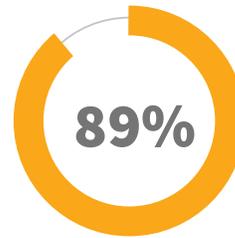


All-in-one Customer Engagement Platform  
to Build Customers-for-life



of consumers say customer service is an important determining factor in their brand loyalty.<sup>1</sup>



of consumers have switched to a competitor after a bad customer experience.<sup>2</sup>

Delivering a delightful customer experience has become more difficult for organizations as customers today expect a prompt, seamless support experience across all touchpoints, all the time. Organizations are challenged to quickly adapt and grow along with their customers' needs.

## Business Challenges



**Complex systems:** Most business software available in today's organizations are often clunky, hard to implement, unintuitive and overpriced.



**Cross-channel engagement discontinuity:** Many customers switch channels midstream. With agents having limited context, they ask customers to repeat the information leading to frustration on both sides.



**Lack of cross-team collaboration:** Customer issues often require collaborating with other departments. Lack of effective collaboration tools lead to longer resolution times and lower customer satisfaction.



**Expanding to emerging channels:** Adapting to customers on emerging channels such as WhatsApp, Messenger, and Apple Business Chat.



**Scalability and Security:** Over and above these challenges, businesses want a trusted platform to scale their customer support - securely.

Introducing Freshdesk Omnichannel the leading customer service and engagement platform that brings people and bots together to delight customers at every touchpoint.



### The six core pillars of Freshdesk Omnichannel are:



#### **Bots, AI, and Automations**

Automate repetitive workflows, simplify manual tasks and deflect tickets to improve agent productivity.



#### **Ticketing and Case Management**

Help customer service leaders run a scalable, high-volume customer service team. Turn emails, chats, texts, and requests from any channel into a ticket to ensure they don't slip through the cracks.



#### **Analytics and Team Dashboards**

Help customer service leaders maintain close watch over support metrics and make sure their team meets SLAs (Service Level Agreements). Understand helpdesk data better and make informed decisions.



#### **Customer Portal, Knowledge Base, and Forums for Self-service**

Empower customers to quickly resolve their own issues.



#### **Omnichannel Support**

Help your business connect directly with your customers across a dozen different channels.



#### **Field Service Management**

Extend a great customer service experience to the field by connecting your helpdesk to field service management. Enable field technicians to deliver onsite service with deep context.

All this with multilingual support that extends to 42 languages to support customers in their preferred language.

# Inside Freshdesk

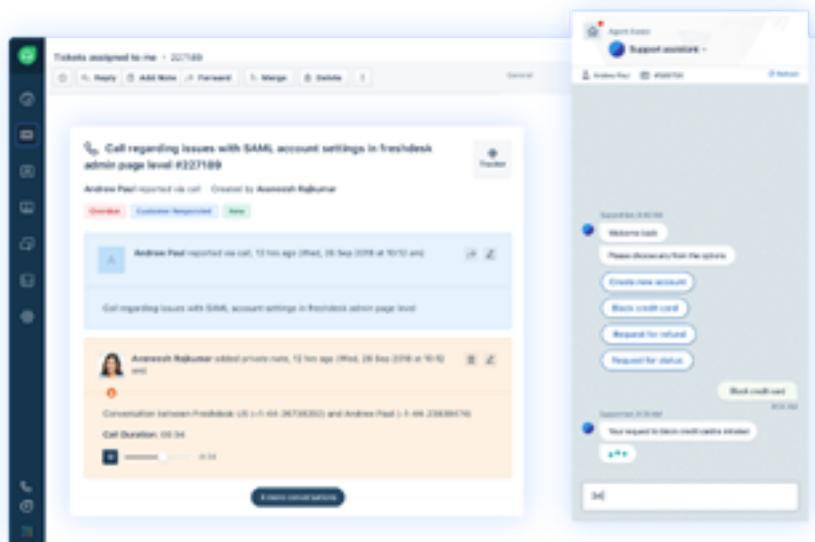
## Bots, AI, and Automations

Free up your agents to work on more complex customer requests with our suite of solutions powered by Freddy—an AI engine by Freshworks.

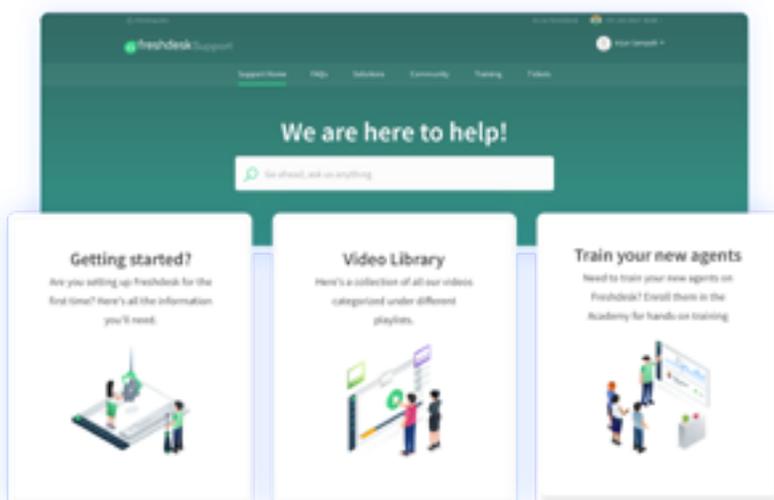
**Thank You Detector** increases agent productivity and ensures accurate reporting metrics by not reopening tickets.

**Tickets Field Suggester** empowers agents to resolve faster by automatically classifying incoming tickets into the right group, priority and type.

**Solution Suggester** suggests the most relevant solution articles resulting in faster responses and improved agent efficiency.



**Freshworks' Chatbots** reduce your agents' workload by delivering instant and precise answers to your customer's questions by leveraging Freddy. Integrate with any third-party application to increase coverage of customer queries and improve CSAT. Build bots to assist agents when they are supporting customers leading to a shorter go-live time for new agents, saving cost and effort.

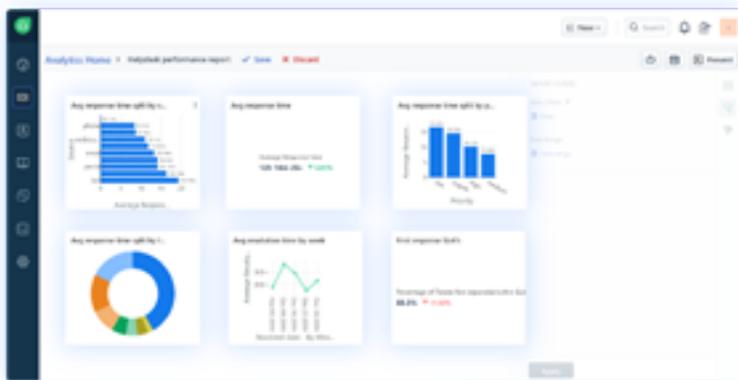
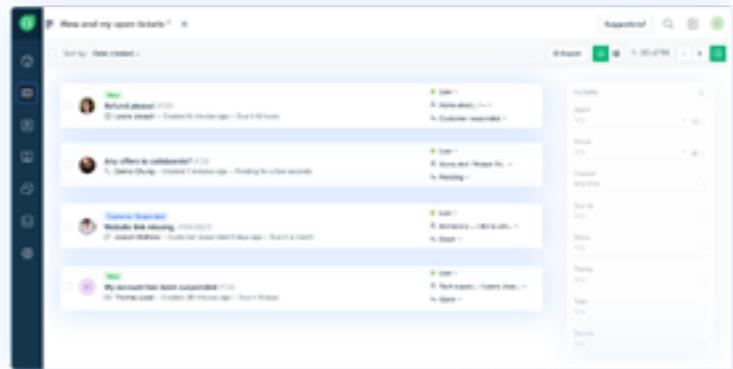


## Customer Portal, Knowledge Base, and Forums for Self-service

Enable customers to get instant answers anywhere, anytime without human assistance and reduce costs. Customise the entire website to suit your brand look and manage the content based on customer feedback.

## Ticketing and Case Management

Manage customer queries from all support channels including email, call, chat and social media without switching between tools. Enable agents to collaborate with teams across the organization and resolve issues faster. Unify all customer activities in a single module giving agents rich context resulting in a better customer experience.

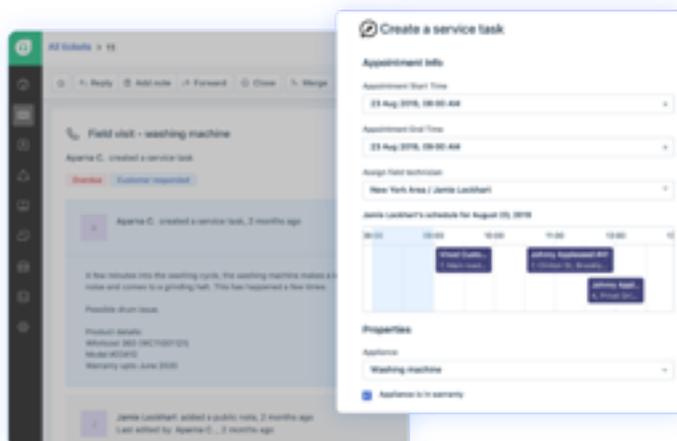
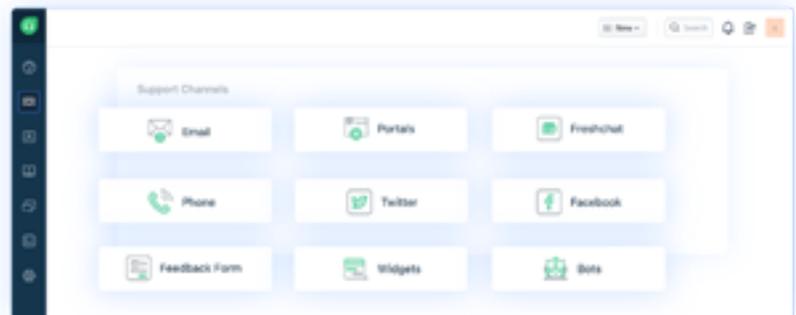


## Analytics and Team Dashboards

Unearth powerful insights and build a data-driven support culture with curated and custom reports. Ensure uniform work distribution, plan your staffing, narrow down on customer feedback and improve support center efficiency.

## Omnichannel Support

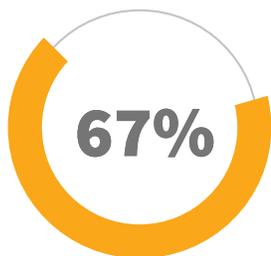
Unify customer interactions and activities across all support channels right within Freshdesk. With Omnicroute™, our patent pending routing technology, balance agent workload intelligently across emails, chats and calls based on their current bandwidth to support customers faster.



## Field Service Management

Onboard your field teams to helpdesk, and improve their coordination with other teams. Create service tasks for customer problems, set up appointments with customers, assign them to the right technicians, and deliver timely field service wherever needed.

## Get Everything Together



of consumers globally use 3 or more channels to engage with a brand



of customers globally prefer brands that provide service across multiple channels<sup>3</sup>

While many brands provide support across multiple touchpoints, they use different or disconnected tools for each channel creating data silos and leading to broken customer experiences.

Freshdesk Omnichannel provides an all-in-one customer engagement platform to transform your customer service with AI-powered bots, built-in collaboration tools for teams, advanced workflow automations, and improved agent productivity.

## Both Established and Upcoming Brands love Freshdesk

A long-time leader in customer service technology, Freshdesk is on the Gartner Magic quadrant for CRM Customer Engagement Center, and is highly rated by buyers and actual end-users of the software on scores of ratings sites such as G2Crowd, Gartner Peer Insights, and Capterra.

From the fastest growing brands to Fortune 500 companies, over 220,000 businesses worldwide trust Freshdesk to scale and grow faster.



YOU'RE IN GOOD HANDS



Freshdesk Omnichannel helps you build customers-for-life by enabling your teams to deliver moments of 'WOW' with the best customer experience powered by industry-leading Bots, AI, and Automations, and countless time-saving productivity features that help you scale.

# Comparison of Freshdesk Plans

Customize and streamline your customer support to deliver moments of wow!

Features	Freshdesk Estate	Freshdesk Omnichannel
<b>Advanced helpdesk and security</b>		
Complete portal customization	✓	✓
Custom reports	✓	✓
Team dashboards	✓	✓
Identify contacts using external ID	✓	✓
Customer segments	✓	✓
Support bot	✓	✓
Multiple SLA policies	✓	✓
Product, group and company level SLAs	✓	✓
Multilingual knowledge base	✓	✓
Article versioning	✓	✓
Multilingual CSAT surveys	✓	✓
Session replay	✓	✓
Multiple time zones and business hours	✓	✓
Multiproduct helpdesk	✓	✓
Audit Log	✓	✓
Helpdesk restriction	✓	✓
Skill based ticket assignment	x	✓
Sandbox	x	✓
IP whitelisting	x	✓
Data center location	x	✓
HIPAA Compliance	x	✓
Agent Assist	x	✓
Agent Shift Management	x	✓
Approval Workflow for Knowledge base	x	✓
Extendable API Limit	x	✓

Features	Freshdesk Estate	Freshdesk Omnichannel
<b>Provide robust chat support</b>		
Freshchat - Freshdesk integration	\$	✓
Email campaigns	\$	✓
In-app campaigns	\$	✓
IntelliAssign	x	✓
Co-browsing	x	✓
Multilingual FAQs	x	✓
Advanced reporting	x	✓

<b>Modernize your phone system</b>		
Advanced Freshcaller - Freshdesk integration	\$	✓
Smart escalations	\$	✓
Advanced call metrics	\$	✓
Non-business hour routing	\$	✓
Holiday routing	x	✓
Service level monitoring	x	✓
Abandoned call metrics	x	✓

<b>Onboard your field teams to helpdesk</b>		
Scheduling Dashboard	\$	\$
iOS and Android apps for field service	\$	\$
Time tracking and logging for service tasks	\$	\$
Obtain customer signatures	\$	\$
Navigate to customer service locations	\$	\$

\*For features that aren't available yet, plan position is subject to change.

## SOURCES

- 1: State of Global Customer Service Report by Microsoft
- 2: Harris Interactive
- 3: The new rules of customer engagement by Freshworks



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