

Helping customers shouldn't be that difficult

11 reasons why 150,000+ businesses choose Freshdesk over Zendesk



Your support can only be as good as the software that powers it

Over 89% of customers quit doing business with a company because of just one bad experience* and now, the quality of customer support is more crucial than ever if you wish to retain a loyal customer base. From handling customer queries to creating great customer experiences, a good customer support software should make it easier for you to build relationships with your customers. As a business focused on expanding rapidly, you should not have to worry about changing the way your business works for the sake of the software. Instead, the support software should **adapt to how you work**.

That's why over 150,000 businesses choose Freshdesk for customer support. A refreshingly easy, incredibly versatile customer support software with all the powerful features a growing business might need, available right out of the box. We don't believe in hidden pricing, and as a customer-first company, we also don't charge our customers if they need our support.

After talking to our customers and analyzing industry trends, we identified 3 major expectations that businesses have of a customer support software. This document will talk about how Freshdesk addresses each of these expectations, how we do things differently from Zendesk and 11 major reasons why businesses switch to us.

* Source: Customer Experience Impact Report by Harris Interactive/RightNow, 2010

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Talking to customers should be easy



Some software vendors will tell you that supporting customers is tedious, and that you need to spend lots of money to provide good customer support.

We don't believe that.

We think customer support needn't be that difficult. Complicated doesn't always mean powerful and expensive doesn't mean capable. Having an honest conversation with a customer should not cost a fortune. That's why we built Freshdesk.

REASON 1

Supporting customers made easier

We could go into detail about how Freshdesk is easier to setup and use than Zendesk. How businesses have found our helpdesk design more intuitive and agents don't need to be trained or need special certification courses but can just jump straight into answering tickets. We could talk about all that. But we won't. We'll just let our customers do the talking.

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"We were with Zendesk for 3 years. It was expensive and complicated. We were on their hub-and-spoke system and to provide multi-product support, I had to set up close to 30 portals having different URLs. All with their own triggers connecting to the central desk. It was a nightmare to maintain it.

In Freshdesk, I didn't have to jump around to 30 different places to set it up. It was all right there in one place. To improve the self service experience across multiple products, I had to set up some more email addresses and sub-domains from our end, but once that was done, it was very straight-forward and easy to accomplish."

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"Even though Zendesk promised to provide seamless multi-product support, managing tickets and issues coming in from users of three different applications was complicated and daunting. Freshdesk's robust multi-product support allowed us to have a dedicated support portal for each of our products without having to create separate accounts to manage them. This made us switch over to Freshdesk."

REASON 2

Managing tickets made simpler

The first step to having an efficient support team is to have the incoming flow of tickets properly organized. If you choose Zendesk, you'll have access to just one feature, Macros, to organize your ticket flow. Relying on this single feature to manage your support means your helpdesk software will not be flexible enough to fit to your business. Your business will have to adapt to your helpdesk. The lack of depth and configuration options for shaping your workflows could potentially impact efficiency in your business and cause redundancies in the way your agents work. Some of our customers also found that implementing Macros meant they had to have one set of macros for customers, another set of macros for incoming tickets, an entirely different set for managing escalations all tangled up with each other and found it very difficult to understand how each influenced the other.

That's why at Freshdesk, we have 3 dedicated automations for every phase in the ticket lifecycle.



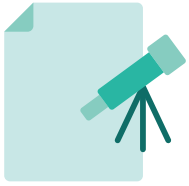
Dispatch'r

The Dispatch'r is an automation service dedicated to handle all of your incoming tickets. It automatically identifies the type and source of the ticket, tags, categorizes and infers importance based on your requirements and makes sure the ticket is assigned to the right agent. These ticket assignments can be based on the agent's workload, skill set or in the usual round robin fashion - the choice is entirely up to you.



Supervisor

The Supervisor is our second dedicated automation for managing tickets. With it, it is easier for you to periodically check the state of your helpdesk and set up actions that are automatically time-triggered. For example, you can set up rules to automatically escalate tickets if a customer has been waiting for a response, say for more than 12 hours. Or if a ticket is still open after 2 days, the Supervisor can reassign it to a different, more senior agent automatically.



Observer

There are certain events that you, as a support admin, might want to keep a close eye on. Maybe there is a VIP client whose tickets you want to be aware of, or maybe you need to monitor new recruits and check how well they are answering tickets. The Observer automatically watches out for events that you specify and notifies you if necessary. Thanks to an event-triggered automation like the Observer, your helpdesk will not be blocked by problems but will keep tickets and information moving freely between agents.

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“With Zendesk it wasn't just one thing, it was a handful of small things. It was not intuitive and even at the end none of us really knew how to use it entirely. Freshdesk makes it significantly easier for us to direct queries to the right departments. Using the Automatic Ticket Dispatcher rules, we have consolidated our seven support emails to just one. From chaos, we now have order. This wouldn't have been possible without Freshdesk.”

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“We absolutely love the ability to run scenarios and insert help links and documents directly into customer communication within the tickets. We have found this to be a quick and easy way to get our customers help when they are not able to find it on their own.”

REASON 3

Customizing helpdesk workflows made easier

Freshdesk can adapt to how your business works so it is easier for you to talk to customers. Maybe you need external vendors to provide information before responding to a customer. Or you want visibility into which team is holding up the ticket in the pipeline before the customer gets the answer. Using Zendesk can make it difficult for you to get such insights at a glance. Typically, tickets can either be “Open”, “Pending”, “Resolved” or “Closed”. This can lead to confusion since a Pending ticket could mean either your agent hasn’t answered or an external business partner has not responded.

Freshdesk lets you create and set custom ticket statuses so you can specify if a ticket is “Waiting for Response from the Field Support Team”, for example. This way, your agents have perfect clarity into where the ticket is stuck. All of our automations are intelligent enough to understand your custom statuses So when you create rules based on these statuses, the automations will help you observe events and automate tasks within your helpdesk.

REASON 4

Assigning tickets made more intelligent

Tickets can flood in at unexpected times. Agents can be absent on some days. Your helpdesk may not always function at 100% of its capacity and with Zendesk, your agents might get overburdened with tickets, since they are unevenly distributed across teams without taking into consideration skill and availability. Re-assigning tickets all over again can be a difficult chore.

Freshdesk is unique because it has 3 different Ticket Assignment systems you can choose from. These systems will automatically ensure that all incoming tickets have an owner responsible for them when they come in but they handle the distribution of those tickets differently.



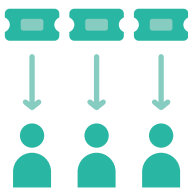
Load Balanced Ticket Assignment

Takes into account the number of tickets an agent is currently working on, and assigns tickets accordingly. No single agent has to carry the rest of the team.



Skill-based Ticket Assignment

Takes into consideration the skill sets you've identified for each of the agents and assigns them problems that they are best at solving. This ensures your customer gets incredibly accurate responses fast.



Round Robin Ticket Assignment

Tickets are equally distributed among agents who are online and available, so agents always have tickets to work on. Zendesk requires you to purchase this separately.

REASON 5

Supporting customers is a team game

Most support issues need team effort to solve. For example, e-commerce businesses using Freshdesk receive tickets from customers asking where their shipments are. Maybe the packages are in transit or maybe they've gone missing.

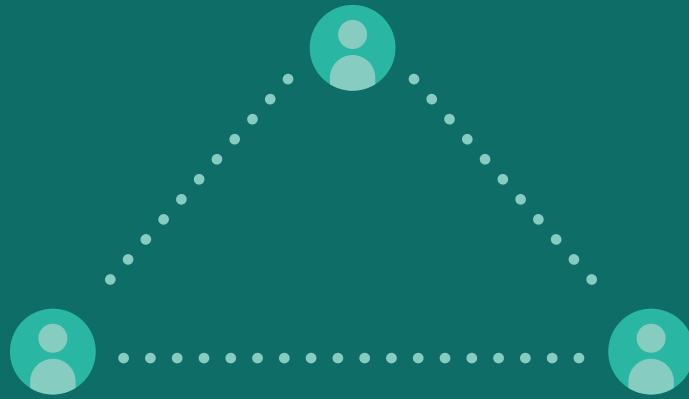
Freshdesk lets you forward tickets to your business partners so they can contribute directly to your support and help in solving problems. E-commerce businesses, for example, forward such tickets to their logistics and shipment partners so the customers can get responses faster from the people responsible for it. Your support agents can work as a team alongside your service provider partners to ensure the customer gets the best experience possible.

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“We represent hundreds of businesses. The ability to forward a ticket to a third party at the background, hidden from the customer was critical for us and we like that about Freshdesk. Previously we had to create a separate ticket just to reach out to the organizers.”

Collaborating across teams should be seamless



Every top-tier performance team, be it in sports or in business, has its members in constant communication so they work as a single unit. Your support team isn't any different. As a growing business, you need to ensure that your helpdesk's communication channels don't break down as your support team expands.

Your team needs to have better visibility of what is happening than what helpdesk software like Zendesk can give you.

REASON 6

Five features that make collaboration easier

Collaborating is easier with Freshdesk since we've built certain features with the sole objective of helping agents work with each other better.

On the next page, we showcase five features which vastly increase visibility and improve collaboration between thousands of teams every day. These features are the major reason a lot of businesses choose Freshdesk.



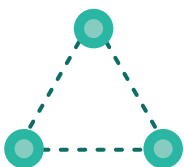
Agent Collision

Ensures better visibility into what teammates are working on. Agents are always made aware of who is currently working on a ticket so multiple people don't end up wasting time trying to find the same answers.



Traffic Cop

Actively blocks agents from responding to a ticket unless they have viewed all its latest updates. This forces agents to be aware of what work has been done on a ticket before they start typing out their answer.



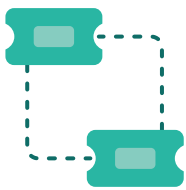
Team Huddle

This Freshdesk-exclusive feature lets your agents chat with each other right next to the ticket so every contributing team member has the context necessary to solve the problem.



Shared Ownership

Some tickets like billing questions may go to another department like Finance inside the company. Shared Ownership keeps primary support agents on the frontline up-to-date when the Finance team is solving the ticket, so they always have an answer for the customer.



Linked Tickets

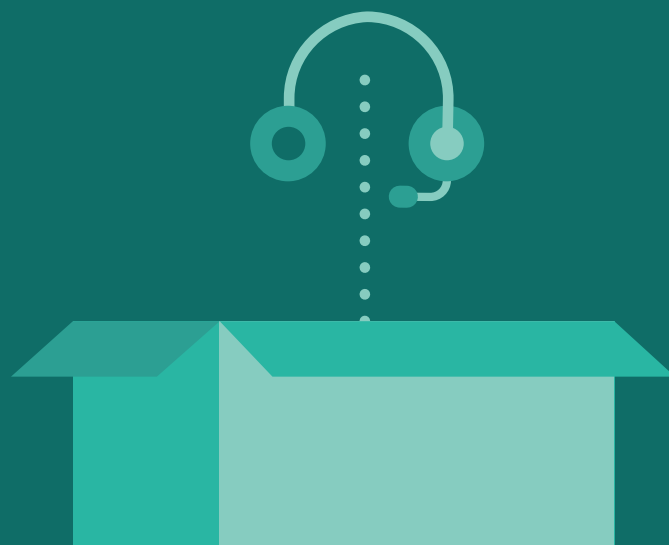
Customers sometimes end up raising multiple tickets for the same issue, especially if you support a large organization or business. You can easily track all these related issues by linking them together so you can respond from one place. This is not natively possible in Zendesk, but is available in Freshdesk out of the box.



STAY **N** TOUCH[®]

“We are actively using the Team Huddle option. Discussions help us keep the conversation centered around the customer’s problem and not get sidetracked by escalation notes, etc. which makes the ticket lightweight and clutter free. Getting notifications for discussions through the in-app notifications was an intuitive, seamless addition.”

A comprehensive, feature-rich helpdesk that just works out of the box.




Your entire support process needs to be as streamlined as possible if you want your agents to answer questions rapidly. Everything from the way you set up your helpdesk, to the workflows that are created, as well as the automation rules you use can influence your response rates. Expecting your agents to swap between multiple apps and integrations to talk to a customer will definitely end up hurting response and resolution rates. That's why we built Freshdesk. So that everything you need to support customers is available in one place.

REASON 7

Deflecting tickets made easier with a knowledge base

Self-service interactions overtook all other methods of support for the third year running in an analysis by Forrester. A comprehensive knowledge base, with multilingual articles, customized to look and feel like an extension of your brand can reduce up to 20% of the incoming tickets while still ensuring a great experience for the customer.

Over 81% of Forrester survey respondents used a Knowledge base or FAQ on a company's website to find answers

 Zendesk wants you to pay for this.

Source: Trends 2016 - The Future Of Customer Service, Forrester

But Zendesk expects you to buy an entirely different product and integrate it with your helpdesk if you wish to have any of those things. At Freshdesk, we believe in selling support software, not support features. When you buy Freshdesk, you'll get a fully customizable knowledge base capable of hosting support articles in the language you want, included with your helpdesk. A bare bones setup might be useful if you are a company just starting out and want to host some FAQs for your customers. But if you are beginning to expand, then a well-equipped knowledge base should be central to your support strategy and if you rely on an integration with a different product, it can only complicate matters.

REASON 8

Stay informed with in-app Notifications

Ticket is overdue? Customer responded? Ticket has been automatically reassigned? The sooner agents are updated regarding such changes, the quicker they can get to work on their tickets. By providing the right information at the right time with notifications, you can ensure your agents are more efficient by helping them focus their efforts.

Freshdesk is unique in providing in-app notifications to agents, so they can stay on top of the status of their support requests. These notifications are tailored for each user depending on the tickets they are responsible for, their roles and privileges ensuring your agents get the most value out of it when supporting customers.

REASON 9

Why pay for a month when the agent works for a day?

During sale seasons or holidays, even a small number of agents taking some days off can have a large effect on your support. As a growing business, you cannot afford the quality of your customer support to slip. You may hire some more agents to solve this, but if you choose a software like Zendesk, you will be asked to pay in full even if your temporary agents are helping out just during the holidays.

We understand that sometimes you just need some temporary hands on board to pitch in and help with support. With Freshdesk's Day Passes, it is more economical for you to hire these temporary agents. You need to pay Freshdesk only for the days that these agents support and nothing more. No need to buy in bulk or pay for an entire month.

REASON 10

Social support made more relevant

As a business, the more time your agents have to answer tickets, the better the quality of your support is going to be. But when growing businesses try to support on social media, they tend to get flooded with hundreds of tweets from customers - either engaging with their marketing campaigns, or sending in compliments and complaints. Differentiating banter from actual help requests manually can get very difficult for your agents and some requests might be missed.

Social Signals, powered by Freshdesk's AI efforts, learns constantly from your social media channels, prioritizes the tweets that are important for your support team to engage with, and filters out the irrelevant ones. By investing in an innovative helpdesk software like Freshdesk, you can ensure your agents are focused on making your customers happy.

REASON 11

We all need help sometimes

As a customer-centric company, we believe that everyone is entitled to receive help from us if they are using our product. We stand by our software and don't intend to charge our customers if they need help from us to use it. We don't believe in tiered support structures, annual maintenance contracts or asking for your credit card when you are in need of help.

“



LIVEPERSON

“In terms of the support provided, I haven't yet had a question that was not answered professionally and efficiently by Freshdesk support. I'm very happy with the support I've been getting.”

The little things that matter

From intuitive feature names to user-friendly design, we put in a lot of effort to deliver businesses the best experience possible when supporting customers.

We built the following features to impact the little things that matter in customer support. To go one step further in making agents' lives easier. These features have influenced thousands of businesses by improving the quality of life for agents as well as for customers leading to improved efficiency and customer satisfaction levels.



Make support conversational, not transactional

Usually support software insists customers should “reply above the line”. With Freshdesk customers don't need to do that, making support more personal.



Be more organized with To-do lists

Create To-do lists for each ticket or customer and reminds you when these tasks are due so you can be more organized in the way you approach support.



Split tickets into Parent and Child to resolve faster

Some issues can be really complicated to resolve. Split a ticket into Parent and Child tickets based on the tasks you have to accomplish for a faster resolution.



Know how your customer feels

Customize your satisfaction survey as you wish and get a better understanding of how your customer feels regarding their support experience.



Be aware of the customer's journey

Freshdesk's Customer Journey feature provides agents context on the articles that the customer has already read, letting agents respond better.



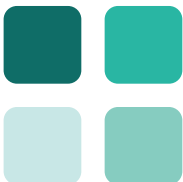
Avoid repetition with one click

Scenario Automations by Freshdesk helps you setup macros, so a sequence of repetitive actions can be easily executed with just one click.



Customizable Table View

View tickets in a table easily. Change ticket properties like Status and Priority with one click without having to deep dive into the ticket every time.



Customize Freshdesk with your own apps

Build your own apps using the Freshdesk Developer Platform, get the information you need, and mould Freshdesk to fit into your support workflows.

Sure, you can read about all the ways we are better but why not get a demo and experience Freshdesk for yourself?

Write to sales@freshdesk.com for a demo. Feel free to call us to at +1 (866) 832-3090 if you would prefer talking to our sales team instead.

Or you can try Freshdesk for free for 21 days.

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