



Freshdesk Omnichannel for Manufacturing

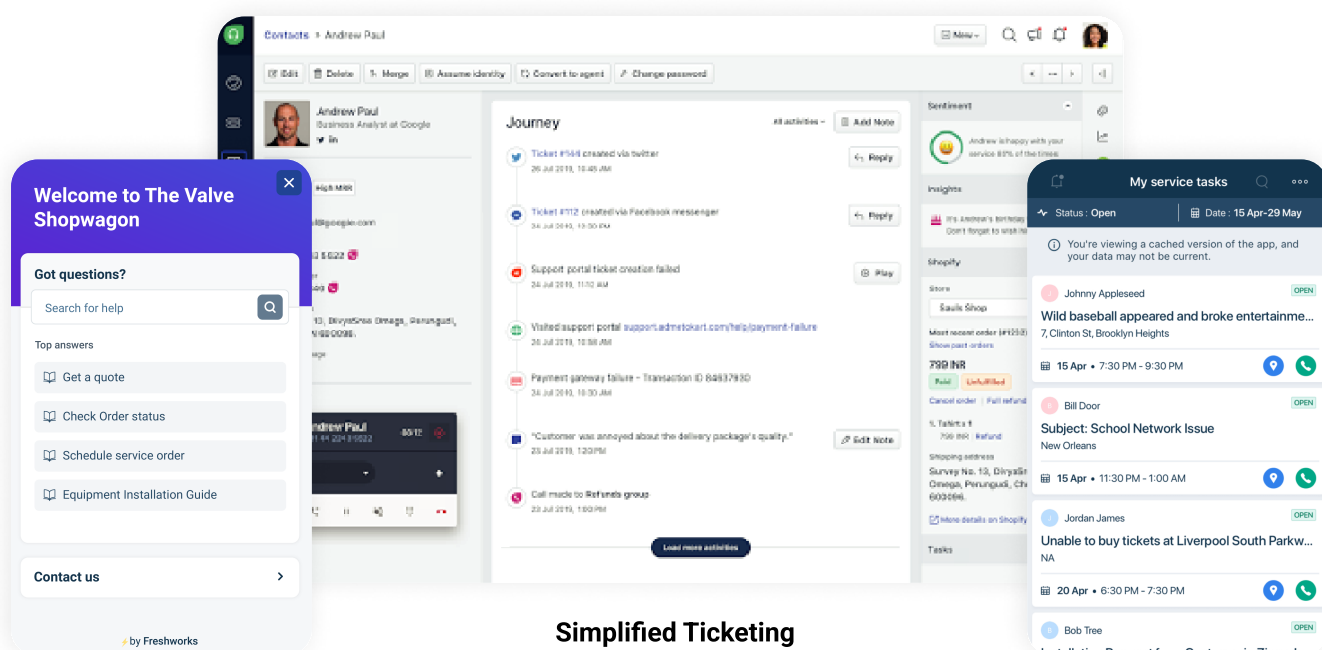
Modernize customer support effortlessly



In today's competitive landscape, manufacturers realize they can no longer differentiate on product and price alone. Customers now expect fast and reliable support, personalized experiences, and self-service options.

To meet customer expectations, manufacturers need to offer superior business experiences. Unfortunately, their efforts to move to new business models are undermined by outdated systems, such as shared inboxes and spreadsheets. Freshdesk Omnichannel is a modern solution that helps manufacturers deliver delightful support across all channels, helping to resolve customer and field service requests more quickly and efficiently.

Our easy-to-use solution is packed with powerful features including ticketing, self-service, AI and chatbots, unified customer profiles, a mobile field service app, reports, as well as integrations with ERP, billing, and order management systems. With Freshdesk, reach your support and field service KPIs, achieve your servitization goals, and grow your customer lifetime value.



Self-Service

Simplified Ticketing

Field Service App

1. Delight Customers with Faster Service

Enable self-service: Delight your customers and reduce ticket load on agents with self-service support such as knowledge base and chatbots. This way, customers have instant access to accurate information on the channel of their choice.

Collaborate effortlessly: Resolve queries faster by seamlessly collaborating with internal departments, field technicians, dealers, and suppliers.

One solution for support and field service: Deliver faster and more accurate service with an all-in-one solution for field service and customer support. Achieve field service KPIs by managing field appointments, assigning service requests to technicians, and equipping technicians with a mobile app.

Manufacturers experience on average up to 25% reduction in L0/L1 customer cases by using self-service options with Freshdesk.¹

2. Make Every Agent a Hero

Increase agent productivity: Shared inboxes lead to inefficiencies, such as multiple agents working on the same issue. Digitize support to maximize agent productivity while ensuring all customer issues are resolved. Convert every customer request into a ticket, automatically categorize and assign tickets to the right agent, and track their status, so nothing falls through the cracks.

Gain Visibility into Support Performance: Share key business metrics with executives and business leaders: agent and dealer performance, field service KPIs, and customer service attainment levels.

3. Get Started Fast with Rapid Time to Value

Right-Sized Implementation: Our intuitive solution is easy to use and requires minimal training, so you can get your agents up and running in no time.

Lowest Total Cost of Ownership: No need to hire external consultants for setup, maintenance, or system upgrades, helping you to optimize your total cost of ownership.

Integrate with ease: Connect Freshdesk Omnichannel with 1000+ pre-built integrations, such as ERP, payments and billing systems. Plus, use low-code solutions to integrate with an application of your choice.

Manufacturing companies are able to save on average 10% of time per customer interaction with Freshdesk's automations.¹

¹ Freshworks Customer Value Realization 2022.