The AI-driven Customer Service future

How generative AI empowers customer service teams

Shivang Garg
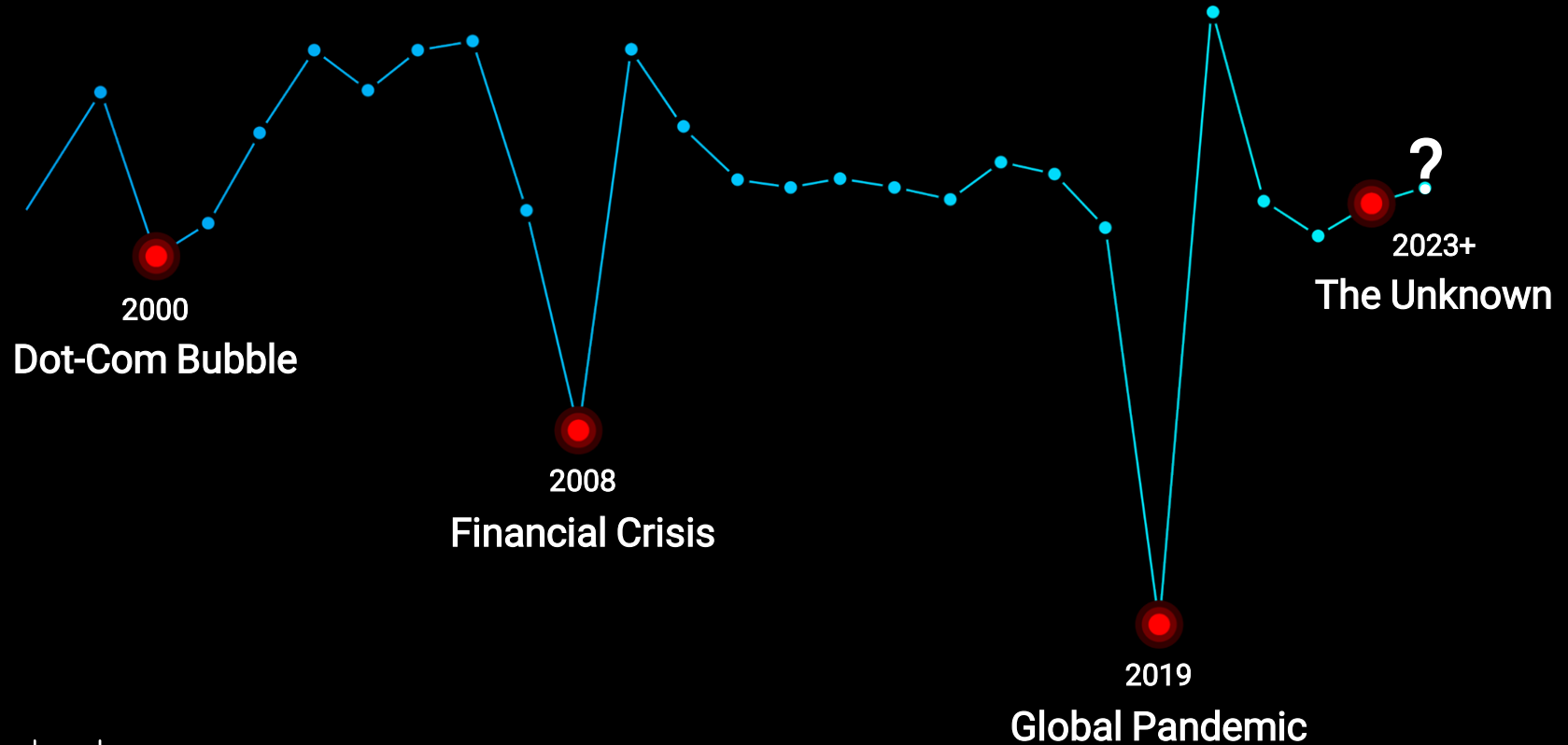Manager - Solutions Engineering, CX
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<Date>

7 September 2023

We are in a period surrounded by uncertainty

?

2023+
The Unknown

2000
Dot-Com Bubble

2008
Financial Crisis

2019
Global Pandemic

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

50%
More successful selling to **existing customers** vs acquiring new customers[1]

82%
Likelihood of repurchase or renewal with **valuable service interaction**[2]

25%
Increase in profit when **customer retention** increases just 5%[3]

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Poll Question #1

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The path forward is clear, Business' need to
Transform

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

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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'

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**, Computer Weekly   Published: **16 Jun 2023**

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

BY **PYMNTS**
JUNE 14, 2023

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

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)

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Generative AI
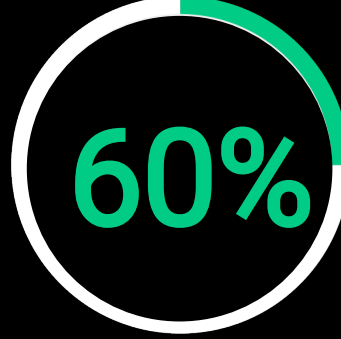
70%

Higher self-service rates

Deflect beyond FAQs with software that can mimic your live agents

50%

Increased agent productivity

Guide agents to faster, more accurate resolutions

60%

Greater speed of execution

Automate tasks to bring down cycle time from days to minutes

What an AI powered support solution looks like

What an AI powered support solution looks like

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

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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

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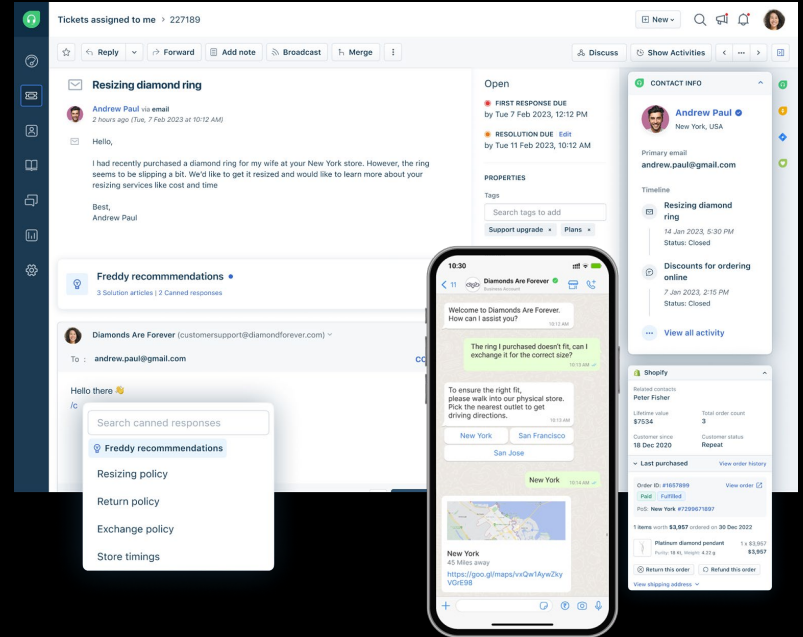
Poll question #2

Examples of Gen AI in Customer Service
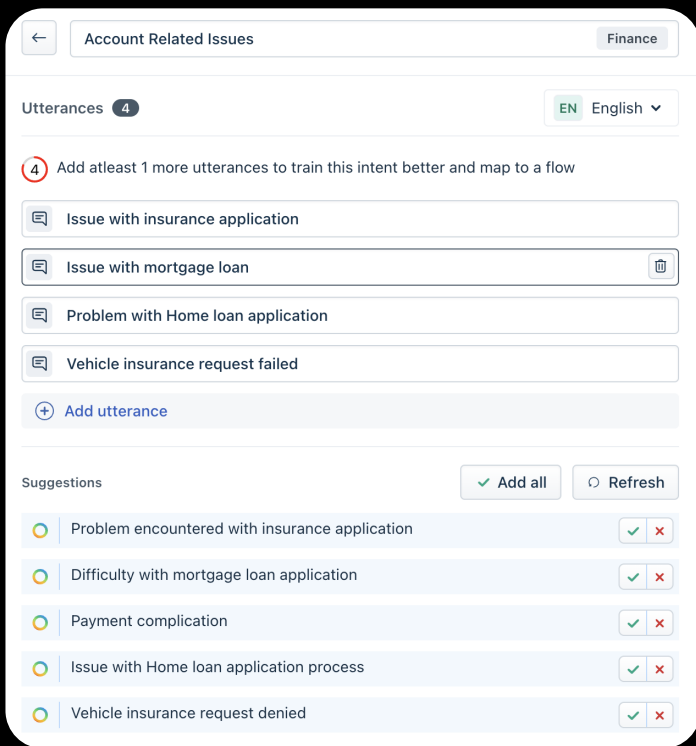
AI generated variants

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.
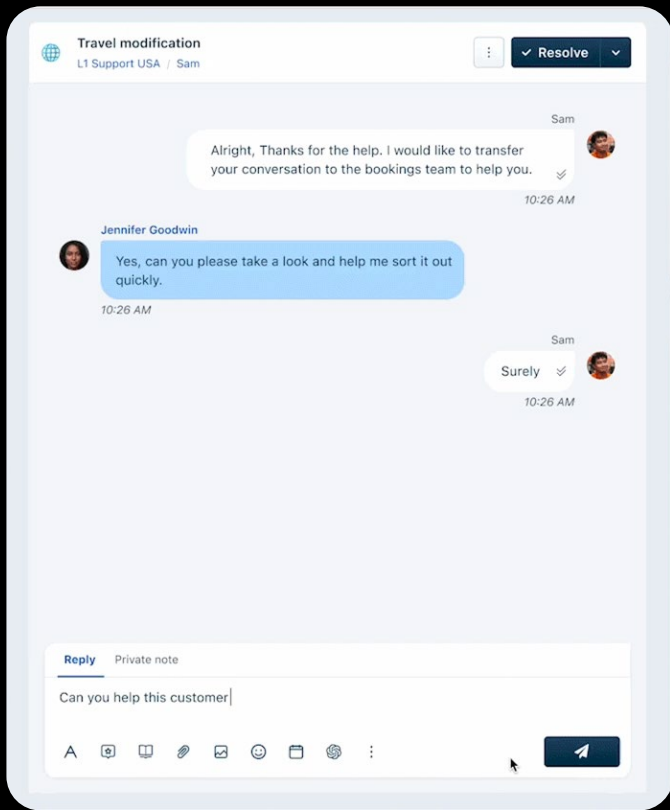
Conversation summarizer

Summarize your conversations before handing it over

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

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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.

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

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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

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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.

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Rooted in responsible AI principles

Safety & Security

Safe and risk free processing

Privacy and & Data Protection

Reliable
data protection and security

Responsibility & Accountability

Responsible
Machine Learning

Fairness & Non-discrimination

An inclusive approach to AI

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Thank you!