team was using multiple systems to manage customer engagements, resulting in broken experiences and loss of productivity for their team members.

Freshworks solutions

- ✓ Consolidated multiple systems to Freshworks for a single view of a customer's past interactions and preferences
- ✓ Automated responses to common questions so consultants can focus on white-glove experiences for customers
- ✓ Set up automatic reminders for in-store and virtual consultations to maximize time spent with customers

> " You can have great agents that care about the customer, but if they don't have the tools to successfully service that customer, it's hard to deliver that high level of personalization.

Mike Hopkins, SVP Sales and Service

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Freshworks and Frasers Group: From luxe brands to luxe customer service

Challenge

Frasers Group, a global retail brand known for top-tier sporting, consumer, and luxury brands, sought to optimize customer service by unifying operations from 16 different systems into a single, AI-powered solution.

Freshworks solutions

- ✓ AI-powered chatbots delflect common queries, freeing agents for personalized customer service
- ✓ All-in-one inbox houses customer information from all channels
- ✓ Gen AI-powered tools reduce AHT & supercharge agent productivity, enabling faster customer responses

$1.7M

Saved from IT consolidation and AI

18K

Hours saved via AI-powered chatbots

" **Through working with Freshworks, we have been able to deploy a chatbot that has resulted in a 27% deflection rate. In addition to deflecting customer contacts, we've seen an improvement in customer satisfaction.**

Scott Bain, Director of Customer Operations

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Flying high with Freshworks: NAVBLUE elevates customer support in aviation industry

EU

Challenge

Multiple, siloed channels housed customer interactions, and their knowledge base and forums were limited in their capacity to address common queries. This led to loss in productivity for their agents.

Freshworks solutions

- ✅ Implementation of AI-powered bots for self-service helped free up agents time to resolve complex issues

- ✅ All-in-one inbox that houses customer interactions across all channels in one place, enabling agents to resolve issues faster

- ✅ A modern and easy to use solution with customizable configurations helped them tailor the product to their needs

20
Points increase in NPS

90%
Positive customer feedback

> " Many of our services are critical to our airline customers, so we need a reliable way to provide 24/7 support. Having a multi-channel system consolidating all customer discussions into one place has been critical to our success.
>
> **Justin Naele, VP Customer Experience**

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Ready for takeoff: Freshworks helps Travix soar in customer support

Challenge

When Covid hit and travel came to a halt, Travix needed a quick, scalable solution to deal with the influx of customer questions and requests that came flooding in.

Freshworks solutions

- ✓ All-in-one inbox houses customer information from all channels
- ✓ Automated responses to common questions so consultants can focus on white-glove experiences for customers
- ✓ Implementation of smart and effective conversational flows to empower agents to serve customers better

74%
Decrease in support provided via email and phone

50%
Queries taken up by bots

"

For Travix, which had leaned on manual processes and a 'just give us a call' approach to service for many years, the goal is to ensure that by the end of the year, 50% of customer inquiries take place through chat.

Kimberly Strickland, CC Innovations Manager

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Freshworks helps Klarna serve 80 million customers one transaction at a time

Challenge

Klarna's legacy chat solution couldn't handle their massive customer base with over 1M transactions per day. They had to authenticate a customer during each transaction which led to broken experiences.

Freshworks solutions

- ✓ Chats are auto-routed to the right agent with intelligent routing rules so that agents can provide contextual solutions

- ✓ All-in-one inbox that gives the entire customer context in one place, enabling agents to resolve issues faster

- ✓ A modern messaging platform that scales well and helps them balance the ticket load

60s
First response time

3x
Increase in chat queries

> " We needed a partner that would iterate fast with us, listen to the feedback, deliver the features we required and constantly improve. Freshworks has proven to be such a partner.

Tian Khuong, Product Manager

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Full steam ahead: Freshworks helps Trainline engineer seamless customer experiences

Challenge

Trainline wanted the flexibility to offer multiple customer support channels. They wanted a solution to adapt to their unique requirements without having to adjust to its limitations.

Freshworks solutions

- ✅ Implementation of self-service enabled them to improve the CSAT and customer engagement

- ✅ Deflecting queries with bots helped them reduce agent effort and respond to customers faster

- ✅ The 'parent-child' ticketing feature allowed teams to track performance against their department-specific SLAs.

"

We have included controls that launch certain applications directly from within Freshdesk, so agents don't have to toggle between different tools to provide a resolution.

Iain McKay, Operations Senior Solutions Architect

![freshworks logo] freshworks

Freshworks writes a new chapter in Hindawi's customer support story

Challenge

Hindawi managed support through Gmail, and they had no oversight, or reporting on any communications being sent by the company. Customer queries were being passed from one team to another and this led to delays in responses and resolutions.

Freshworks solutions

- Ticket automations helped them set up complicated workflows in the background that helped save time and effort

- Setting up custom fields in tickets provided them with advanced visibility into ticket metrics

- Freshdesk's intuitive system helped them overcome operational challenges while shifting to remote work
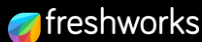
84%
Resolution SLA

80%
First contact resolution

> We can now see our average first response times, and even common issues that are raised. This helps us identify the root cause of complaints and proactively address them.

Felicity Allen, Operations Manager

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Freshworks helps Fitness Passport
flex its customer support muscles

Challenge

Fitness passport was dealing with inaccurate data sets and difficulties in reporting. The lack of insights hampered critical decision making for the business. There was also low/no collaboration between teams.

Freshworks solutions

- ✅ Advanced analytics fueled data-powered decision making and helped them craft delightful experiences

- ✅ Freshdesk portal helped customers self-service themselves efficiently

- ✅ Implementation of AI-powered bots to deflect and resolve routine queries so agents can focus on what they do best

12
Months in advance staffing forecast

30%
Reduction in ticket volume

"

No-one wants to speak to an agent if they can help it. Having an easily decipherable knowledge-base and the bot really works here.

Michael Olson, General Manager of Operations

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Fashionably prompt: Freshworks helps Zalora provide quick and efficient customer support

Challenge

Siloed operations and system limitations severely impacted agent productivity. Providing a good customer experience became challenging with fragmented data, multiple systems and apps, and customers engaging across different channels.

Freshworks solutions

- ✅ Unifying data across the website and social media enabled agents to provide quick, fulfilling, and delightful experiences
- ✅ Easy-to-use, omnichannel support system powered effortless service to 50+ million monthly visitors
- ✅ Freshdesk's user-friendly UI ensured a seamless employee and customer experience

75%
Customers have become repeat shoppers

5%
QoQ increase in CSAT

"

Freshworks shares our vision of a customer-first approach, and that shows in the way they have strengthened our partnership and helped us build a robust support platform.

Kannan Rajaratnam, Regional Director, Customer Ops

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PhonePe delivers rich customer experiences at scale with Freshworks

Challenge

PhonePe, with over 300 million users, wanted to provide consistent service across the board. But they were using traditional channels like email and phone that did not scale well, leading to broken customer experiences.

Freshworks solutions

- ✓ Handled over 80% of questions with chatbot automation to address common customer queries

- ✓ Deployed agent-assist bot to support agents with guided workflows, helping them resolve customer queries with better context

- ✓ Used live chat along with traditional channels like phone to handle customer queries on mobile

85%
Queries handled through automation

80%
Tickets deflected with bots

❝

We adopted Freshworks' Freddy omnibot platform. For a highly automated and personalized customer experience. We have been using it for a year and can confidently say that we have accomplished most of what we had in mind.

Vishal Gupta, Head of Product

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Freshworks empowers MultiChoice to provide picture-perfect support to 21M subscribers

Challenge

MultiChoice has a customer base of over 21M across Africa. They wanted an omnichannel solution that would help them consolidate multiple touchpoints within a single system to provide a consistent customer experience.

Freshworks solutions

- ✅ Consolidated multiple customer communication systems into a fully-integrated support desk so agents didn't have to switch between tools

- ✅ Agents have a 360-degree view of the customer to track the entire customer journey so that they could provide contextual resolutions

94%
First contact resolution rate

10%
Reduction in average handling time

> " We had to understand the common thread between what our customers need, what our agents need and what our business needs. We customized Freshworks' solutions to set up instances that could really wow our customers.

Roland Naidoo, Operations Executive: Head of Ops

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An all-in-one support solution that's built to scale

Customer Interfaces

Freddy Self Service chatbots

Web Chat	Mobile
Social	Messaging

Email

Voice

Portal

KBase

Unified Agent Workspace

Freddy Copilot

Conversational Inbox

Powerful Ticketing Workflows

Unified Customer Record

Third Party Apps

Admin Capabilities

Freddy Insights

Freddy Copilot

SLA Policies

Automation Rules

Chatbot Builder

Freshworks Neo Platform

Freddy AI Engine

Analytics	Marketplace Apps	Developer Tools

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