Develop a loyal customer base with great support at the forefront with Freshdesk

Customer loyalty is key in the highly competitive retail and e-commerce space.

With Freshdesk's AI-powered omnichannel suite, retail and e-commerce businesses can elevate customer service, streamline interactions, and drive repeat business through seamless support across every touch point.

Common retail/e-commerce customer service pain points

100% context across channels	First response time delays
70%* of customers expect the agents to know the full context of their issue and do not want to repeat it across different support channels	73%* of retail support agents confirm that long wait time is the top reason for customer dissatisfaction
Lack of personalization	Seasonal surge in ticket volume
76%* of customers say they grow frustrated when a brand does not offer personalization	Businesses see a rise of up to 75%* in ticket volume during the holiday season, which delays responses and increases customer frustration

* Source: Zendesk 2024 | Waitwhile 2023 | Mckinsey 2021| Influx 2023

How Freshdesk solves key challenges

1. Omnichannel customer support

Freshdesk Omni ensures seamless customer support by unifying conversations across email, chat, and social media channels. Agents get a single view of customer interactions, enabling quick resolutions without repetition for faster, more efficient support.

2. Freddy AI Agent

Retail brands can boost response times with the Freddy AI Agent, which resolves up to 45% of common queries instantly. Using your knowledge base and ticket history, Freddy prioritizes and answers tickets, ensuring faster resolutions and improved customer satisfaction during peak seasons.

3. Personalized support

Freshdesk's Unified Customer Record gives agents a complete view of customer history, like orders and requests, enabling personalized support. Agents can deliver swift, tailored resolutions with Freddy Copilot's tone enhancer and response suggestions.

4. Advanced automation and ticketing features

Freshdesk offers powerful automation features, including advanced ticket prioritization, routing, and automated trigger-based workflows, to help improve response time and quality.

5. Powerful integrations

Freshdesk integrates with platforms like Shopify and WooCommerce, enabling agents to access customer info and manage actions like cancellations and refunds within Freshdesk. This streamlines workflows, letting agents focus on resolving queries efficiently.

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> We began looking for a new tool in autumn and were keen to get one in place and optimised ahead of the Christmas peak period. Freshdesk ensured that the implementation process was as smooth as possible, and the team were up and running within 48 hours.
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> **Vaughan Potter**
> Head of Customer Services, Hamleys

Key benefits of Freshdesk

Enhanced customer insights

Freshdesk's analytics reveal ticket trends, query patterns, and agent performance, helping you identify pain points and refine support strategies.

Scalable support for growth

As your business grows, Freshdesk scales effortlessly to handle higher ticket volumes and new channels, ensuring consistent, high-quality customer service.

Improved team collaboration

Freshdesk enhances collaboration with shared customer data, threaded conversations, and task assignments, enabling faster resolutions and a seamless customer experience.

Tips to get more out of Freshdesk

Tip 1: Utilize customer segmentation

Use Freshdesk's customer segmentation to tailor support by categorizing customers based on region or purchase period, enabling personalized and effective assistance.

Tip 2: Provide multilingual support

Freshdesk's multilingual capabilities let you localize your knowledge base, portal, and agent interface. Auto-assign regional agents to ensure customers receive support in their preferred language.

Tip 3: Collect customer feedback

Gather instant feedback with Freshdesk's customer satisfaction surveys. Customize questions, analyze responses, assess agent performance, and refine support strategies.

FAQs

1. Can I customize the Freshdesk interface to match my brand?

Yes, Freshdesk lets you customize the interface with your branding, including logos, colors, and layout, for a consistent brand experience.

2. How does Freshdesk ensure data security and compliance for my retail business?

Freshdesk ensures customer data protection with industry-standard security protocols, including encryption, secure access controls, and GDPR compliance.

3. What training and support does Freshdesk provide for retail teams?

Freshdesk offers onboarding, training, and ongoing support to help retail teams maximize the platform's benefits.

See how retail company - Whittard of Chelsea uses Freshworks' automation and canned responses to streamline processes and reduce ticket volume.

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