



# CUSTOMER SERVICE STORIES THAT

# INSPIRE

North America





## Reduces call volume by 40% with live-chat



Industry: E-commerce

**“We are in the 21st century, customers don’t actually call in or take time to write emails. We needed a channel for real-time assistance. Being able to chat with a company instantly from your phone is something that people love.”**

**Laila Halim,**  
Quality Assurance Analyst

### Instant Responses

**64**  
Seconds

Deployed live-chat for real-time responses, routing queries to the right agents instantly with intelli-assign.

### Compelling savings

**\$672k\***

Shifted volumes from phone to live-chat. Being a lower-cost channel of service, cost per resolution came down by 58%.

### Turning leads to sales



Proactively engaged 3 million website visitors in real-time to guide them to a purchase decision.

## Overview

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If you use corporate branded merchandise, it probably came from BEL USA. BEL's brands, Discountmugs.com and Belpromo.com, are the go-to destinations for custom merchandise in the United States.

## Business requirements

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- ★ Lower contact center costs with increasing volumes.
- ★ Drive sales by engaging website visitors with compelling, real-time campaigns and offers.
- ★ Build a scalable and systematic way to consolidate, track, assign and prioritize customer queries from multiple channels.
- ★ Automatically route queries to the right agent in a complex, multi-brand, multi-category support environment.

## Our approach

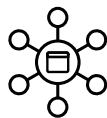
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Offered instant, precise responses with live chat as a support channel, which slashed call volumes by 40%.



Captured new sales opportunities with proactive chat campaigns, engaging 800,000+ website visitors in real-time.



Unified customer queries from all channels into a single window, with an average resolution time of 11 minutes.



Automated routine processes of query routing, prioritization and categorization with intelligent business rules.

\*according to Forrester North American Technographics customer experience online survey, you can save up to \$7 per interaction with the customer by switching using live-chat rather than a caller



**Kiewit**

## Achieves a 93% CSAT score



Industry: Engineering & Construction

### Agile, cloud-based platform



Moved from a clunky on-premise solution to a powerful & agile cloud-based helpdesk platform.



### Intelligent automations

Automated complex query routing across engineering and construction businesses, and multiple product lines.



### Powerful integrations

Online and offline experience, CRM data, and conversations were integrated across channels to provide a single view of the customer.

“The desktop application developed internally was a nightmare to manage. There is no question that implementing Freshdesk has been and continues to be a huge success for us.”

**Tyler Nace,**  
Engineering and Design Services  
Manager

## **Overview**

Kiewit is synonymous with construction and engineering excellence in the United States. Many of the country's largest infrastructure projects have Kiewit's stamp on it.

## **Business requirements**

- ★ Replace their homegrown customer support platform because of service downtime and ongoing maintenance costs.
- ★ Find a scalable solution that can handle increasing query volumes and business complexity.
- ★ Track time spent on queries accurately since customers are billed by the hour for service.
- ★ Constantly improve resolution times by automating manual and routine tasks.

## **Our approach**



Deployed Freshdesk to deliver reliable, secure, and uninterrupted support to their customers.



Went live in 2 weeks, including data migration, integrations, and agent training, with no downtime or customer impact.



Integrated Freshdesk with Power BI and Tableau for granular data reporting required to invoice customers.



Scaled support without increasing headcount even during peak months by automating business rules like query routing and prioritization.



“Freshdesk has helped us become much more efficient. It has provided consistency in messaging too. It’s not a lot of random voices. It’s a single voice and someone they recognize.”

**Paul Schwartz,**  
Business Applications Coordinator



## Achieves 100% SLA adherence



Industry: Education

### Delightful service experiences

**100%**  
CSAT

Switched from shared email to Freshdesk to wow customers with rapid resolutions and seamless conversations.



### Simplified service

Brought multiple cross-functional support teams on a single platform to handle service requests.



### Advanced analytics

Used Freshdesk’s advanced analytics to make strategic decisions by tracking team performances.

## **Overview**

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From high schools to institutes offering technical, alternative and adult education, Kern High School District helps shape the future of its 45,000 students.

## **Business requirements**

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- ★ Fix broken collaboration and loss of context between internal teams like customer service, payroll, admin & IT.
- ★ Monitor agent performance and query trends to help management make informed business decisions.
- ★ Onboard and train new agents rapidly and reduce new-hire ramp-up.

## **Our approach**

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Moved from chaos to control with Freshdesk, unifying customer service and internal teams on a single, transparent helpdesk platform.



Automate the routing of queries to the right agent group without manual intervention.



Leveraged advanced analytics to understand team performance and workload to make informed staffing decisions.



Made agent ramp-up easy and effortless with an intuitive UI and an easy-to-navigate platform.



Freshworks is a customer engagement platform leader. Our platform is ready to go, easy to use and scales to businesses of all sizes. Over 220,000 companies work with us to improve their customer service.

Make customer service your competitive advantage. What are you waiting for?

For more information, please visit [www.freshworks.com](http://www.freshworks.com)

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