

Transforming customer service with AI

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CX Advisor



Top customer-centric businesses are investing in AI

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

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

By **Bradford Betz** | **FOXBusiness**

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

BY **PYMNTS** | JUNE 14, 2023

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

By **Bill Goodwin**, Computer Weekly

Published: 16 Jun 2023 9:00

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

Justin Dawes, Skift
April 4th, 2023 at 12:52 PM EDT

Air India makes \$200M initial investment to use ChatGPT-driven chatbot

By **CIONews Desk** · April 25, 2023

64 0

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

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



Susan Caminiti
@SUSANCAMINITI

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



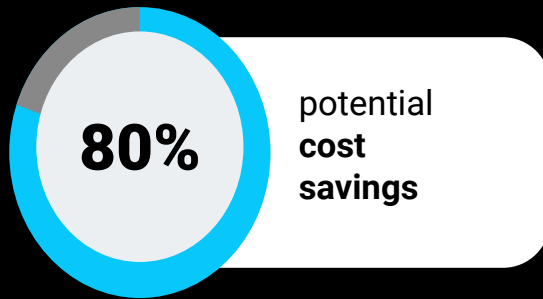
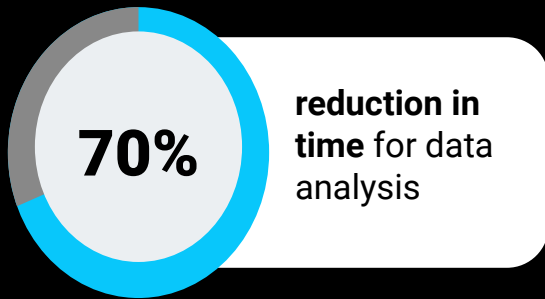
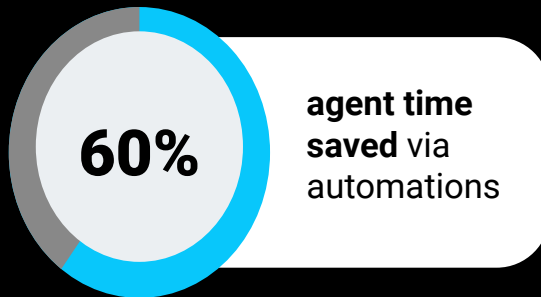
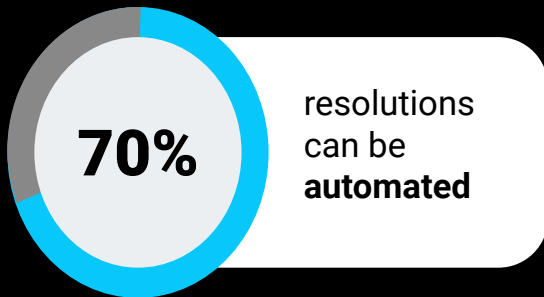
By **Toni Witt** · May 11, 2023 · Updated: May 11, 2023 · 6 Mins Read

Qualtrics uses AI to analyze customer needs for better CX

By **Mary Reines**, News Writer

Published: 19 Jul 2023

Gen AI is powering a new era in customer service



World without generative AI



Customers & Employees

Poor experiences

Long wait time, context-less conversations and slow resolution times, even for simple issues



Business Users

Low productivity

No context, excessive time spent on repetitive tasks, and significant ramp up time

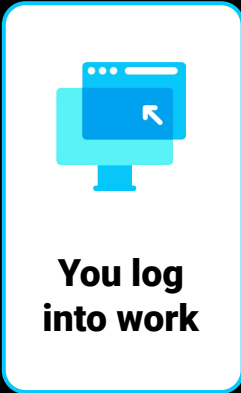


Leaders and managers

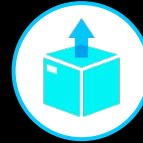
Poor decision making

Lack of proactive, contextual, domain specific insights and recommendations

With gen AI, **reimagine** EVERYTHING you do in a day...



- 1 Deflect more through automated workflows you chose and AI created
- 2 Get proactive assistance on areas that would take longer if you work on them on your own
- 3 Rapidly see and act on priorities that need your attention



Your day is
more productive

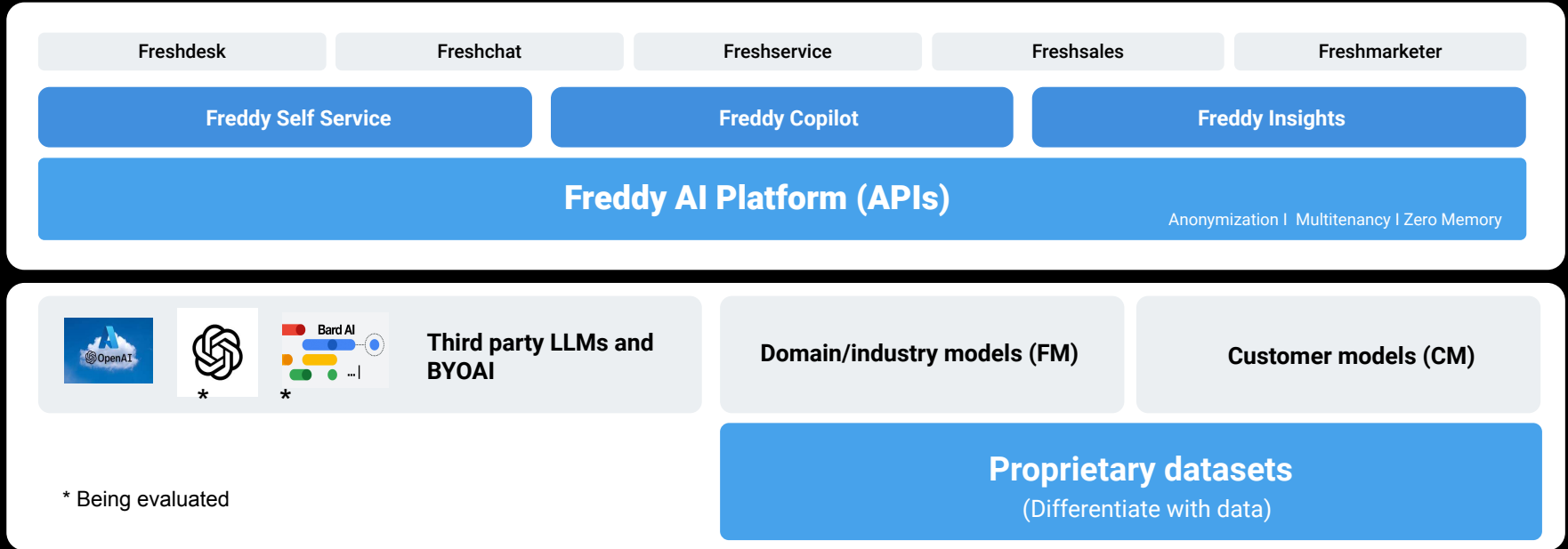


Your team is
more effective



Your customers
are happier

An AI architecture built for versatility



Success Freshworks customers are seeing with generative AI

61%

**agent time saved via
generative AI**

Features: Solution Article
Generator, Auto Generation of
Variants (Bots)

56%

**less time spent
summarizing tickets**

Features: Summarize, L1 to
L2 Summarization

34%

**reduction in average
handle time**

Features: Rephrase, Tone
Enhancer, Message
Expansion, Draft Email Gen.

See more success metrics [here](#).

Customer success story: iPostal1

Our speaker

Dan Medina

Director of Customer Service Operations
iPostal1



About iPostal1

- iPostal1 is a SaaS tech company that has evolved into the leading Digital Mailbox provider
- 2,750 mailing address locations worldwide that customers use as their virtual address
- Customers can use their digital mailbox to protect their privacy, stop mail and package theft, or create a presence in multiple markets complete with phone and fax



The Challenge

iPostal1 had a difficult time responding to customers due to their complex system

This led to agent frustration and customer dissatisfaction. Often, **customers would contact iPostal1 multiple times** to get their answers.

Challenges:

- Limited self help options
- Lack of full customer context
- A difficult-to-navigate system

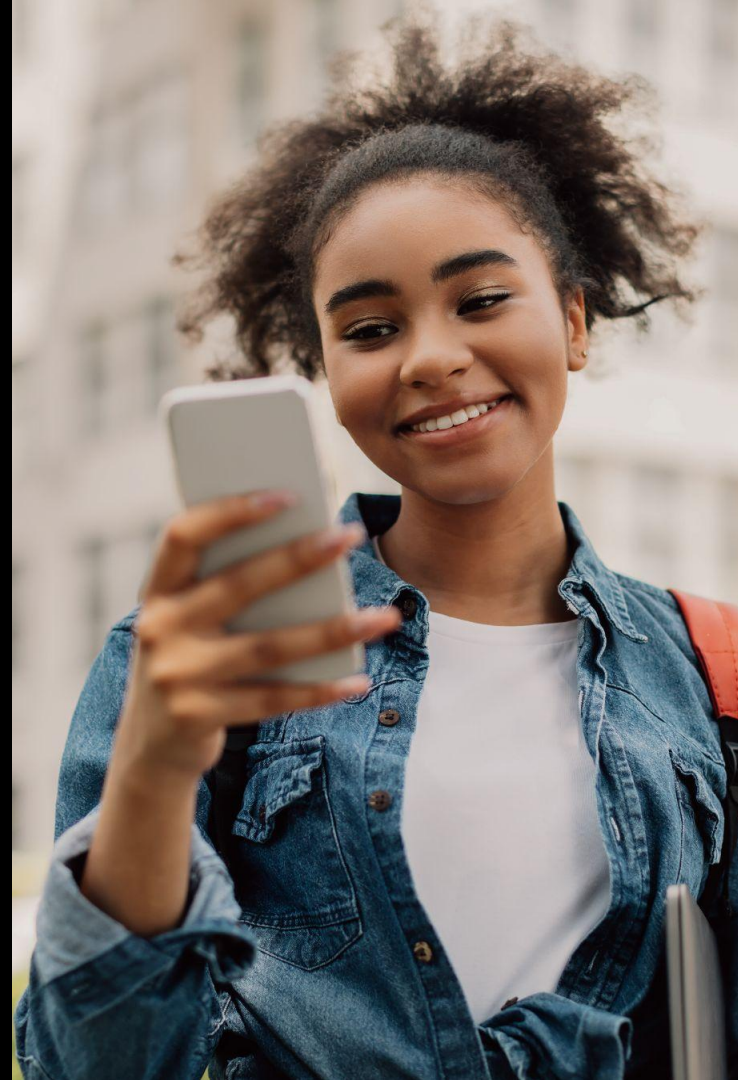


The Solution

iPostal1 implemented **AI-powered chatbots** to help customers self-serve

The bots deflected common queries and allowed agents to focus on more complex issues.

- The bots were quick to deploy, easy to use, and highly customizable
- Native AI/ML capabilities detected intent, gave answers to common FAQs, & resolved issues instantly
- Quickly helped customers self-serve



The Results

Better customer experience and increased agent productivity

Customers are able to **self-serve** and **get answers immediately**. And for more complex queries, agents are able to **give instant support**.

- Reduced resolution time and increased CSAT
- Chat team **decreased first contact time to under a minute** (for complex queries)
- Intuitive and easy-to-use solution with full customer context



Customers are able to come to the site and help themselves much more effectively than before with the multiple [AI-powered] chatbots we have.

- Dan Medina, Director of Customer Service Operations - iPostal1



Q&A



Thank you!

Appendix

Automate **support** with Freddy Self Service

What is Freddy Self Service?

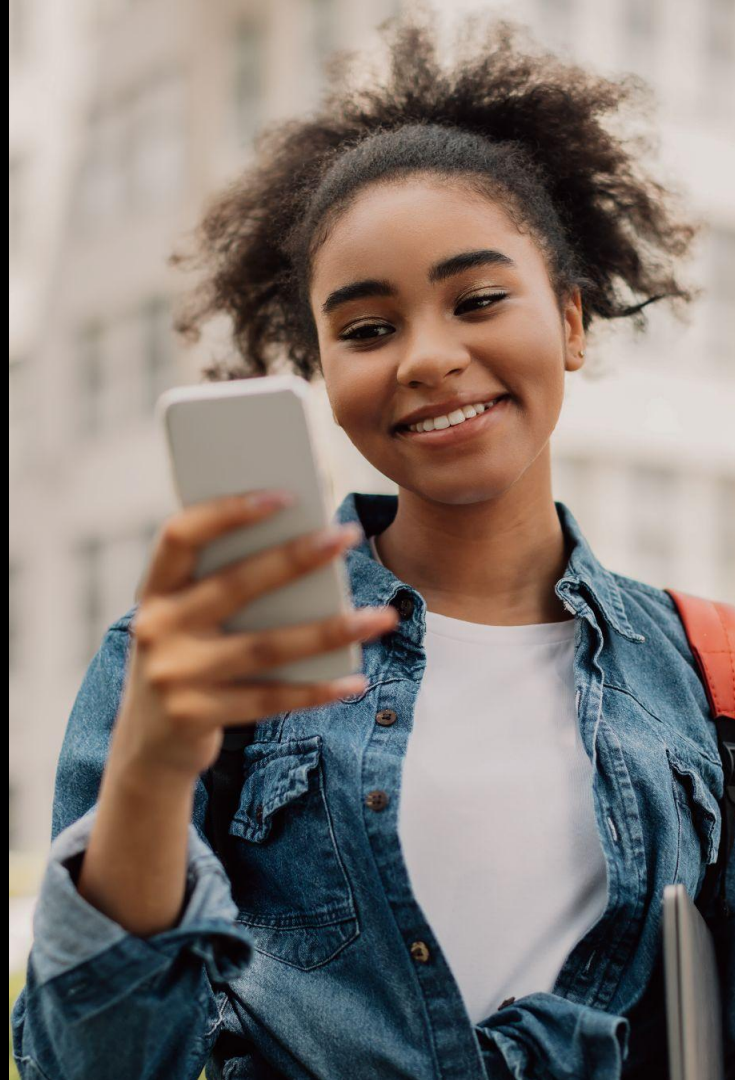
Automate the self-service experience and deliver instant resolutions via chatbots, available 24x7x365 on the channel of your customers' choice.

For example

- Deploy complex chatbots that deflect FAQs from customers
- Engage customers with bots that speak like your live agents
- Transfer conversations to agents, when required, with complete customer context

Impact it drives

- Deliver instant resolutions anytime, anywhere
- Free up your agents by reducing their workload
- Bring down operational costs by automating a big chunk of support queries



Boost productivity with Freddy Copilot

What is Freddy Copilot?

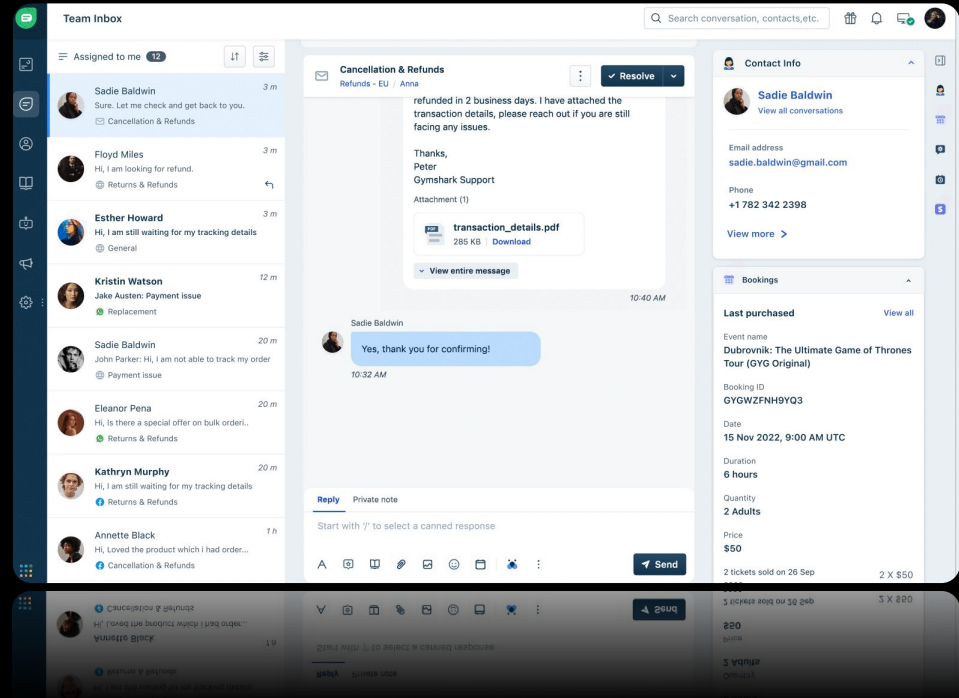
Improve your team's productivity with an AI-assistant that offers guided assistance, productivity boosts, and automations that are triggered using natural language prompts

For example

- Instruct AI to build and deploy chatbots in an instant
- Guide agents to the perfect resolution with contextual next-best-action suggestions
- Summarize entire conversations with a click of a button

Impact it drives

- Exponentially increase your speed of execution
- Standardize and improve your quality of support
- Deliver higher CSAT with contextual, personalized support



Optimize operations with Freddy Insights

What is Freddy Insights?

Optimize your support operations with AI that continually analyzes your data to surface actionable insights, along with suggestions on how to act upon them.

For example

- Get insights on customer queries that can be automated
- Receive volume forecasts for the upcoming week through trend analysis
- Accessing performance reports by asking for them using natural language prompts

Impact it drives

- Interact with your software using prompts, not clicks
- Easier and quicker decision making
- Better access to performance data



At Freshworks, **Freddy AI** has always powered our products

Freshworks Products



Customer Service

Freshchat, Freshdesk



Sales Automation

Freshsales



Marketing Automation

Freshmarketer



IT & Employee Service

Freshservice



Neo platform

Freddy AI

Marketplace (Public & Customer Apps)

Conversations

Analytics

Administration

Developer Experience

Unified Data

Now, Freddy is **supercharged with generative AI** to empower your customers, agents, and leaders



Customers



Employees



Customer Support



Sales



Marketing



IT



Developers



Business Leaders, Managers,
Supervisors, Admins



Freddy Self Service

Rapidly deliver personalized resolutions with smart automations



Freddy Copilot

Supercharge productivity with contextual and conversational assistance



Freddy Insights

Make informed decisions with proactive and contextual insights