

How Generative AI Empowers Customer Service Teams & The Future of CX



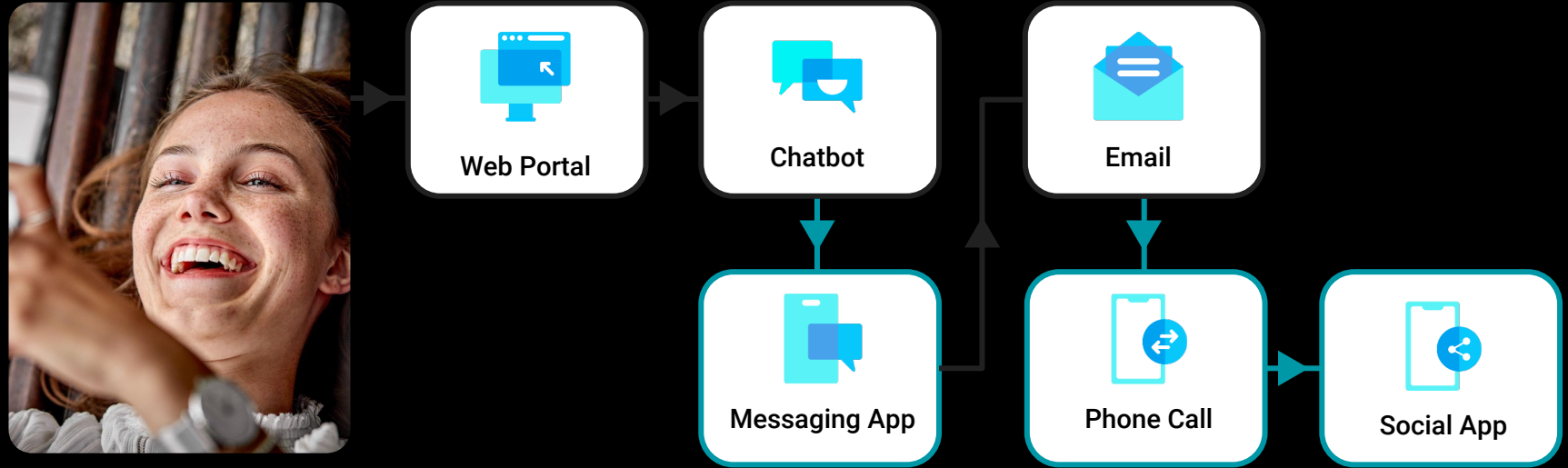
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Lead Account Executive - Sweden



Fråga

Var står vi idag 2024

How customers engage brands today is extremely dynamic and unpredictable...



...yet customer expectations remain the same...



Know me

Empathize with me

Give me a fast resolution

...putting pressure on customer service teams affecting their productivity and performance.

“

“I struggle to balance high-quality customer responses with speedy resolutions.”

- Agents

“

“There are high-priority issues that need my attention, but admin tasks takes up most of my time.”

- Admins

“

“A lack of coaching for agents will result in low service quality. I need to ensure high-quality interactions from our agents.”

- Supervisors

Generativ AI driver en ny era inom kundservice

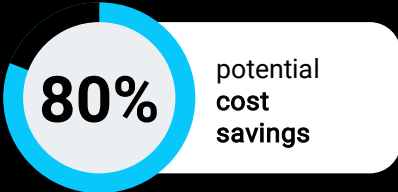
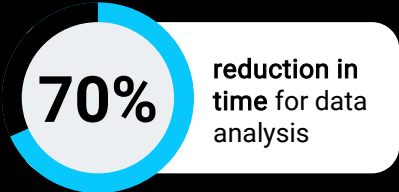
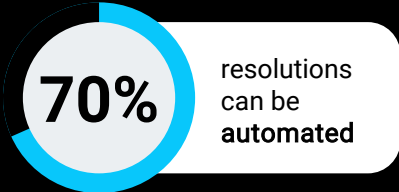
80%

Of Customer service and support organizations will be applying generative AI technology to **improve agent productivity** and **customer experience (CX)** by 2025. - Gartner

Source

Reimagine the Possibilities with Gen AI

World with Gen AI



Hur ser en AI-driven support lösning ut idag och hur uppnår vi ökad effektivitet

Enhancing Customer Experience

Customer in focus

Seamlessly engage customers on any channel

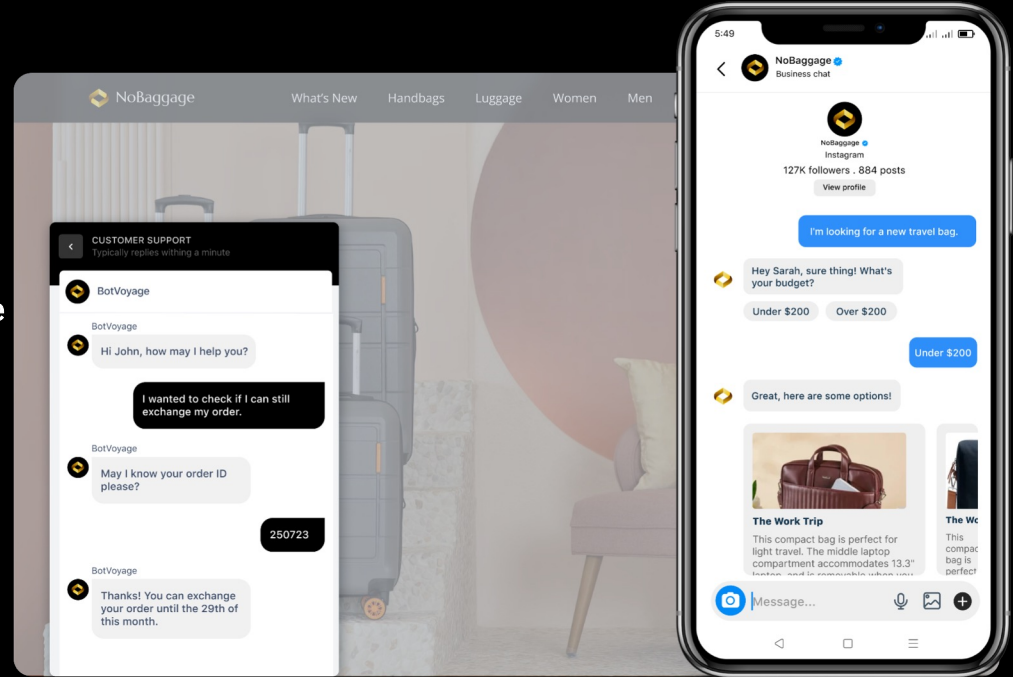
One conversation across all channels – web, social, SMS, chat, email, phone, and more

Deliver instant resolutions with AI-powered self-service

Advanced language understanding and a unified customer record to deliver personalized service, faster

Centralize knowledge and deploy anywhere

A unified knowledge base that powers portals, chatbots, and internal KBs



← Account Related Issues Finance

Utterances 4 EN English

4 Add atleast 1 more utterances to train this intent better and map to a flow

Issue with insurance application

Issue with mortgage loan

Problem with Home loan application

Vehicle insurance request failed

+ Add utterance

Suggestions Add all Refresh

- Problem encountered with insurance application
- Difficulty with mortgage loan application
- Payment complication
- Issue with Home loan application process
- Vehicle insurance request denied

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.

Supercharge agent productivity

Agent daily tasks

Boost agent productivity with AI

Deliver efficient resolutions with next-best-actions, instant tone modification, and quick summarization

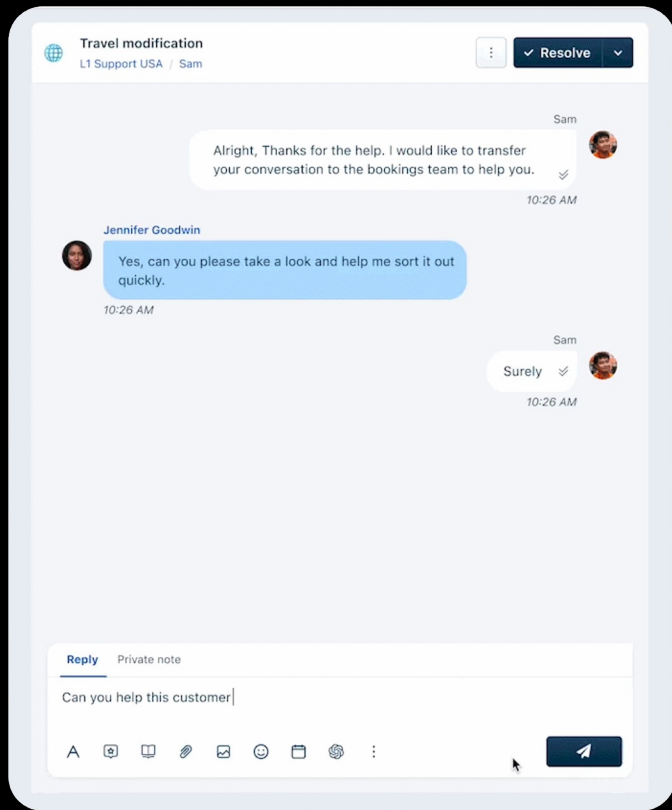
Gain a complete customer view

Empower agents with a 360° customer view, enriched by 3rd party data, for contextual support

Collaborate as a team on complex issues

Manage internal tasks and conversations with private threads and integrations with Slack and MSFT Teams

The screenshot displays the Freshworks AI agent interface. On the left is a 'Team Inbox' with a list of conversations assigned to agents like Sadie Baldwin, Floyd Miles, Esther Howard, Kristin Watson, Eleanor Pena, Kathryn Murphy, Annette Black, and Emma Thompson. The main area shows a chat conversation titled 'Returns and replacements' between Sadie Baldwin and Anna. The chat history includes messages about confirming a replacement and checking shipping status. A context menu is open over the chat, offering AI-powered actions: 'Expand text', 'Enhance tone', 'Rephrase text', and 'Summarize'. On the right, a 'Contact info' panel for Sadie Baldwin is visible, showing her email, phone number, and customer status. Below that, a 'Shopify - App Preview' section displays customer data: Lifetime value of \$3600, Total order count of 4, Customer since 21 Mar 2022, and Customer status Paid. The 'Last purchased' section shows an order for a 'Travel Bag' worth \$213.00, with options to 'Cancel this order' or 'Refund this order'.



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.

Make smart decisions faster

As a Business Leader

Maximize success through data-driven decisions

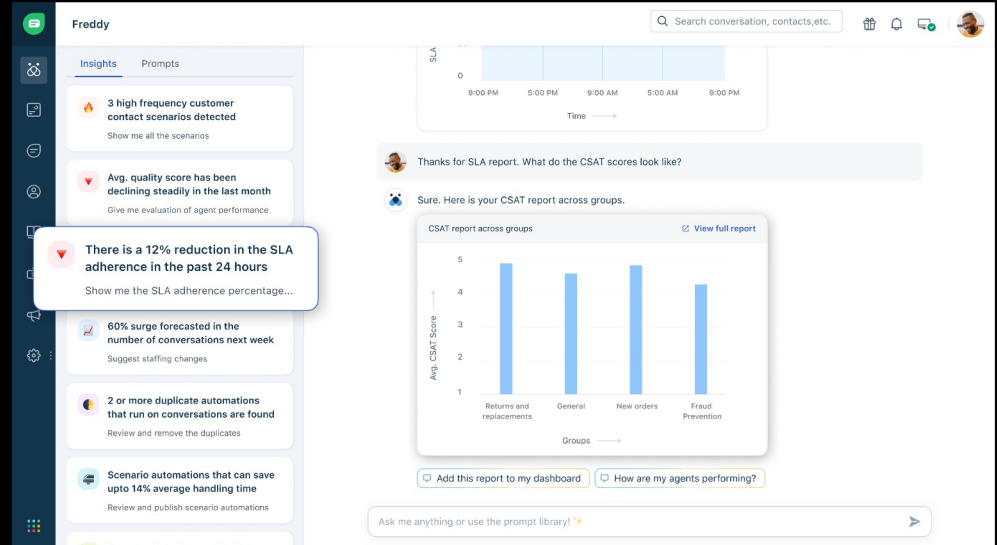
Optimize operations, drive growth, and make data-backed decisions with AI-powered Insights

Interact with your software using prompts, not clicks

Freddy Insights surfaces key issues, creates tailored solutions, and executes them through simple prompts

Go beyond support into total customer experience

Streamline data and analytics with a unified data model across sales, marketing, and support



The screenshot displays the Freddy AI interface. On the left, a sidebar contains navigation icons. The main area is titled 'Freddy' and includes a search bar. Below the search bar, there are two tabs: 'Insights' and 'Prompts'. The 'Insights' tab is active, showing a list of six key performance indicators (KPIs) with corresponding icons and brief descriptions. The first KPI is '3 high frequency customer contact scenarios detected'. The second is 'Avg. quality score has been declining steadily in the last month'. The third is 'There is a 12% reduction in the SLA adherence in the past 24 hours'. The fourth is '60% surge forecasted in the number of conversations next week'. The fifth is '2 or more duplicate automations that run on conversations are found'. The sixth is 'Scenario automations that can save upto 14% average handling time'. To the right of the insights, there are two conversational prompts. The first prompt is 'Show me all the scenarios', which has been answered with a table showing the breakdown of contact scenarios. The second prompt is 'How much time do my agents spend on each of these?', which has been answered with a table showing the Average Handle Time for each scenario. At the bottom, there is a search bar for the prompts and a button to ask a question.

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

Show me all the scenarios

Sure. Your support team has handled a total of **17,235** conversations in the last 30 days. Here's the breakdown.

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

How much time do my agents spend on each of these?

Here is the Average Handle Time for these scenarios.

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

Show me the most asked questions grouped by contact scenarios

How do I reduce handle time

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

Fråga

Fortsatt innovation och nästa steg inom Customer Support & CX

Freshworks at a glance



2010

Founded



FRSH

IPO September 2021



\$700M+

2024 Annual Revenue Guidance



~5,000

Employees



67,000+

Total Customers

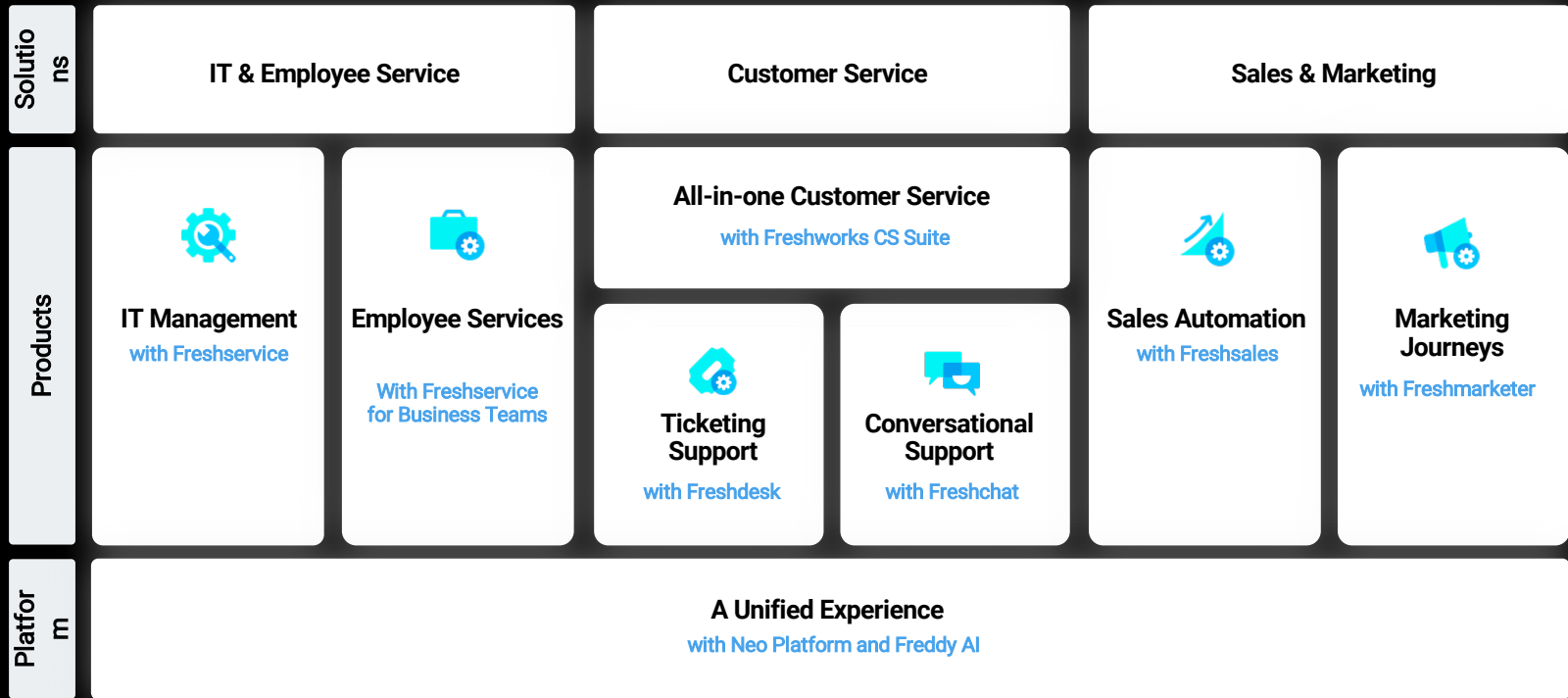


Recognition

3 Gartner Magic Quadrants
Leader in 3 Major Peer Reviews

Data as February 2024

Freshworks Solutions



AI built for customers to deliver instant resolutions across channels 24x7x365

Freddy Self Service



For Customers

Intuitive bot-driven experiences & resolutions

Freddy Copilot



For Agents & Admins

Contextual AI assistant to boost productivity

Freddy Insights



For Leaders

Actionable insights & recommendations



Detecting customer language

Trigger the bot flow that matches the customer's language

- Automatically detect the language of the customer and trigger the bot in that language to offer multilingual customer service

The screenshot shows the 'Manage languages' settings page. The left sidebar contains 'Trusted URLs', 'Manage languages', and 'Conversation settings'. The main content area has a search bar and a table of languages. The table has columns for 'Language', 'Upload/Download CSV', 'Auto translate', and 'Enable'. The languages listed are Arabic, French, Bosnian, and Tamil. Arabic, French, and Tamil have their 'Auto translate' and 'Enable' options checked, while Bosnian has 'Auto translate' unchecked and 'Enable' disabled.

Language	Upload/Download CSV	Auto translate	Enable
AR Arabic Last updated Nov 26, 2022	Download Upload	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FR French Last updated Nov 26, 2022	Download Upload	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
BS Bosnian Last updated Nov 26, 2022	Download Upload	<input type="checkbox"/>	<input type="checkbox"/>
TA Tamil Last updated Nov 26, 2022	Download Upload	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

AI built for agents and admins to achieve customer service excellence

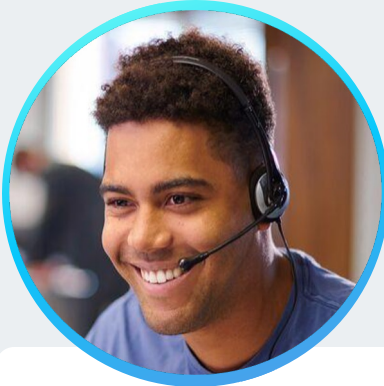
Freddy Self Service



For Customers

Intuitive bot-driven experiences & resolutions

Freddy Copilot



For Agents & Admins

Contextual AI assistant to boost productivity and enhance quality

Freddy Insights



For Leaders

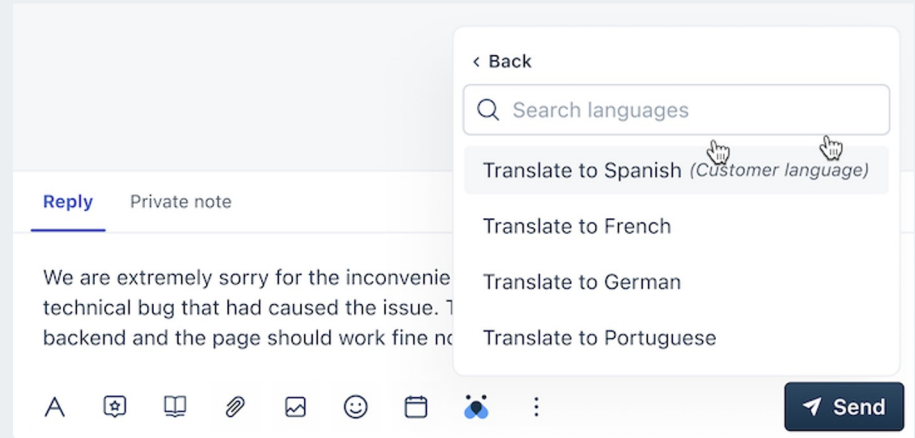
Actionable insights & recommendations



Live translate for agents

Empower agents to offer support in multiple languages

- Enable agents to respond in any customer preferred language
- Ensure that all the customer messages are automatically translated into the agent preferred language
- Automatically translate the agent responses into the customer preferred language to improve overall customer experience and decrease response times





Post resolution quality coach

Assess the quality of each customer conversation

- Track agent performance to identify areas for improvement, leading to better customer interactions and higher-quality resolutions.
- Admins gain valuable insights through the new "Quality Score" report, enabling them to monitor agent performance, identify areas needing attention, and implement targeted training programs.

The screenshot displays a chat window titled "Web widget - Chat with us" with a "Resolved" status. The chat history shows a customer asking for a refund, an agent providing information, and the customer expressing satisfaction. The chat is marked as resolved by the agent and has a 4-star rating from the customer. To the right, a sidebar menu lists various features, including "Post Resolution Quality Coach" which is currently selected.

Chat transcript:

Orange Shoe: Refund...

Vijay Krishnamurthy: Would you like a refund or a return?

Orange Shoe: Cool, please proceed.

Vijay Krishnamurthy: Great, thank you for providing that information. It looks like we can proceed with the refund.

Orange Shoe: Alright, Mr. Smith, I have processed the refund for the full purchase price of \$100. You should see the credit on your credit card statement within 5-7 business days. Thank you for shopping with us, and I hope this resolution satisfies your concerns.

Vijay Krishnamurthy: Thank you for your assistance. I appreciate the prompt resolution. Goodbye.

Resolved by Vijay Krishnamurthy

Marked as helpful by Orange Shoe
4 star rating

Quality Coach Sidebar:

- Contact info: John Smith, Sunnyvale, USE
- Website info
- Conversation properties
- Post Resolution Quality Coach (Selected)
- ShipStation
- Agent Assist for Chat
- Growave Reviews
- Growave Loyalty & Rewards
- Shopify
- Freddy - Next Best Action

AI built for leaders to take informed decisions with proactive & contextual insights

Self Service



For Customers

Intuitive bot-driven experiences & resolutions

Copilot



For Agents & Admins

Contextual AI assistant to boost productivity

Insights



For Leaders

Actionable insights & recommendations



Proactive Insights

Freddy AI automatically surfaces actionable insights through 24x7 data analysis

- Freddy AI automatically displays key trends and insights that require your attention.
- Interact with the AI using natural language prompts to dive deeper into each insight.
- Receive recommendations on how to solve each challenge and implement them using prompt-based instructions.

The screenshot displays the Freddy AI interface. On the left, a dark sidebar contains navigation icons. The main area is titled 'Freddy' and has a search bar at the top right. Below the search bar, there are two tabs: 'Insights' and 'Prompts'. The 'Insights' tab is active, showing a list of six actionable insights, each with a title, a brief description, and a 'Show me...' link. The insights are:

- 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)

On the right side of the interface, there is a chat window with the Freddy AI avatar and the text 'Hi, How can I help you?'. Below this, there are three suggested prompts in rounded rectangular buttons:

- How were my bots performing last week?
- Show me top performing agents
- How do I improve the first response time?

At the bottom of the chat window, there is a text input field with the placeholder text 'Ask me anything or use the prompt library!' and a right-pointing arrow button.

Knowledge base insights

Freddy to recommend Knowledge Base suggestion to improve overall content

- Provide suggestions to create or improve Knowledge Base solution articles based on historical customer interactions and agent resolutions.
- Enables admins to improve their coverage of Knowledge Base for better Self Serve experience via Portal, Bots and Agent documentation.

The screenshot displays the 'Insights' section of the Freshworks Knowledge Base. A notification card at the top states: '5 draft articles created to potentially increase coverage by 20%. Show me the 5 drafted articles'. Below this, a list of draft articles is shown in a blurred view. The main content area shows a chat interface where the AI assistant 'Freddy' has responded to a request for draft articles. The response includes a table of 'Drafted Articles' with the following data:

S.no	Title	Volume
1	Unblocking a Number in Freshdesk Contact Center Call blocking Phone number > Contact Center > Blocking	8%
2	Getting a Product Walkthrough of Freshchat Product Freshchat > Product Walkthrough	4%
3	Customizing Ticket Fields in Customer Portal Channel Self service Customer Portal > Customizing Ticket Fields	3%
4	Managing Agent Details and Password Resets in Freshchat Security Freshchat > Passwords > Reset Password	2%
5	How to Get Help from Freshworks Support Help > Get Help from Freshworks	2%

Below the table, there is a 'Read article 1' button and a search bar with the placeholder text 'Ask me anything or use the prompt library!'.

Next steps with us...



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