

# Improve Your Customer Experience

Using Freshdesk's omnichannel experience

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# An Overview of Freshdesk

Freshdesk is a cloud-based customer support software that helps companies of all sizes and types to provide happy support experiences. With powerful ticketing system to manage, track and measure performance, enable your business boost customer satisfaction and promote advocacy. Freshdesk packs a powerful suite of collaboration features helping teams work efficiently to provide better support experiences for the customer.



## **Omni-channel**

Support your customers wherever they are - Email, Phone, Chat or Social



## **Powerful collaboration**

Seamlessly collaborate with other teams to solve issues with speed and efficiency



## **Enterprise Ready**

Customize to your business using our App Marketplace and powerful APIs



# Customer Engagement - Then and Now

## THEN



Emails



IVR  
Calls

## NOW



Emails



Calls



Live  
Chat



Social  
Media



# Customer Expectations - Then and Now

## THEN



Issue  
resolution

## NOW



Multiple  
channel  
availability



Faster  
response &  
resolution



Customer  
experience

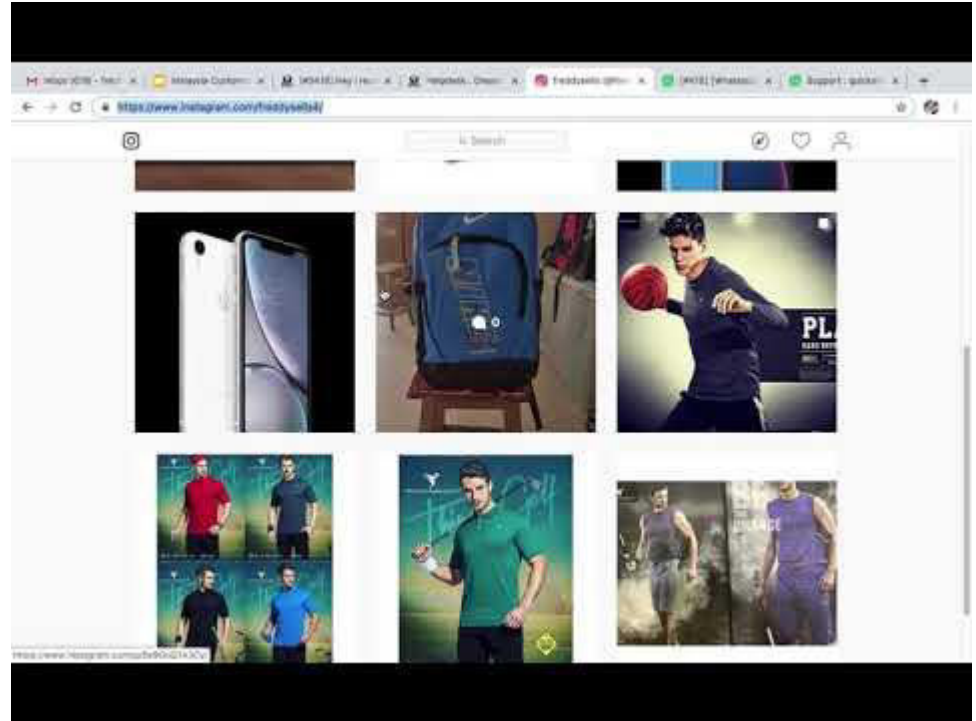


# Ecommerce use-case for omnichannel experience

Selestin recently purchased an iPhone online to gift her mom for her birthday. When she received her order, to her surprise when she opened the box, the screen was already damaged. This has Selestin frustrated. She now wants to return the phone and have a replacement or just get her money refunded.

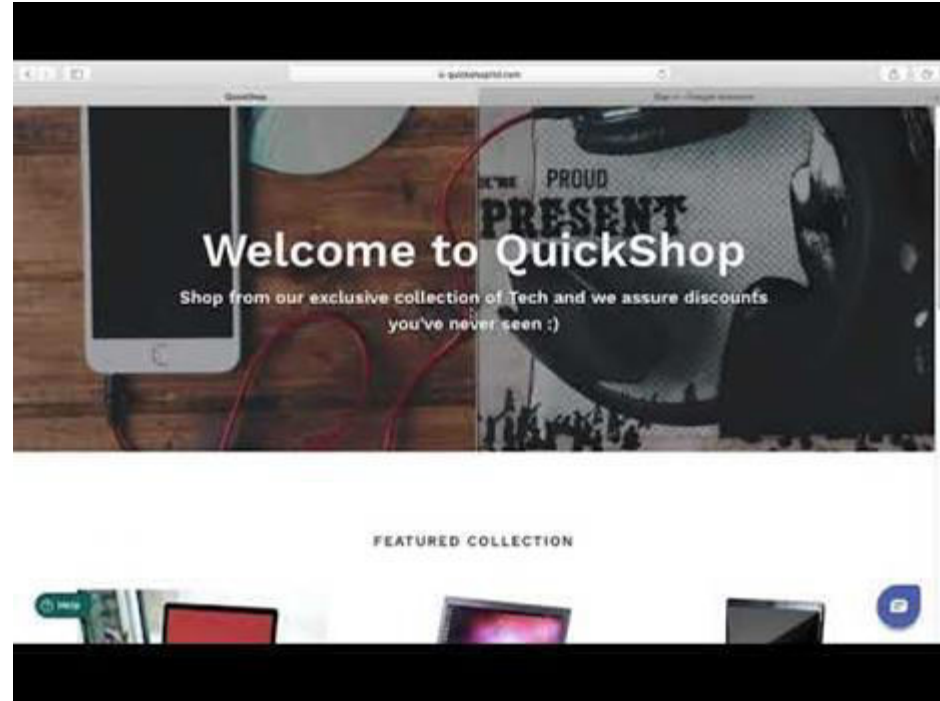
She first writes out an email to the company about the incident.

She now checks her newsfeed on Facebook, and a thought sparks her. She searches for the company Facebook page and writes a post on her frustration. She finds a WhatsApp number on the Facebook page and sends a text to it. She then targets the company's Twitter and Instagram accounts.



# The self service portal & Freddy Bot

- Selestin wants to know when the delivery agent will pick her product up for the return. She goes on the website to find out if there are more details.
- She finds articles on return & refund which were very helpful, but she still decides to talk to a chat support agent who could provide more information on her query.



# Agent Productivity

- There has been multiple tickets created from Selestin inside Freshdesk.
- Now the support agent has to solve the customer's problem.
- On seeing the query, Selestin has two concerns;- wants to return the product and would need a replacement or a refund.
- The best approach for this use-case is, the agent has to check in the inventory, to see if they have stock available for replacements and then check with billing team on how long refund process will take.




# Agent Productivity

- **Parent-child Ticketing:-**

You can break down large requests into multiple parts and improve productivity having different people/agents working on it parallel.

- **Freshconnect:-**

You can now collaborate with anyone from your organisation and outside to discuss about a specific ticket for quicker resolution. You no longer have to switch between different tabs, it all works

 Inside freshdesk freshdesk.

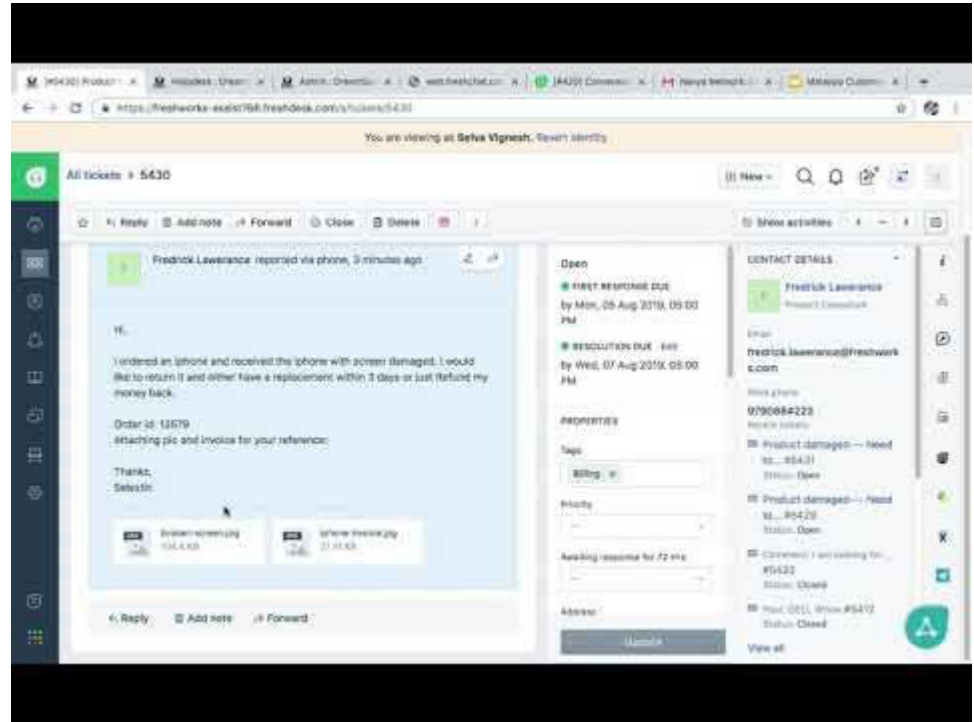




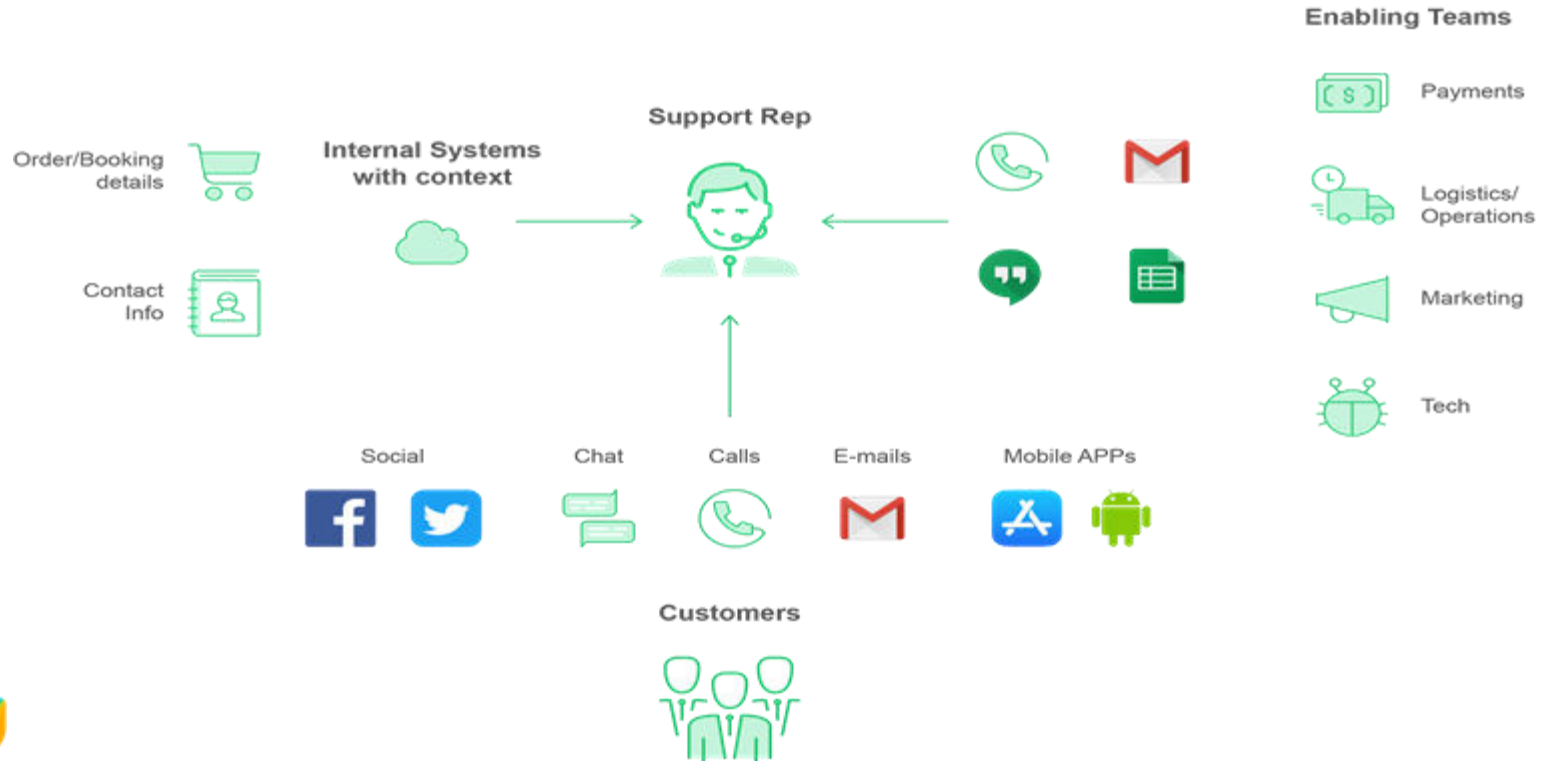
# Agent Productivity

- **Private note:-**

Freshdesk lets you add private notes to a ticket that are only visible to agents logged in to your support portal. You can even notify specific agents about the comments you just added.



# Typical role of an agent - support rep



# Automations

- **Dispatch'r:-**

Automatically categorize/dispatch every incoming ticket and assign it to the right agent in your team, based on the conditions you specify.



# Automations

- **Supervisor:-**

The Supervisor performs actions on tickets that you

specify based on time and event driven triggers.

Use

the Supervisor to periodically check recent tickets and perform actions like sending reminders to customers for pending tickets, or escalating

overdue

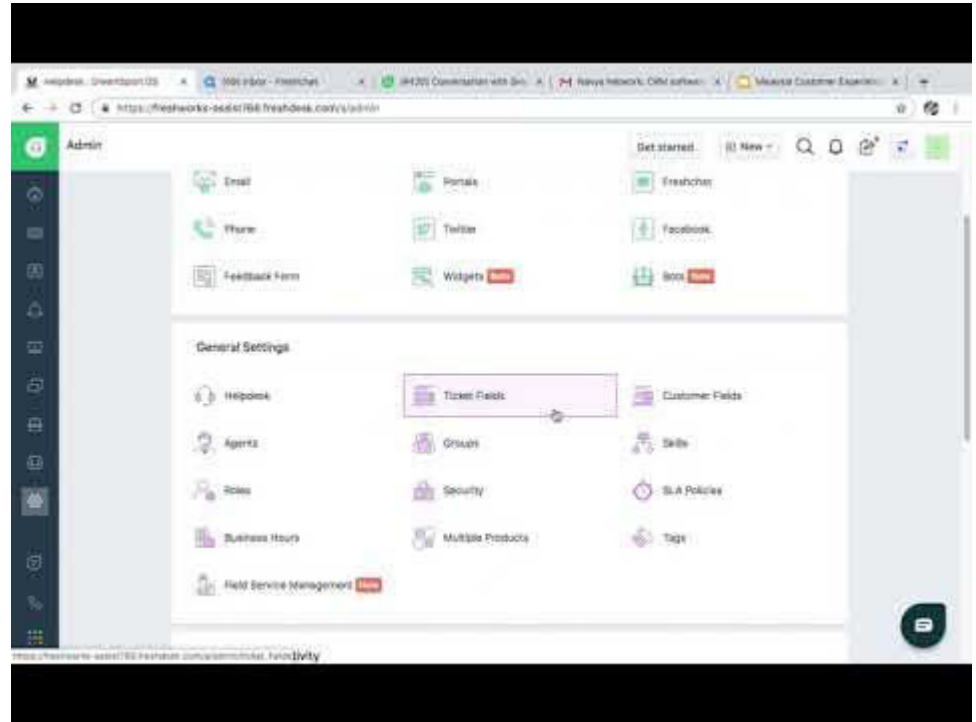
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# Automations

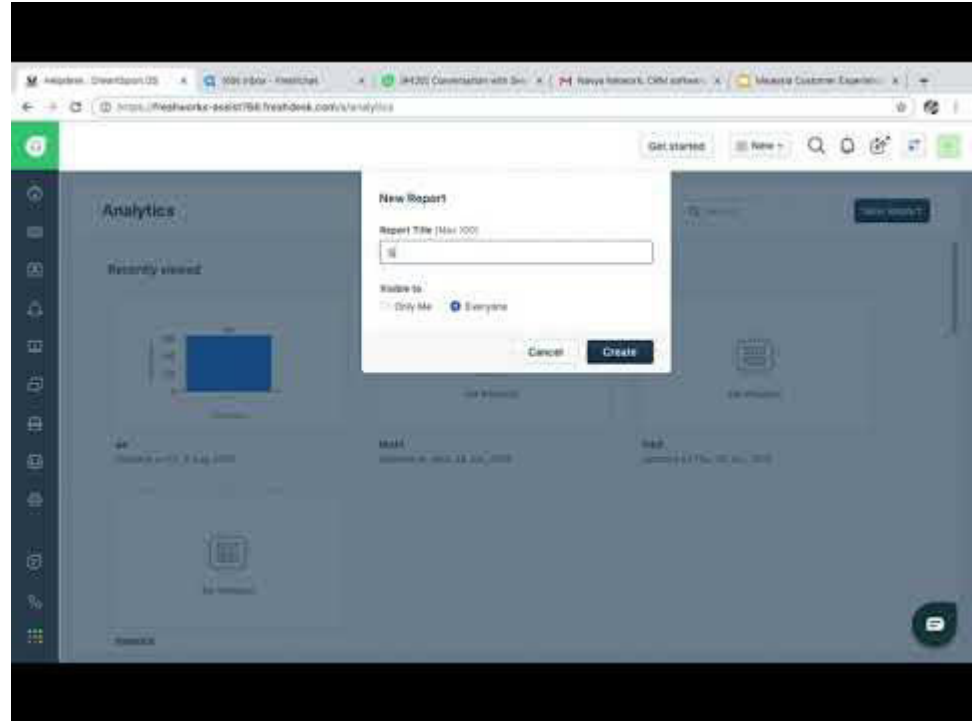
- **Observer:-**

The Observer lets you trigger specific actions in your support desk as soon as a certain event.



# Reports/Analytics & Marketplace

- Freshdesk provides you with a set of default reports.
- Now, with analytics customers can create their custom reports.
- Marketplace has more than 500 applications which can be integrated with Freshdesk



Thank you!

