



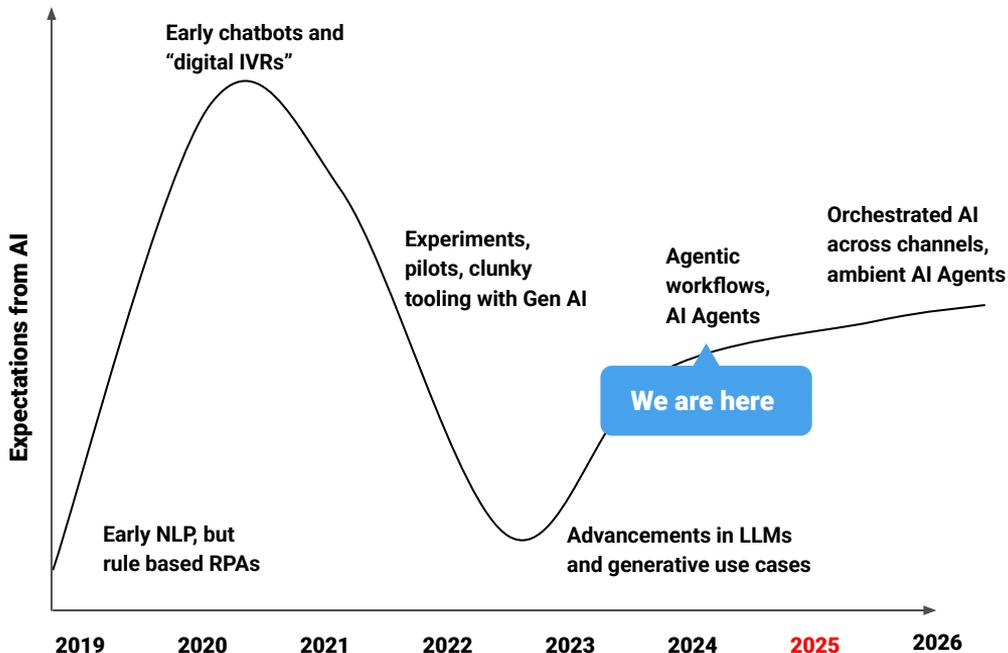
# **Uncomplicated CX: Building Seamless Omnichannel Experience With People-first AI**

September 2025

# Customer support has always adapted to disruption

	Milestone	Method
pre-1970	Face-to-face	Personalized, but unscalable
70s-80s	Letters	Delayed, but documented
80s-90s	Phone	Real-time, but expensive
90s - 2000s	Email	Efficient, but asynchronous
2007	Social media	Public, fast, brand-visible
2013-2019	Chatbots	Rule-based automation

# This isn't the beginning - it's an inflection point



## From assistive to agentic.

AI isn't just helping people, it's acting on their behalf.

## Speed is no longer a competitive advantage.

It's the baseline. Personalization, scale, and seamless experiences are the new bar.

## Omnichannel isn't optional anymore.

Customers don't think in channels.  
Your AI shouldn't either.

## We are in the inflection point.

Winners are already scaling AI with intention.

# Businesses have to balance **increasing customer expectations** and **workforce challenges**

**2 mins**

Customers expect a response within **minutes of contacting a business**

[Source](#)

**67%**

Customers expect businesses to **proactively reach out** to resolve issues

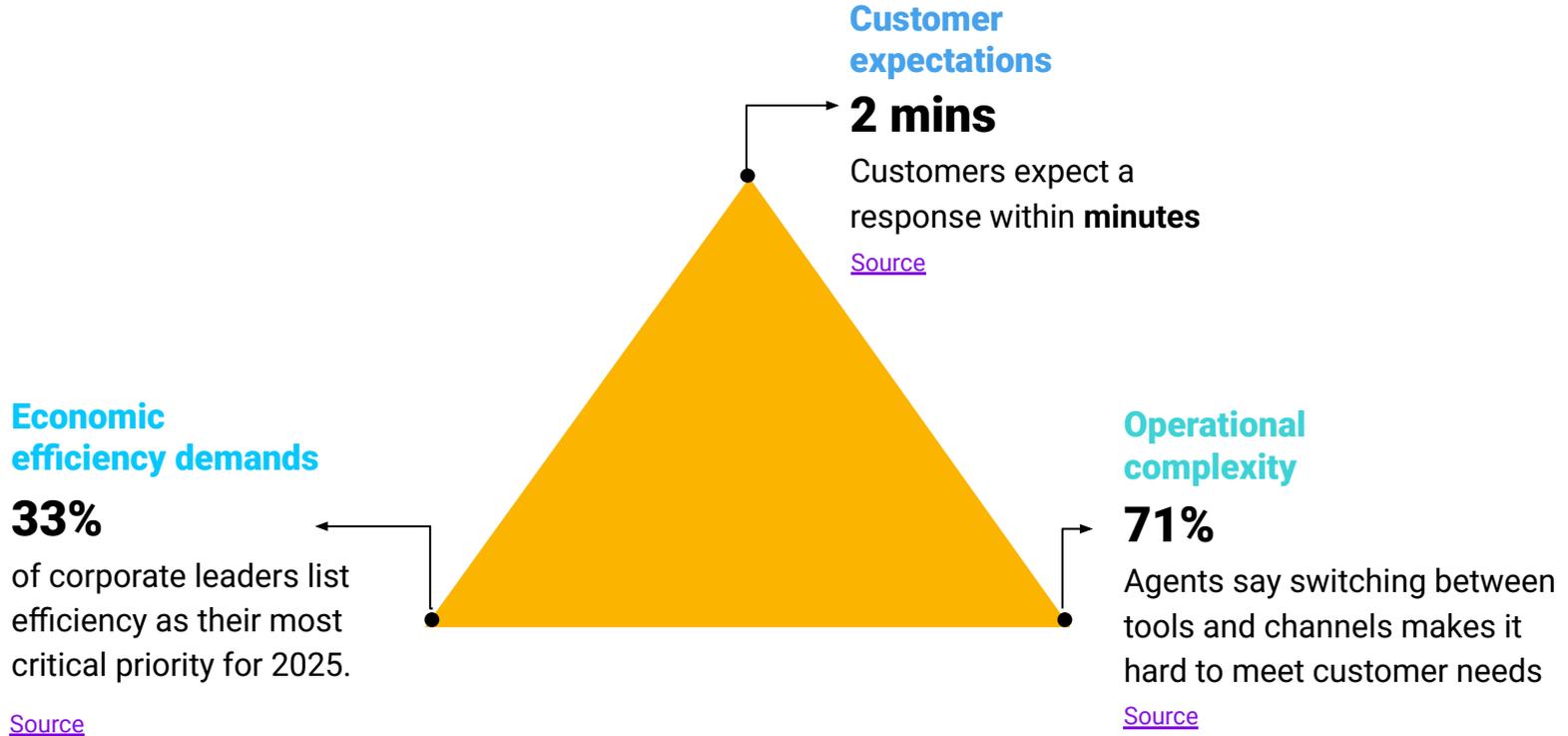
[Source](#)

**71%**

Agents say switching between multiple tools and channels has **made it super challenging** to meet customer needs

[Source](#)

# Balancing the triangle of pressure



# The hidden costs of broken, outdated tools

Disjointed legacy systems slow agents down, frustrate customers, and undermine revenue.

1

Support teams are answering the same question 1,000s of times per month

2

Your best agents spend over 60% of their time on repetitive tasks

3

Siloed data slows support—agents lack full customer context.

4

Disconnected channels force customers to repeat themselves

5

Customers leave when they can't get quick, easy answers

Unproductive Agents

Disconnected experiences

Lost customers & revenue

# The CX landscape is shifting—and so are the possibilities

1

## AI is reshaping customer service

By 2029, 80% of support issues could be resolved autonomously with AI (*Gartner*)

Smart CX teams are already deploying assistive and agentic AI at scale.

2

## Omnichannel is non-negotiable

90% of customers expect consistent service across email, live chat, and self service portals

The winners are integrating AI across channels to meet customers where they are.

3

## The cost of poor CX is rising

CX quality has declined for 3 consecutive years, impacting loyalty and revenue (*Forrester*)

Great service isn't a cost center, it's your biggest growth lever.

4

## High customer expectations

63% of customers would switch to a competitor after only one or two bad support experiences.

But it also means 63% will stay loyal if you deliver great support

# **Where do we go from here?**

**Customer support today is undergoing a seismic transformation driven by changing consumer behavior, technological advancements, and market forces. Businesses that fail to modernize will lose customers and revenue.**

# Meet Freshworks

## Freshworks CX



### Drive Seamless Omnichannel Experiences

Unified, cross-channel experience for consistent and responsive customer support



### Empower with People-first AI

Empathetic 'human-like AI' enables secure, thoughtful, & personalized customer interactions



### Deliver Real-time Proactive Engagement

Seamless customer interactions for improved satisfaction, loyalty, and a stronger brand

# We are infusing AI into every user experience



## Customers



### Freddy AI Agent

Rapidly deliver personalized resolution with smart automation



## Customer service agents



### Freddy AI Copilot

Supercharge productivity with contextual and conversational assistance



## Leaders



### Freddy AI Insights

Take informed decisions with proactive and contextual insights

# AI is moving from trial to traction in 2025, delivering tangible business outcomes

**32%**

of CS practitioners are already using AI for customer service.

Source: Freshworks Customer Survey

**47%**

of CS practitioners not using AI already, are planning to implement it in 2025.

Source: Freshworks Customer Survey

# We differentiate with out-of-the-box Agentic AI capabilities

## Freddy AI

High Performance AI Agents - Industry Vertical , Business-function specific, Task-specific

Industry Verticals - Manufacturing, Legal, Financial Services etc.

Business function - ITSM, HR, Facilities, Finance

Task Specific - Send Email, Schedule meeting

Context Aware

Multi-lingual

Multimodal

Multi-agent

### Integrations

#### Out of the box Workflows



### AI Capabilities

AUTOMATE

ASSIST

ANALYZE

Freddy AI Agent

Freddy AI Copilot

Freddy AI Insights

### Channels



Freddy AI Trust Framework

Multi-LLM Agentic AI Architecture

Agentic AI Data Layer

# Available across channels of choice

Freddy AI enables conversational AI across channels, improving accessibility of personalized support

 **Freddy AI Agent**

**Conversational touch points**



**Customers**

SMS

Web chat

Email

Messenger

Apple Messages for  
Business

Instagram

Phone

WhatsApp

Mobile SDK



ModaMax



**Conversationally  
rich experiences.  
Anytime, anywhere.**



# From assistive to agentic: How AI agents are evolving to serve customers

## TODAY



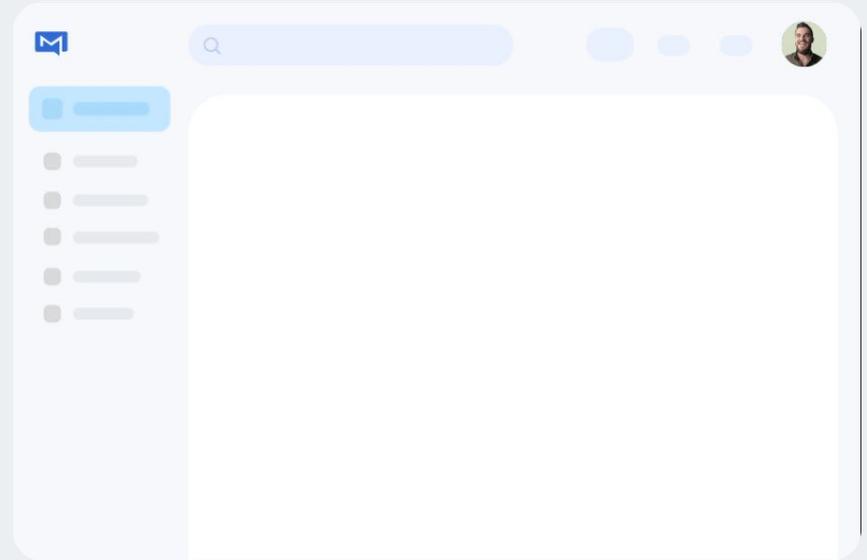
Omnichannel AI agents that deliver personalized support 24/7, just like live agents - on chat, email and through voice AI partners (coming soon)



AI agents learn and train from knowledge sources, prebuilt, or custom-defined actions - all built using the AI Agent Studio

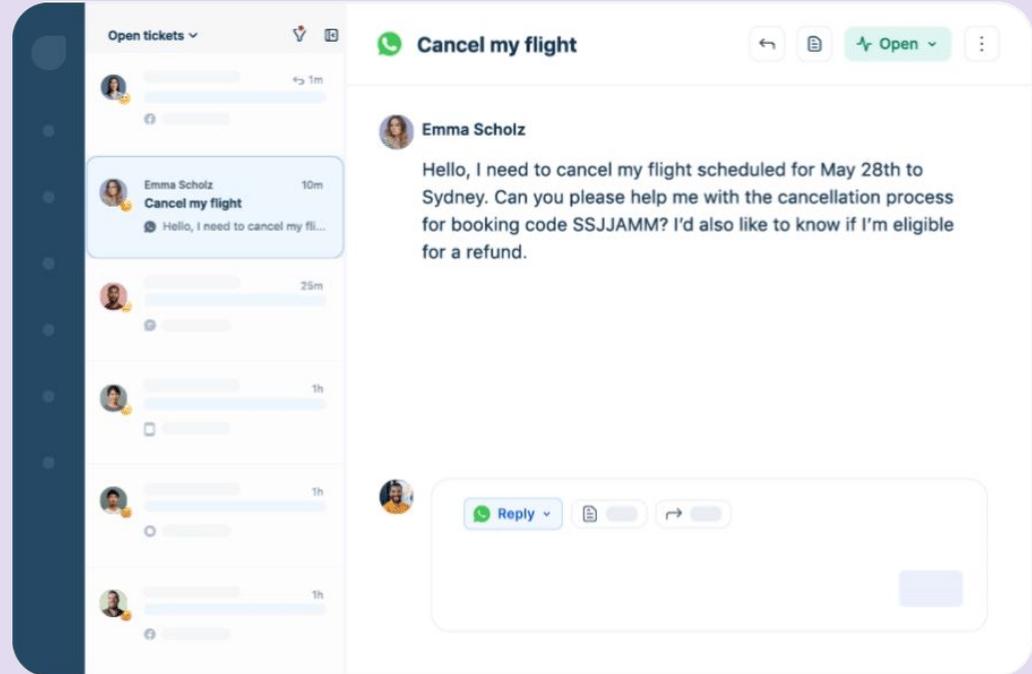


Multimodal conversations with the ability to execute actions and orchestrate processes



**From 24/7 support to autonomous resolution, Freddy AI is redefining customer experiences.**

# Smart, supported agents: Every task, every moment



# How AI copilots are elevating human agents

## TODAY



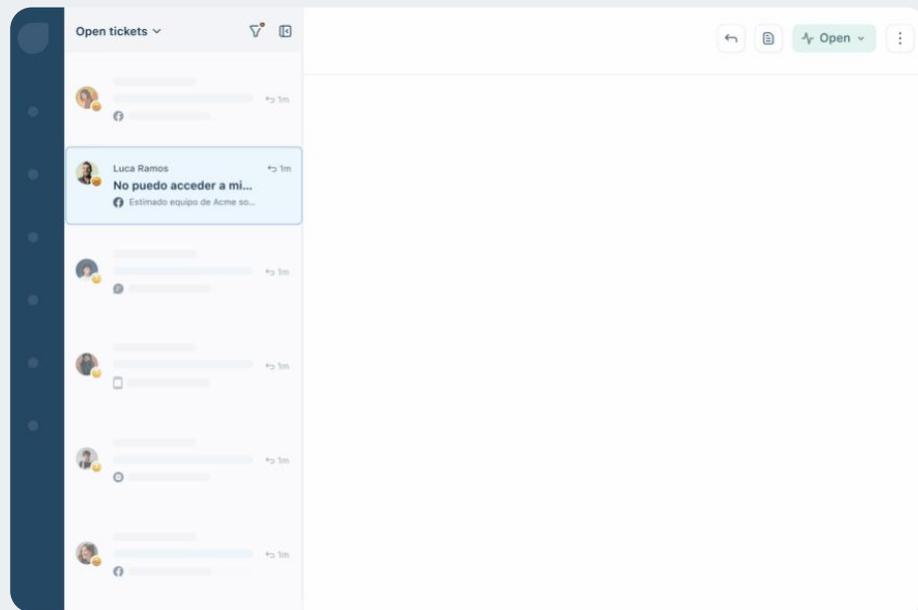
Boost agent productivity with faster summaries, next best actions, real-time resolution suggestions



Improve agent response quality with real-time feedback and improve customer sentiment with tone enhancements



Boost admin productivity with faster content creation and sentiment detection



**Empowering agents with guidance, enrichment, and intelligent workflows in the moment.**

# Actionable intelligence: Smarter insights, real results

The screenshot displays the Freddy AI interface. On the left, a dark sidebar contains navigation icons. The main content area is split into two sections. The top section, titled 'Freddy', has tabs for 'Insights' and 'Prompts'. Under 'All Insights', there are four data points:

- The average resolution time for the billing group increased by 18% compared to the previous week (Billing)
- CSAT has decreased by 33% in Digital operations group compared to last month (Digital Operations)
- The billing group experienced a 20% rise in reopened tickets during the week of March 14th (Billing)
- First response time in the billing group has increased by 20% in the week of March 14th (Billing)

The bottom section features a chat window with the heading 'Hi, how can I help you?' and four suggested prompts:

- How is my Customer Support Team Performing ?
- How effective is the support desk health ?
- What is the quality of resolution provided to our Customer ?
- How can agents be better matched to specific ticket types or customer segments?

A 'Show more' link is located below the prompts. At the bottom of the chat window is a text input field with the placeholder 'Ask me anything or use the prompt library! 🗨️' and a send button.

# How AI insights help leaders make faster, smarter decisions

## TODAY



Get key trends and insights that need your attention and conversationally interact with the UI



Get recommendations to solve challenges and implement them with easy, prompt-based instructions

## FUTURE



Provides operational, business, VOC, system, and service insights



Continuously optimizes workflows, automation rules, and assignments



Intelligently schedules and forecasts labor, evaluates employee productivity

**From trend detection to proactive optimization—Freddy turns insight into action.**



Industry - Retail

Region - NA

# Improving Customer Experience: Broad River Retail **boosts speed and service with AI**

## About the Customer

Broad River Retail, the largest Ashley Store licensee in the Carolinas and Georgia, needed to streamline support operations across stores, outlets, and distribution centers

### Business Challenge

- Agents were juggling disconnected systems—especially the lack of bi-directional integration with Storis ERP/OMS
- Siloed communications
- Manual ticket handling without automation or cross-team collaboration.

### Early results

**83%**

Reduction in response times with Freddy AI

### Solutions

- Seamless Storis integration for a unified agent desktop + intelligent ticket routing by department and skill
- Freddy AI Copilot to reduce agent effort via summarization, next-best-actions, tone enhancement
- Easy admin/configuration, scalable for future AI and digital self-service growth

From 36 hours to 6 hours —  
Turned day long wait times into  
same day resolutions.

**Broad River is embracing fast-paced AI transformation in customer support—by upskilling teams, adapting roles, and laying the foundation for a future where AI moves from reactive to predictive service.**

**Wes Dudley, Head of CX**



Industry - Retail

Region - EU

# AI-Powered Customer Support with Freshworks

## About the Customer

Hobbycraft is UK's leading arts and crafts retailer. with more than 2,000 employees and over 90 stores.

### Business Challenge

- Need for streamlined support workflows
- Complex range of product questions requiring accurate responses
- Desire to enhance customer service through AI technology

### Early results

**30%**

Queries handled by AI chatbot

**25%**

Increase in Customer Satisfaction

**82%**

Tickets resolved at first contact

### Future Vision

- Transforming Customer Experience with Conversational AI
- AI handling a wide range of tasks allowing agents to be more productive
- Empowering the team to build stronger, more personalized customer relationships

**“I was excited to join the beta program because I see AI as a huge opportunity for enhancing our customer service. Already, we’ve seen some positive signs of its impact - our customers are getting faster responses, and the AI agent has been able to handle several low-level queries, freeing up our team to focus on more complex issues.”**

**Simon Birch**  
Customer Service Manager

**The future of CX isn't more.  
It's smarter.  
It's uncomplicated.**