



# FRESHSERVICE

INTELLIGENT, RIGHT-SIZED SERVICE MANAGEMENT SOLUTION.

## COMPOUNDING PRESSURES ON SERVICE MANAGEMENT

Providing service management to organizations has evolved beyond fielding basic service requests and closing tickets. Technology emerges at a much faster pace, some significantly disrupting service delivery. Understanding technology impacts is only the beginning. Then comes leveraging those technologies and to placing big bets on the ones to best drive digital transformation.

What complicates this situation is that the teams providing service management are continuously asked to do more with fewer resources. Not only do they have to keep up with the waves of technologies as they emerge, but they also need to provide the same levels of support with fewer resources. Leaders are asked to continue to keep the business running while strategically finding ways to evolve.

Employees expect more in their work experience as well. Digital basics and digital natives have grown accustomed to everyday consumer experiences in their personal lives. They now expect the same ease of use in their corporate technologies and want to work in the channels of their choice.

## WHY FRESHSERVICE?

Freshservice is Freshworks's intelligent, right-sized, cloud-native service management solution. Freshservice offers capabilities that deliver an exceptional employee experience for modern enterprises that seek intelligent service management solutions for their digital transformations.

Freshservice provides an out-of-the-box, end-to-end consumer-grade experience that empowers employees to work wherever and whenever they need to work. It provides efficiency and agility through AI to create a contextual and intelligent experience. It powers integrations and workflows at the enterprise scale, building upon an open platform and marketplace with connectors and APIs to extend and customize. Enterprises using Freshservice will realize higher ROI, efficiency and effectiveness.

## BENEFITS

**Intelligent Service Management and Customized Workflows:** Powered bots, automation, and orchestration

**Right-sized:** Helps enterprises achieve ROI while helping them manage emerging technologies

**Extensible Solution:** Allows organizations to access enterprise-scale tools to customize, integrate, and automate business workflows for their business

**Intuitive Product:** Provides out-of-the-box, end-to-end consumer-grade service experience in the channel of choice

**Improved Satisfaction:** See the customer and employee satisfaction scores improve immediately

**Trusted Business Partner:** 24/7 support standing by to help enterprises achieve success

**Improved Employee Productivity:** Prioritize work better by impact with real-time custom dashboards



# FRESHSERVICE

INTELLIGENT, RIGHT-SIZED SERVICE MANAGEMENT SOLUTION.

## FRESHSERVICE CAPABILITIES

Freshservice helps organisations adopt ITIL best practices to achieve their business outcomes. Freshservice is also PinkVERIFY™ certified for 6 ITIL processes.

**Intelligent Ai/ML Capabilities:** With machine learning, there's a paradigm shift in ITSM to provide better context-based recommendations and improved customer experience while reducing service costs. With Freshservice, leverage ML features to maximize agent productivity and to stay on top of metrics.

**Advanced CSAT:** With the built-in CSAT functionality, it gets easier to measure service desk efficiency and customer satisfaction with every support ticket. Once the survey is activated, you can set up reports and configure workflows to improve service desk efficiency based on feedback.

**Extensible Platform:** With the Orchestration platform, take the no-code approach to integrate with external business apps such as Azure, Okta, Zoom, G-suite, etc to achieve greater operational efficiency with end-to-end automation.

**Self-Service Portal:** Have your users simply raise a ticket from the portal to avoid delayed responses and in case your user wishes to skip the hassle of filling long forms they can simply chat with the bot and have their issues resolved. You can also provide a seamless self-service experience with FAQs to common fixes right from the portal and eliminate redundant tickets.

**Smart Automations:** Optimize and increase agent productivity by creating workflows for repetitive and complex tasks with a simple drag and drop interface.

**Service Catalog:** Streamline the request management process with an intuitive shopping cart like a catalog where service items can be segregated based on functions such as HR, finance, legal, etc and even loan a service item temporarily. Apart from that users can also manage approvals and be notified on status updates for a particular service item.

**Effective Monitoring & Alerting:** Consolidate alerts from multiple industry-standard monitoring tools onto a single pane to monitor the health of your business service in real-time. Users can also intelligently group alerts from various apps to cut through the noise.

**Out-of-the-Box Analytics:** Drag and drop widgets to turn data into insights with customizable reports in Analytics. You can also leverage the ML-powered "Ask Freddy" feature to get quick service desk metrics by simply posing a question.

**Mobile App:** Speed up approval processes with a single click and manage incidents and change requests on the go. With the native barcode scanner, users can also track assets and maintain an asset database.

**Marketplace Apps:** Integrate with third-party apps in just a few clicks and use APIs and SDKs to connect Freshservice into the heart of your ecosystem.