



*Simplify
your support*



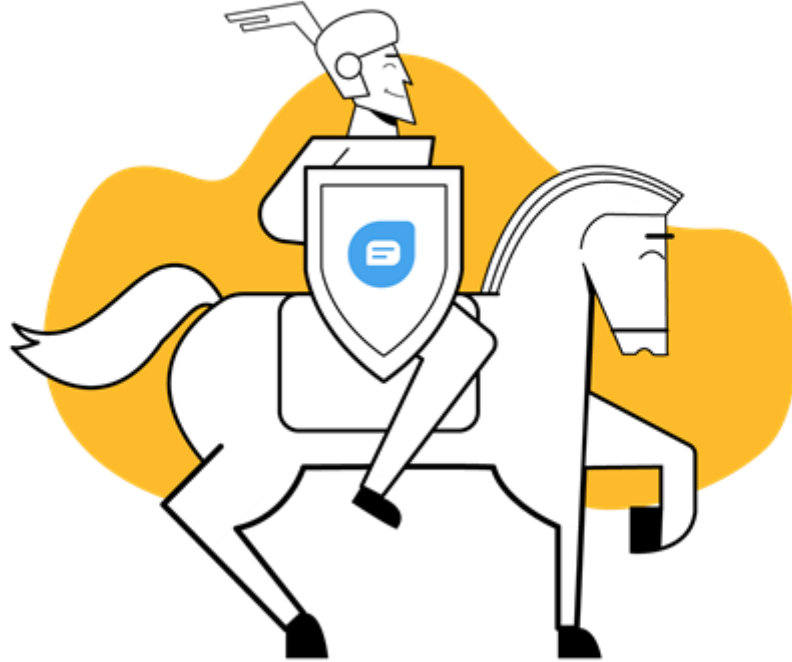
Who am I and why am I speaking?



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Head - Product Marketing

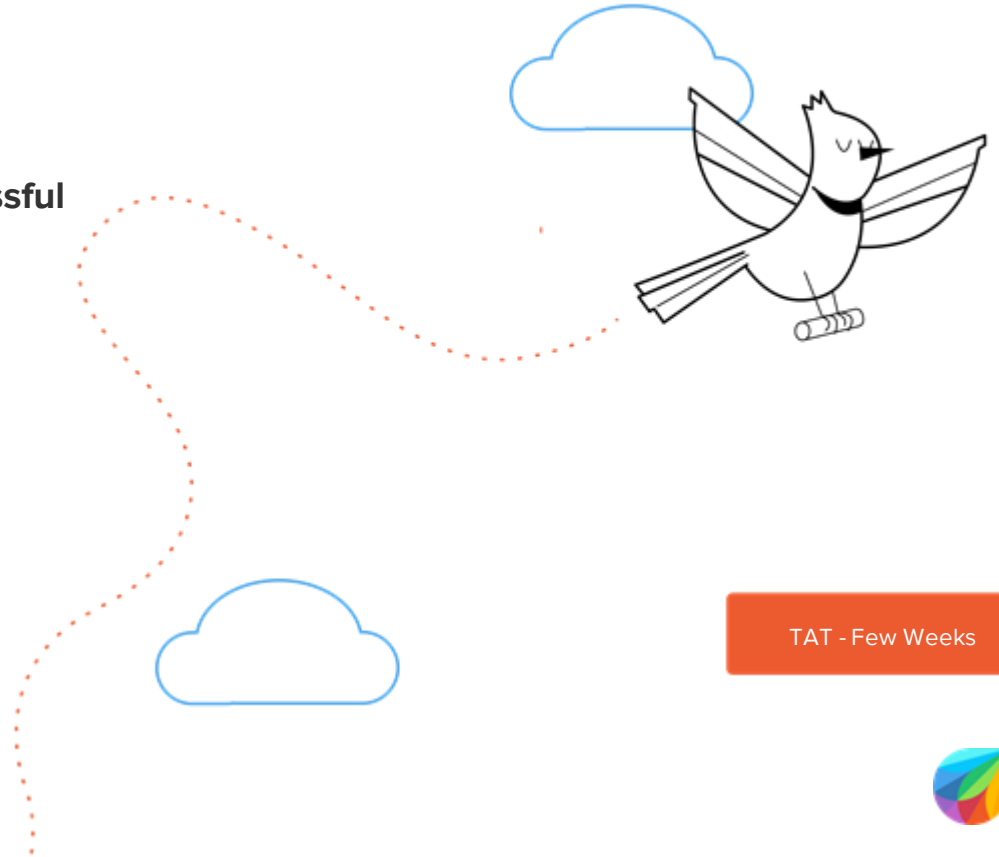


History of Customer Support



How it all started

The fundamental requirement to have a successful customer support function is opening up the communication channel



TAT - Few Weeks



Writing was mainstream

US Postal System functional from 1775. Since then the postal service has been connecting people

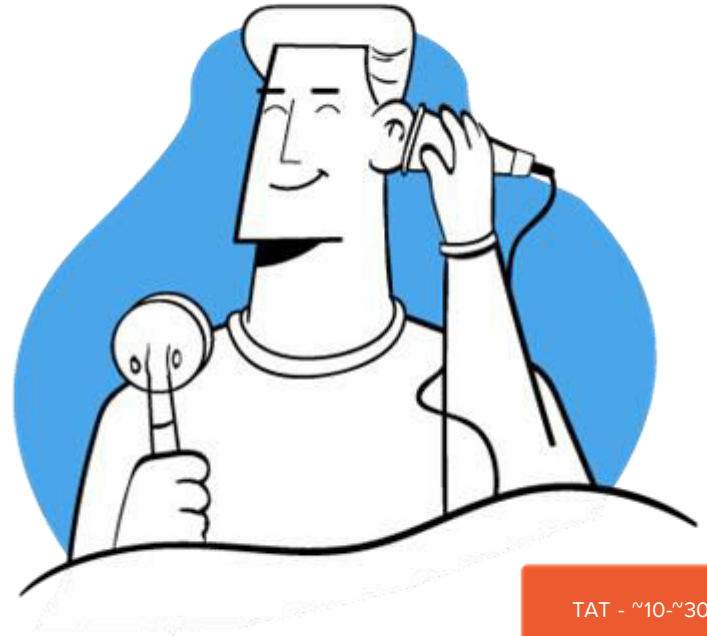


TAT - Few Days to Weeks



The days of ring ring

By 1980s call centres became popular and by 2000 every dot-com and several other companies had a 1-800 number



TAT - ~10-~30minutes

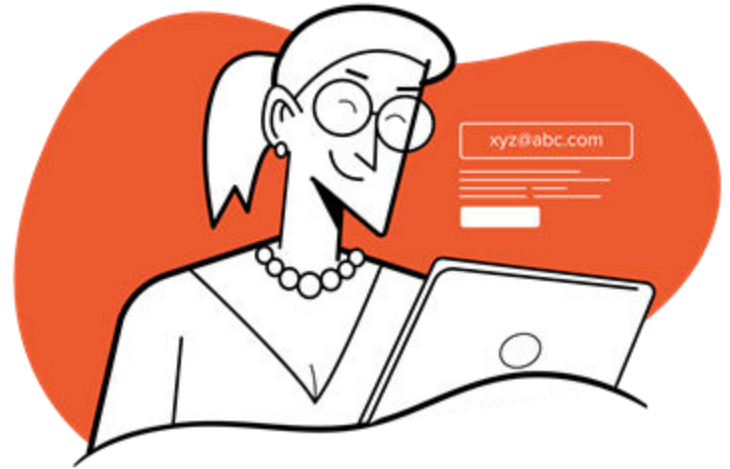


Automation



You got mail

Mails started being a personal identity. Everybody had one and the companies had one too.



TAT - ~Few Minutes



Automation



We are social beings

By late 2000's everybody was on social media. Facebook, Twitter, Instagram, etc took the world by storm.



TAT - Few Minutes

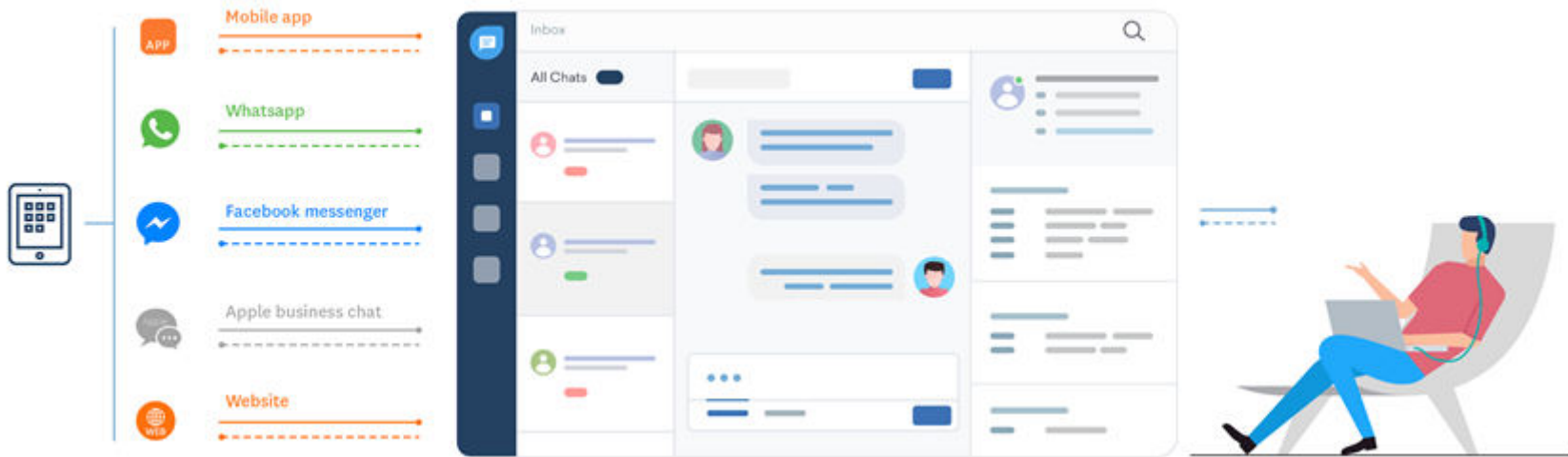


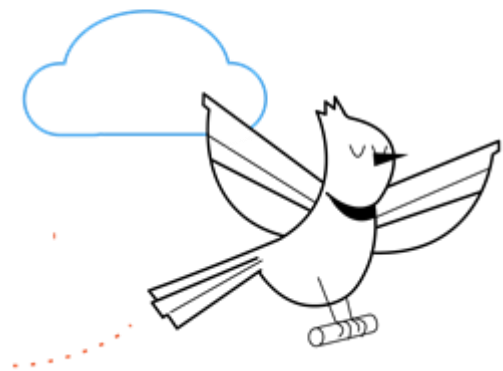
Automation



What happens today?

Support is omni-channel and is not limited to text and voice. The support agent needs to be at ease and response needs to be fast, accurate and solved quick





Proximity



Proximity



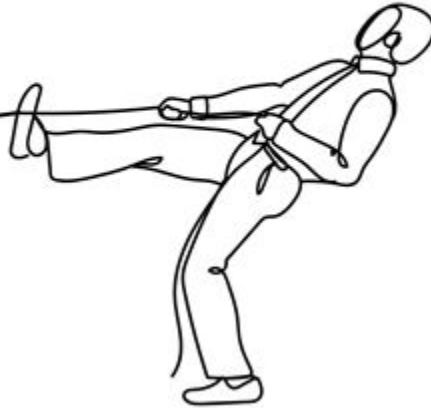
Automation



Ease

Learnings we have on support from history

Strong customer support



Strong customer support engine is built on three main pillars



Proximity



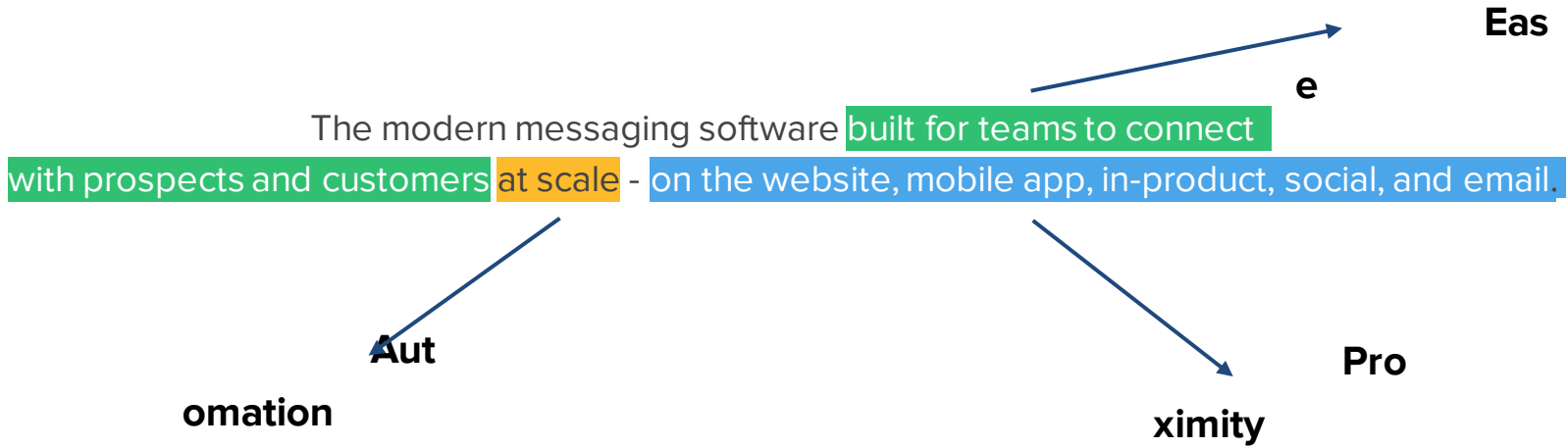
Automation



Ease



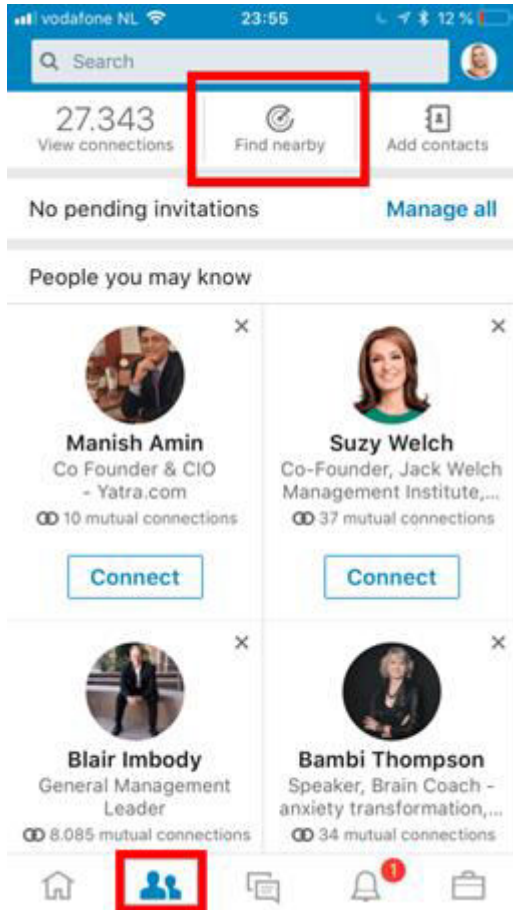
That's how we built Freshchat



Support is smart marketing

Influence your buyer, engage with your customers with 'support'





Shall we all stay connected?

