

Deliver AI-powered customer delight for your software with Freshdesk

In the fast-paced software industry, customer support must be as innovative as the products. Freshdesk offers an AI-powered, multichannel solution that efficiently resolves complex customer issues while enhancing overall support performance.

Common software customer pain points

Poor product adoption

Customers use less than 50% of software features, negatively impacting retention and renewal rates and increasing churn.

High customer support volume

Software companies find it challenging to manage a high volume of customer support requests, which average about 578* tickets daily.

Limited self-service options

Although 93% of customers prefer self-service, only 14%* resolve issues independently.

Response time delays

65%* of customers have switched to a competitor after poor customer service, particularly due to long response times.

* Source: [\(TSIA, 2024\)](#) | [Full view \(2024\)](#) | [\(Gartner, 2024\)](#) | [\(Khoros, 2024\)](#)

How Freshdesk solves key challenges

1. Efficient self-service

Freshdesk solves the self-service challenge software companies face with Freddy AI Agents. Freddy AI agent becomes your customers' first point of contact and troubleshoots their queries with the help of your knowledge base, enabling them to get answers faster, with minimal effort.

2. Faster response rate

With Freshdesk, software companies can handle a high volume of tickets quickly. Canned responses reduce time taken for response, additionally Freddy Co-pilot suggests recommendations for solutions allowing the agents to respond faster and handle more tickets in a short time.

3. In-depth insights for informed decision making

Freshdesk Analytics offers comprehensive reports on key metrics like agent performance and recurring queries. With Freddy AI Insights, support leaders can proactively identify issues, such as product adoption gaps, and implement targeted solutions to improve the support experience.

4. Enable seamless collaboration

Customer queries in the software industry often require input from engineering or finance for technical and billing issues. Freshdesk accelerates resolution by enabling agents to collaborate with the right experts directly on the ticket using threads, tags, and AI summaries.

5. Improve agent productivity

Freshdesk equips agents with a complete 360° context for each ticket, including ticket history, summaries, and active tickets they can merge — all in one place, no time spent on data gathering, faster resolutions.



Freshworks has been a game-changer for my business! Our support operations are now streamlined and we're able to provide a consistent experience to our customers across different channels, which is crucial as a Managed Service Provider (MSP).

Avi Sofer

CEO, CompuTech Israel



Key benefits of Freshdesk Omni



Seamless data transfer

Integrating Freshdesk with your CRM, Jira, Calendar, and email tools for seamless data sharing can improve response times by up to 40% with contextual and efficient resolutions.



Proactive customer communication

See up to 30% reduction in customer inquiries with automated notifications for clear, proactive communication regarding maintenance, new releases, and potential issues.



Enhanced agent communication

Improve customer satisfaction scores by up to 25% by leveraging Freddy AI Co-Pilot. Enhance agent communication through tone enhancement, response suggestions, auto-summaries, and post-interaction feedback.



Tips to get more out of Freshdesk

Tip 1: Integrate with DevOps

Connect with tools like GitHub or Jenkins to streamline bug tracking and feature requests directly from the support dashboard.

Tip 2: Provide contextual support

Integrate with CRMs (like Freshsales) to deliver support based on customer history, including renewals and product customizations.

Tip 3: Set custom SLAs

Tailor SLAs to prioritize different customer tiers, especially for enterprise clients, ensuring priority support.

FAQs

1. How does Freshdesk ensure data security?

We comply with GDPR, CCPA, and other regulations using encryption, regular audits, and role-based access controls.

2. How does Freshdesk support product lifecycle management?

Customizable workflows and feedback forms gather customer insights during each phase of software development, helping improve product quality.

3. How does Freshdesk facilitate support-development collaboration?

Freshdesk integrates with Jira and GitHub, enabling seamless communication between support and development teams for faster issue resolution.



Infinitt North America, a leader in imaging IT solutions, shares how Freshdesk transformed their customer experience.

[Sign up for free trial](#)

We're always there to help you with your queries.
If in doubt, feel free to reach out to us at support@freshdesk.com

© Freshworks Inc. All Rights Reserved

 **freshworks**

freshworks.com