



# The AI-driven Customer Service future

How generative AI empowers customer  
service teams



**Shivang Garg**

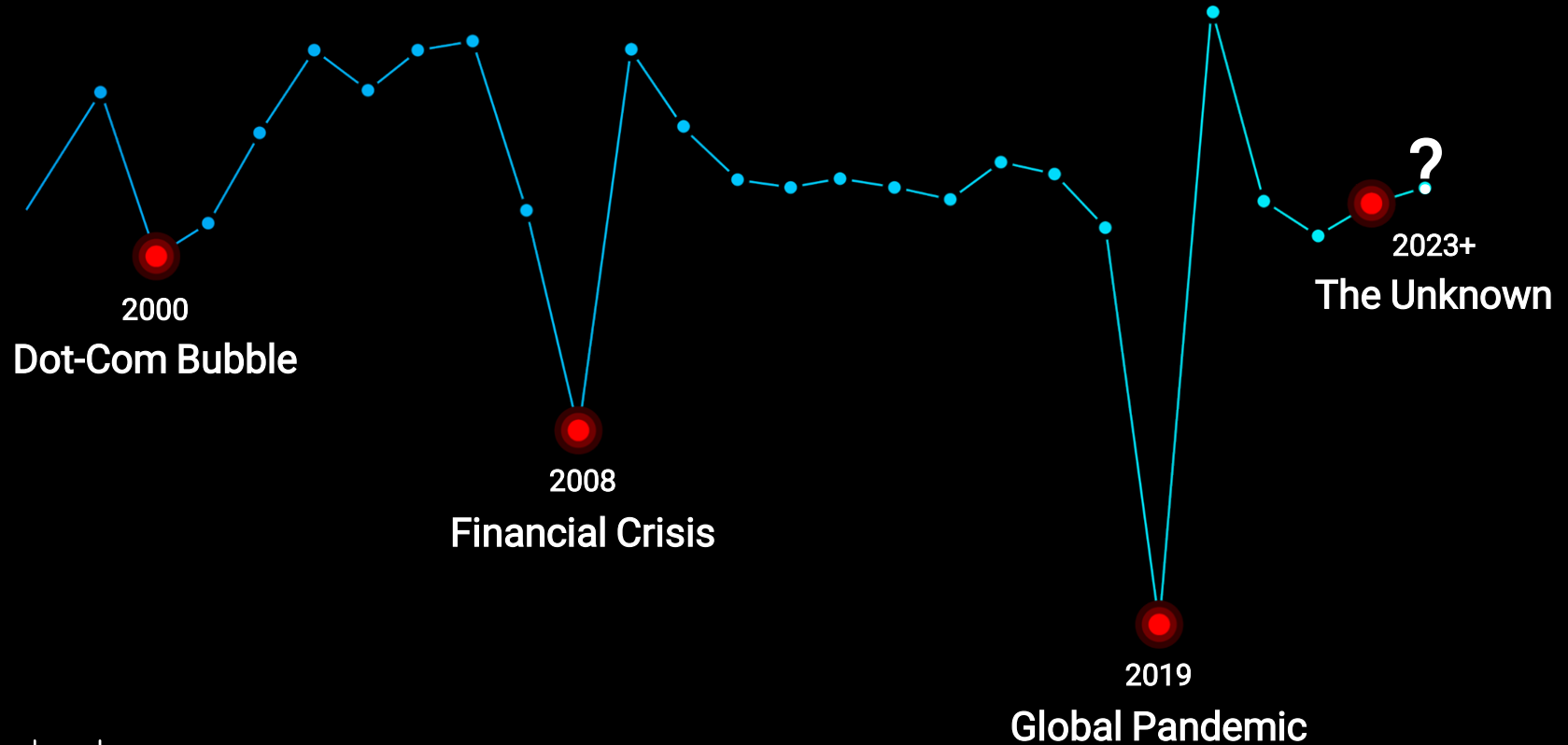
Manager - Solutions Engineering, CX  
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<Date>

7 September 2023



# We are in a period surrounded by uncertainty



# Businesses that over-deliver on customer experience will continue to thrive



More successful selling to **existing customers** vs acquiring new customers<sup>1</sup>



Likelihood of repurchase or renewal with **valuable service interaction**<sup>2</sup>



Increase in profit when **customer retention** increases just 5%<sup>3</sup>

# Poll Question #1

**The path forward is clear, Business' need to**  
**Transform**

**It's time...  
Unleash the power of  
generative AI to transform  
customer service.**



# Top businesses are innovating with generative AI

TECHNOLOGY EXECUTIVE COUNCIL

**How Walmart is using A.I. to make shopping better for its millions of customers**

PUBLISHED MON, MAR 27 2023-10:00 AM EDT

yahoo/finance

**Wayfair CEO: AI is helping our human customer service agents 'outperform'**

NEWSLETTERS · CFO DAILY

**AT&T's CFO says using A.I. has saved 'hundreds of millions of dollars'—and that was before ChatGPT**

BY SHERYL ESTRADA

June 29, 2023 at 4:23 PM GMT+5:30



NEWS

**Citi US Personal Banking turns to AI to 'delight' customers with personalised services**

Citigroup's US Personal Banking business has created a repository of customer data and is rolling out a decision engine to provide customers with personalised services

By Bill Goodwin, ComputerWeekly

Published: 16 Jun 2023

**IKEA Uses AI to Transform Call Center Employees Into Interior Design Advisors**

BY PYMNTS  
JUNE 14, 2023



**Expedia Releases ChatGPT-Powered AI Chatbot on Mobile App**

TECHNOLOGY ARTIFICIAL INTELLIGENCE

**Air India invests \$200 mn in digital tech, to use ChatGPT-driven chatbot**

COCA-COLA · Published April 24, 2023 8:40pm EDT

**Have AI and a smile: Coca-Cola leveraging artificial intelligence to improve customer service, ordering**

**How Morgan Stanley, Stripe Use GPT-4 To Optimize Financial Customer Experience (CX)**

# Generative AI

A circular progress indicator with a green outer ring and a white inner ring. The green segment represents 70% of the circle.

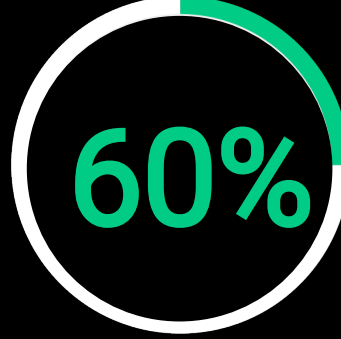
70%

**Higher self-service rates**  
Deflect beyond FAQs with software that can mimic your live agents

A circular progress indicator with a green outer ring and a white inner ring. The green segment represents 50% of the circle.

50%

**Increased agent productivity**  
Guide agents to faster, more accurate resolutions

A circular progress indicator with a green outer ring and a white inner ring. The green segment represents 60% of the circle.

60%

**Greater speed of execution**  
Automate tasks to bring down cycle time from days to minutes



# What an AI powered support solution looks like

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Customer Experience

Easy to  
find answers



Agent Experience

Easy to  
deliver delight



Admin experience

Easy to adapt to  
changes



Leader Experience

Easy to scale and  
maximize value

Powered by generative AI capabilities

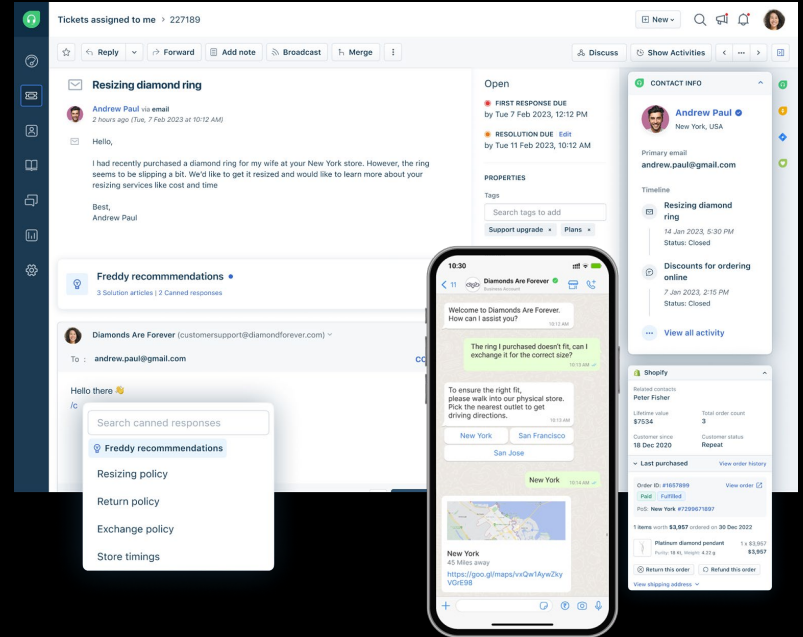
# Advantages of a support solution embedded with generative AI

Deliver instant, personalized, & omnichannel resolutions with self service and agent-led conversations, on any channel

Supercharge agent productivity with agent recommendations and seamless collaboration

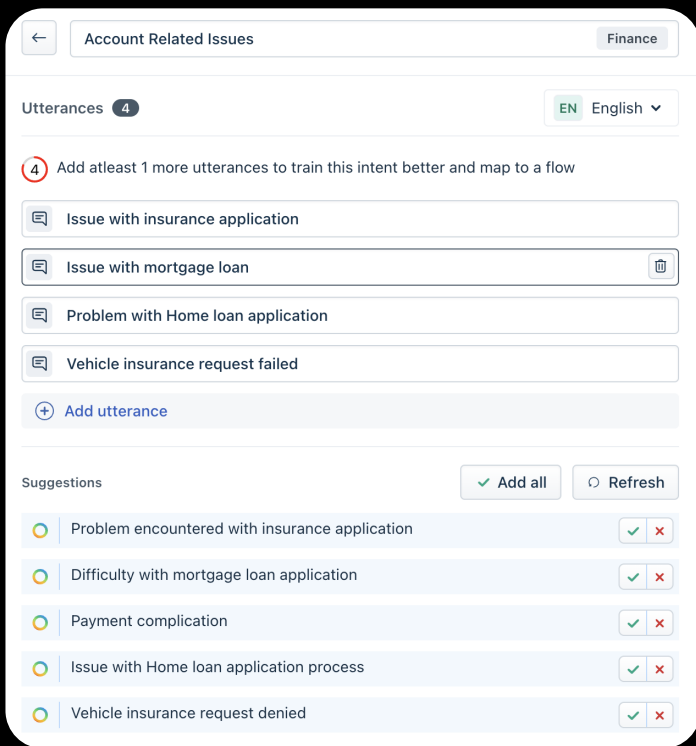
Grow fast with AI-driven decision making with intelligent insights which can be acted upon using prompts

Scale rapidly, spend responsibly with an easy to use solution that offers fast time-to-value



# Poll question #2

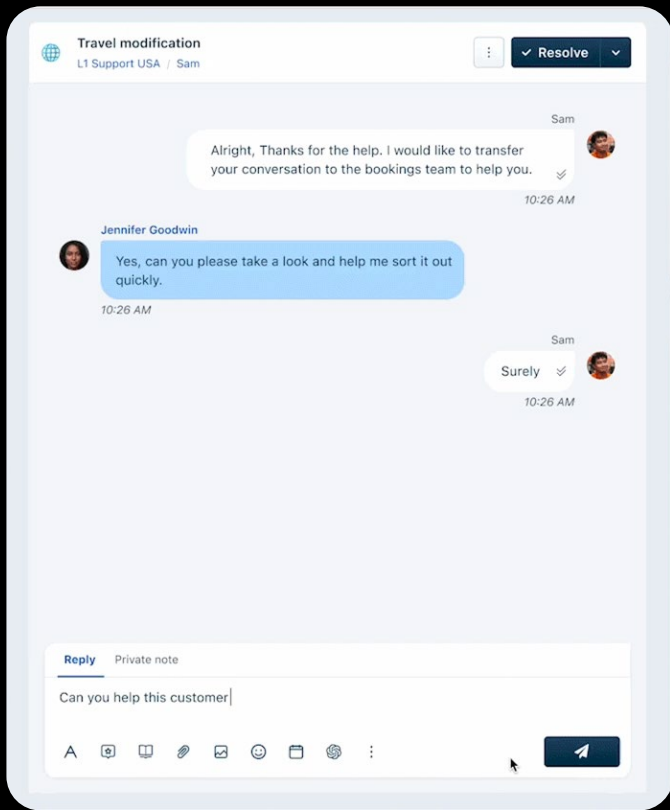
# Examples of Gen AI in Customer Service



## AI generated variants

Train your bot faster with AI-generated versions of questions that your customers will ask.

Generate multiple variants of questions that your customers frequently ask and train your bot to identify customer intents.



## Conversation summarizer

Summarize your conversations before handing it over

Save time and offer complete context by summarizing your conversations before handing it over to another agent.

The screenshot displays the 'Ask Freddy' admin interface. On the left, a sidebar contains navigation icons for home, insights, prompts, messages, settings, and a search icon. The main content area is divided into two sections: 'Insights' and 'Prompts'. The 'Insights' section lists several key metrics and actions:

- 3 high frequency customer contact scenarios detected** (Show me all the scenarios)
- Avg. quality score has been declining steadily in the last month** (Give me evaluation of agent performance)
- Total number of conversations today is 30% higher than yesterday** (Show the trend of conversations)
- 60% forecasted surge in number of tickets next week** (Suggest staffing changes)
- Bot deflection score estimated to fall below 60%** (Review suggestions to improve deflection)
- 2 or more duplicate automations that run on tickets are found** (Review and remove the duplicates)

The 'Prompts' section shows a conversation flow for 'baggage allowance and missing baggage' with 8 steps:

1. Greeting
2. Identify type of enquiry
3. Provide baggage allowance information
4. Retrieve and display baggage allowance information
5. Offer additional assistance
6. Collect missing baggage details
7. Log missing baggage report
8. Confirm report and provide next steps

Below the steps are two buttons: 'Add to an existing bot' and 'Create a new bot'. The 'Create a new bot' section shows a confirmation message: 'I have created a bot for baggage queries.' Below this is a preview of the 'Baggage queries bot' and a 'Deploy bot on support WhatsApp number' button. At the bottom, there is a search bar with the text 'Ask me anything or use the prompt library!' and a search icon.

# Prompt based bot builder

Enable admins to give text-based prompts to create bot elements.

Admins can simply Ask Freddy to create bots and bot elements without the need for technical expertise or programming knowledge.



The screenshot displays the Freddy AI interface. On the left, a sidebar contains navigation icons. The main area is titled 'Freddy' and features a search bar. Below the search bar, there are two tabs: 'Insights' and 'Prompts'. The 'Insights' tab is active, showing several key performance indicators (KPIs) with icons and brief descriptions:

- 3 high frequency customer contact scenarios detected** (Show me all the scenarios)
- Avg. quality score has been declining steadily in the last month** (Give me evaluation of agent performance)
- There is a 12% reduction in the SLA adherence in the past 24 hours** (Show me the SLA adherence percentage...)
- 60% surge forecasted in the number of conversations next week** (Suggest staffing changes)
- 2 or more duplicate automations that run on conversations are found** (Review and remove the duplicates)
- Scenario automations that can save upto 14% average handling time** (Review and publish scenario automations)

The right side of the interface shows a chat conversation with Freddy. The user asks: "Show me all the scenarios". Freddy responds: "Sure. Your support team has handled a total of **17,235** conversations in the last 30 days. Here's the breakdown." and provides a table:

	Contact scenarios	Occurrences
1.	Warranty Replacement	31%
2.	Damaged Products	22%
3.	Return Information	17%

The user then asks: "How much time do my agents spend on each of these?". Freddy responds: "Here is the Average Handle Time for these scenarios." and provides another table:

	Contact scenarios	Average Handle Time
1.	Warranty Replacement	1m 33s
2.	Damaged Products	2m 19s
3.	Return Information	1m 58s

Below the tables, there are two buttons: "Show me the most asked questions grouped by contact scenarios" and "How do I reduce handle time". At the bottom, there is a search bar with the placeholder text "Ask me anything or use the prompt library! '+'".

# Prompt based analytics

Enable admins to give text-based prompts to gather analytics.

Admins can simply Ask Freddy for analytics and actionable insights to get appropriate configuration settings, conversational analytics and make data-driven decisions

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# Freshworks' approach to AI

# Freshworks at a glance



**2010**

Founded



**FRSH**

IPO September 2021



**\$498M & 37%**

Total 2022 Revenue &  
YoY growth



**5,000**

Employees



**60,000+**

Total Customers



**Recognition**

3 Gartner Magic Quadrants  
Leader in 3 Major Peer Reviews

# Our AI Credentials

Freshworks has already launched GPT-powered features (in beta)

**335**

Customers using GPT-  
powered features

**80M**

Bot conversations  
supported last month

**800K**

Autonomous bot  
resolutions last month

# The key themes of Freddy AI

We build Freddy AI features to help customers, agents, admins and leaders.



## Freddy Self Service

Automate the self-service experience to help your customers easily find answers on their own.

Instant resolutions via chatbots, available 24x7x365 on your customer's channel of choice.



## Freddy Copilot

A personal, "Always-on" AI collaborator available through prompts in a conversational interface.

Contextual info, actionable insights, and enhanced productivity for all agents wherever they are.



## Freddy Insights

Enable admins and leaders to make data-driven decisions to optimize support operations.

Continually analyze data to surface actionable insights and relevant trends for leaders.

# Rooted in responsible AI principles



**Thank you!**