Freshworks on Freshservice

How Freshworks used Freshservice to transform employee service management and deliver enterprise-grade service while reducing costs and complexity
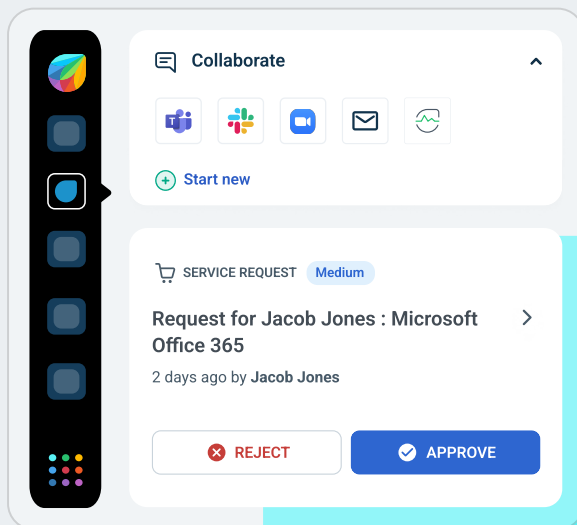
Collaborate

Start new

🛒 SERVICE REQUEST Medium

Request for Jacob Jones : Microsoft Office 365

2 days ago by **Jacob Jones**

❌ REJECT   ✅ APPROVE

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An inside story

Scaling from a five-member team to 5,000+ employees with 13 offices across the globe and supporting 67,000+ customers over 12 years requires a well-executed IT strategy, not just one on paper. It involved unlearning traditional methods of service delivery, choosing scalable enterprise-grade tools without the typical complexity, and creating a scalable model capable of adapting to evolving business needs and changes in strategy.

To match the pace of growth, picking the right service operations tool—easy to deploy and adopt, with short implementation cycles and automatic upgrades—was essential. Freshservice* fit the bill.
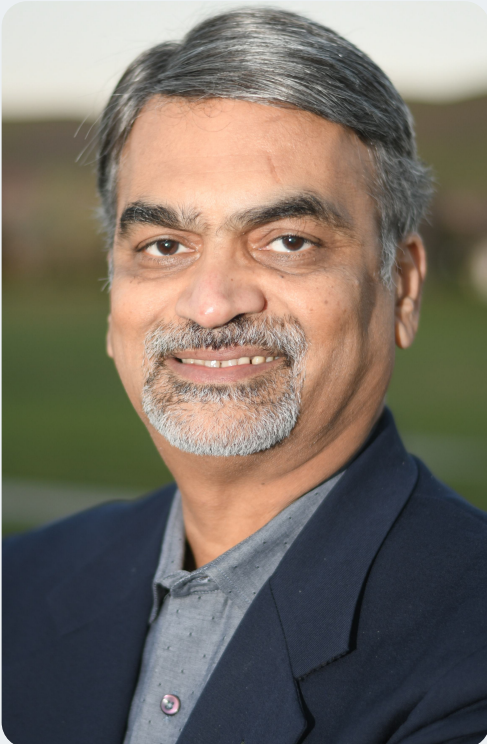
> When looking for tools, I look for ones that users enjoy. IT tools are not just for IT agents. End users—the employees—should find the tool welcoming and love interacting with it.
>
> Today's business changes rapidly. I don't want to implement a tool that takes six months to get up and running. A tool that allows easy conversations across collaboration channels and out-of-the-box integrations with SSO tools, operations management tools, and workflows are crucial while choosing an IT solution.

Prasad Ramakrishnan
Retired CIO*, Freshworks

*Prasad led the implementation and adoption of Freshservice at Freshworks.

We have **283 agents** on Freshservice, up from eight in 2014. We provide services to 5,000+ employees and handle a **half-million tickets** per year across 10 business functions within the organization.

Over the years, despite substantial growth in team size, Freshservice has enabled teams to manage larger workloads without recruiting admins to handle the service desk. With Freshservice's low maintenance requirements and automatic upgrades, admins can prioritize strategic initiatives and operational enhancements.

*Freshservice is the AI-enhanced IT and employee service management offering by Freshworks. Freshservice is used by Databricks, Aramex, Elseiver, Carrefour and thousands of modern organizations across the globe.

Active Agents and Tickets

Legend:
- **Tickets handled by Agents** (blue)
- **Active agents** (green)
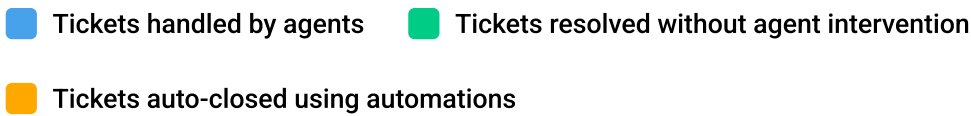
Year	Tickets handled by Agents	Active agents
2019	56557	52
2020	129471	106
2021	319808	193
2022	407450	266
2023	425966	283
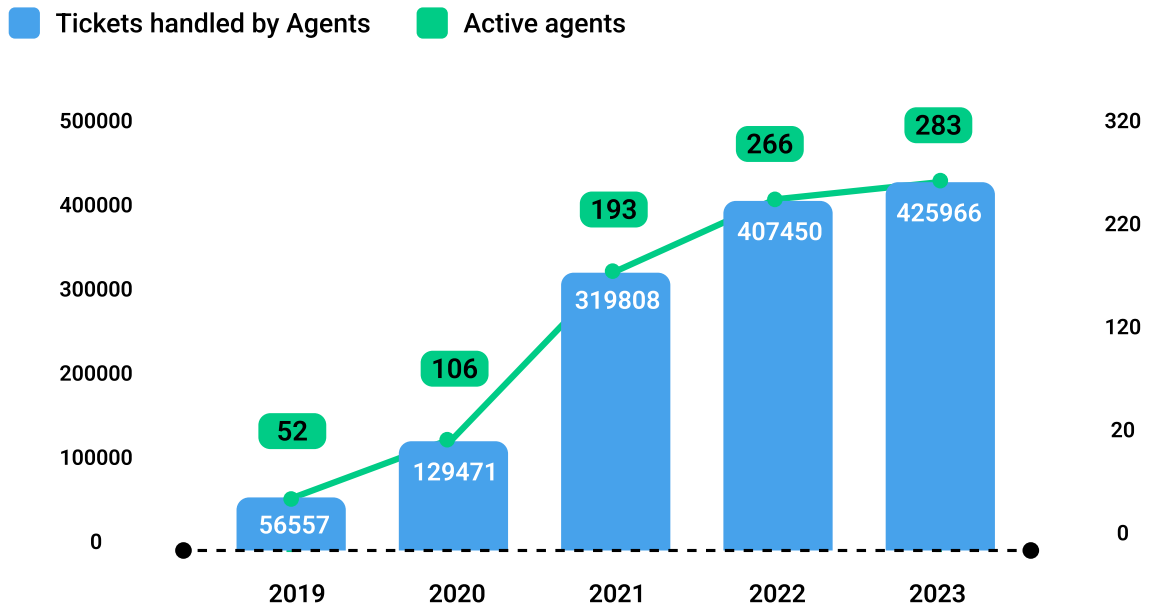
With Freshservice, we've been able to drive efficiency while reducing the cost and complexity of operations.

Ticket management with agents and automations

Legend:
- **Tickets handled by agents** (blue)
- **Tickets resolved without agent intervention** (green)
- **Tickets auto-closed using automations** (orange)

Year	Tickets handled by agents	Tickets resolved without agent intervention	Tickets auto-closed using automations	Total
2019	56557		19,222	75779
2020	129471		39745	169216
2021	319808	22302	73442	415552
2022	407450	74560	89668	571678
2023	425966	62966	49231	538163

Non-linear relationship between admin headcount and employee growth

■ Freshworks employees   ■ Number of admins*
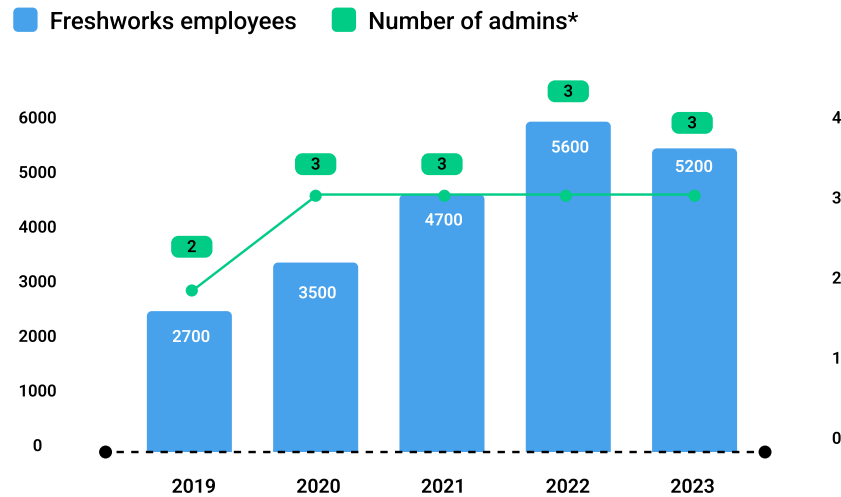
*The number of administrators has been adjusted to account for admin resource utilization, focusing solely on admin tasks within Freshservice. This graph illustrates how hiring and scaling admin resources for maintenance and configurations is unnecessary, even as service needs increase.

Imperatives adopted to drive exceptional experiences and business outcomes

1. Modern AI-powered employee experiences

2. Optimized processes with robust automations

3. Enterprise-grade application architecture

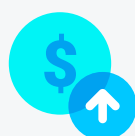## Value benefits achieved with Freshservice in 2023*

68,042
Total hours saved

259%
Projected ROI

$605,906
Total cost savings

*See appendix for methodology and calculations

Value and ROI of Freshservice

Value realized with Freshservice

We analyzed the total yearly benefits of Freshservice, considering the feature adoption across various teams.

Reduced time per ticket

Time per ticket is a metric commonly used in customer support and service desk environments to measure the average time spent handling or resolving a support ticket.

Time per ticket = Number of tickets assigned to agents ÷ Total active agent hours on the system

Active Agents and Tickets
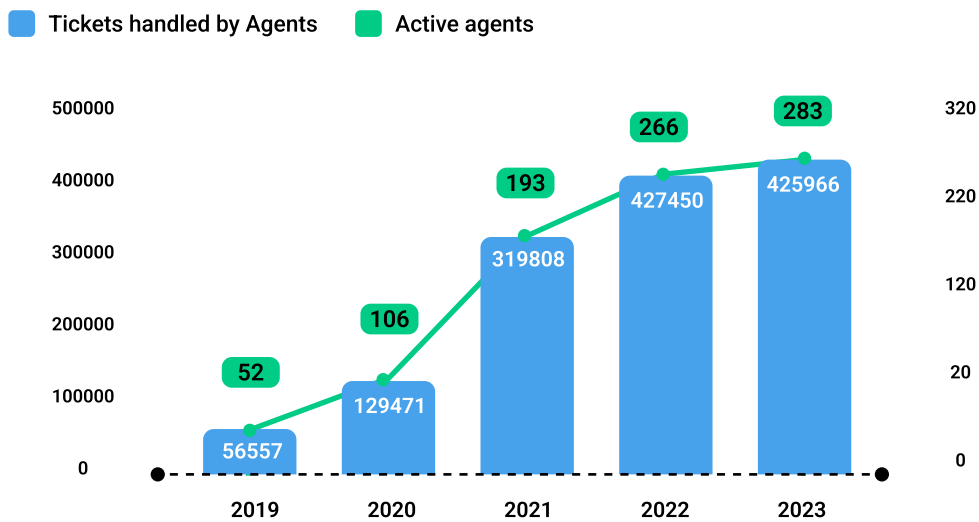
Active agents = Number of agents who contributed to more than 10 tickets per month

Tickets handled by agents = Total number of tickets - Tickets auto closed using automations - Tickets handled by bots

1.43 hrs
Time per contact in 2019

1.04 hrs
Time per contact in 2023

24 minutes
Reduced time per contact

Hours and $ Benefits

Agent cost can vary and is considered based on agent location.

Value driver 1: Ticket elimination

Freshworks has successfully reduced ticket volumes by integrating orchestration-based robotic process automation (RPA) bots into our system. The incorporation of these bots has effectively eliminated repetitive tasks and lowered the volume of L0/L1 tickets, contributing to a more streamlined and efficient workflow.

The reduction in ticket volume has allowed agents to allocate more time and focus to addressing complex queries, enhancing overall productivity, and improving customer support effectiveness.

Ticket deflection	
Tickets resolved by RPA bots	62,966
Time spent per ticket (minutes)*	21
Total hours saved	21,753
Average agent cost per hour**	$8.64
Annual cost savings	**$187,947**

*Average time taken for L0 tickets

**Blended cost per hour for agents across regions

Value driver 2: Agent productivity

By optimizing various capabilities, Freshworks successfully decreased time per contact, enabling us to manage more tickets with fewer agents. This approach has allowed us to scale operations with minimal growth in agent count.
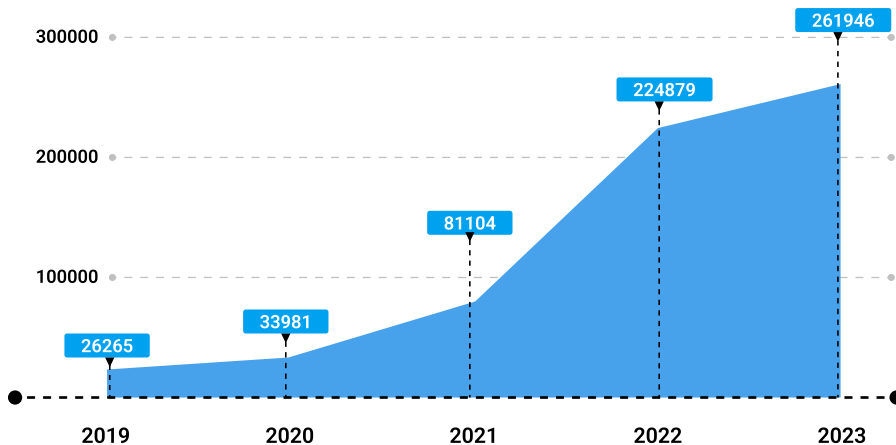
Some of the capabilities utilized:

- Increased number of workflow automations
- Improved adoption of the knowledge base (30000+ article views)
- Improved collaboration with Microsoft Teams and private notes
- Adoption of canned responses to reduce average handle time

Number of child ticket count
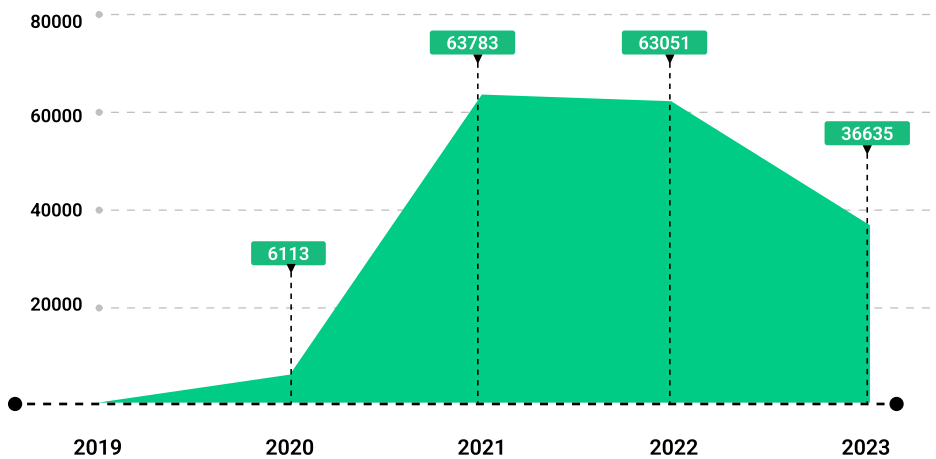
■ Average Child Tickets Count

Number of Private Notes

■ Average Private Notes Count

Enterprise service management (ESM) ticket resolution time improved from 70.24% in 2019 to 82.84% in 2023. Average resolution time decreased from 5+ days in 2019 to 22 hours in 2023.

Agent productivity	
Improved agent efficiency using Freshservice	
Agent tickets in 2023	425,966
Decrease in time per contact (minutes)	24
Improvement attributed to Freshworks features	25%
Improvement attributed to Freshworks features (minutes saved)	6.0
Total hours saved	42,371
Average agent cost per hour	$8.64
Annual cost savings	**$366,088**

Additionally, automations have empowered agents to minimize repetitive tasks, automatically closing specific spam tickets and reducing their involvement in mundane activities.

Agent productivity	
Automation to auto-close tickets without agent intervention	
Agent tickets in 2023	49,231
Time spent closing spam tickets without automations (manual efforts)	3
Total hours saved	2,462
Average agent cost per hour	$8.64
Annual cost savings	**$21,268**

Value driver 3: Admin productivity

The low-code/no-code system provides a visual and intuitive interface for admins to create and modify workflows without extensive coding knowledge, reducing the need for complex scripting or programming.

One-click insights: Freshservice features built-in reports that offer over 360 views of support performance. Curated and custom reports offer quick insights into your business for enhanced decision-making.

Admin productivity	
System maintenance	
System maintenance Admins required in traditional 5,000+ agent organization	4
Hours spent per week on admin activities in traditional ITSM tool	28
Efficiency with Freshservice	25%
Total hours saved	1,456
Average admin cost per hour	$17.28
Annual cost savings	**$25,160**

Our team began utilizing Freshservice's generative-AI-powered Freddy Copilot for developing knowledge base articles in the last quarter of 2023. With Freddy Copilot, service management teams can quickly auto-generate help articles.

Admin productivity	
Knowledge base creation	
Knowledge base articles created in 2023	420
Efficiency with Freshservice	25%
Knowledge base articles created with the help of Freddy Copilot	105
Minutes to manually create an article	180
Hours saved	315
Average admin cost per hour	$17.28
Annual cost savings	**$5,443**

Summary

ROI		
	Cost impact	**Hours impact**
Ticket deflection	$187,947	21,753
Agent productivity		
• Automations to auto-close tickets	105	105
• Improved agent efficiency using Freshservice	180	180
Admin productivity	315	315
• System maintenance	180	180
• Knowledge base creation	105	105
Value benefits	$605,906	68,042
Projected ROI	**259%**	

Modern AI-powered employee experiences

Freshworks boasts a diverse employee base spanning multiple generations and global locations. Having grown up in the digital era, Gen Z now plays a significant role in the workforce. This generation, alongside Baby Boomers and Millennials, collectively shape workplace dynamics. Driven by the hybrid workplace model, expectations for consistent services and consumer-grade experiences rise, presenting challenges.

Research by Dell finds that when it comes to choosing employment, 91% of Gen Z say technology would influence their choice among similar employment offers. Hence, Freshworks is on a mission to seamlessly integrate technology across every phase of the employee lifecycle, from recruitment and onboarding to the day-to-day work experience, to appeal to this emerging employee group. Although that's easier said than done, we used AI to deliver prompt and consistent services, empower agents to automate manual tasks for improved service delivery and furnish leaders with data-driven insights to improve processes and service delivery.

Our top objectives with AI were to empower staff and leaders to be high performers and to provide top-quality employee support with advanced self-service that guides employees through their journeys, fostering engagement, productivity, and satisfaction.

"

Lighthouse* has been a real game-changer for me. It's made my job way easier. The virtual agent on Slack makes it super-easy to raise tickets and get updates without always checking the portal. And the service catalog? It has everything I need, from application access to campaign requests. And what's amazing is some requests get processed within minutes! It's so user-friendly and has really boosted my productivity. Lighthouse is now a must-have tool for me at Freshworks!

**Prathiksha**
Employee at Freshworks

*Lighthouse is the name of the employee support portal at Freshworks.

Power self-service and zero-touch employee support

Employees naturally gravitate to their preferred collaboration channels when seeking support. Agents were burdened with responding to basic employee queries such as travel request processes or license access, diverting their attention from critical tasks directly impacting the business.

To address this, we deployed a virtual agent on Slack, which has effectively offloaded routine tasks. This initiative reduced response times and freed human agents from dealing with mundane issues. Agents can now focus on high-value tasks.

The virtual agent aids employees in swiftly finding information or relevant service requests through simple text searches. Whether it's creating tickets, service requests, or accessing existing solution articles for self-service, the integration of AI in Freshservice is reshaping the support experience for employees.
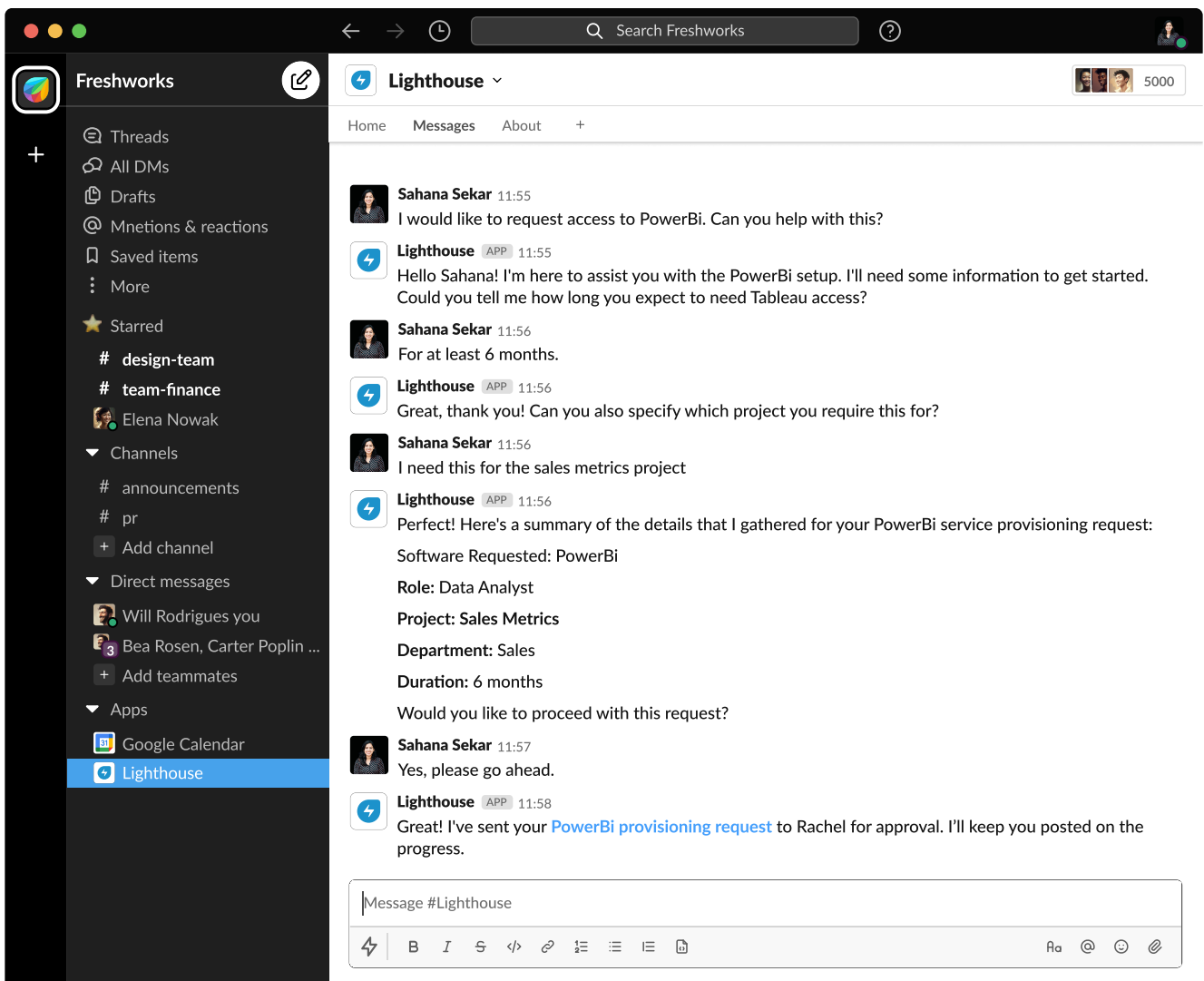
Key benefits of virtual agents:

● Deliver round-the-clock support and deflect tickets by guiding employees to relevant knowledge articles or service items.

● Engage in personalized conversations with employees with complete context, saving agents' time answering basic employee queries.

● Get concise AI-generated answers to queries instead of hunting for answers in help articles

Generative-AI-powered self-service drives significant ticket deflection rates of about **53%**, enabling organizations to mitigate commonly recurring issues and empower agents to focus on critical business tasks.

[Freshworks IT Service Management Benchmark Report 2024](#)

Offer consistent services with productive agents

Agents are the backbone of any service desk. However, our agents were spending significant time reviewing tickets to understand resolutions, creating knowledge base articles, and becoming involved in tickets without proper context. This not only impacted agent performance but also left little time for professional growth, affecting agent morale and escalating costs per service.

At Freshworks, Freddy Copilot* minimizes the manual work in an agent's role, ensuring enterprise-grade service delivery and eradicating low-value processes that hamper productivity.

*Freddy Copilot in Freshservice provides AI assistance to increase agent productivity, automate responses, and drive consistency of service across the team'

Copilot allows agents to swiftly create knowledge base articles from public content, deflecting tickets and lightening their workload. Agents save time by making use of Freddy's reply suggestions curated from help articles, eliminating the need to draft responses from scratch and significantly reducing the ticket handling time. Additionally, Freddy offers concise and precise summaries, sparing agents from reading through the entire ticket to find the required answers, enhancing efficiency and the quality of service provided.

Value assessment of Freddy AI beta

- Faster resolution by reducing average ticket handling time by **60%**

- Improved productivity by reducing time spent on drafting articles and performing service desk tasks by **54%**

- Streamlined efficiency by saving time spent on reviewing content by **31%**

Source: Freshworks Value Engineering Assessment of Freddy AI beta program, 2024

Value benefits achieved through automated knowledge base creation in 2023*

315 hrs
Total time saved

$5,443
Annual cost savings
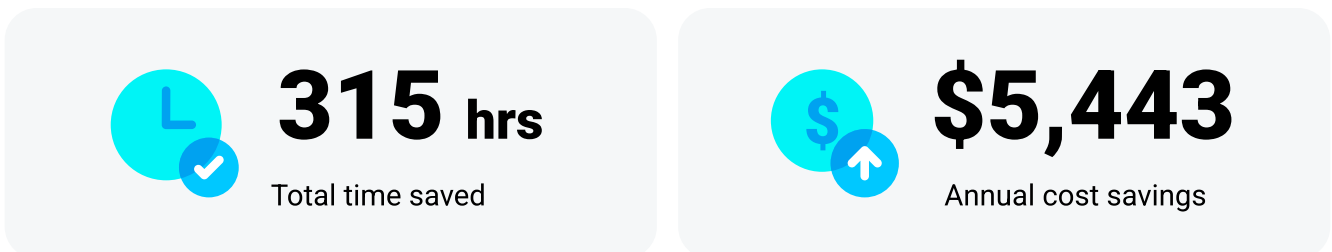
[*See value of Freshservice for methodology and calculations](#)

Elevate service efficiency with meaningful insights

65% of decisions made today are more complex than two years ago, according to a Gartner [survey](#). With this added complexity, making fast, informed choices is impossible without access to timely insights.

With Freddy Insights, our leaders can identify trends and issues quickly, simply, and effectively. The need to create numerous reports is now a thing of the past, as Freddy AI monitors the service desk to provide timely insights when action is required.

With proactive insights and conversational queries, Freddy AI enables swift action to uncover new opportunities and address underlying problems. Some common insights we have taken advantage of:

1   Identify trending employee issues and deflect them with self-serve articles.

2   Understand the team's workload by tracking ticket volume.

3   Identify areas to improve service quality by tracking SLA violations.

4   Measure the timeliness and responsiveness of service agents.

5   Track trends in average resolution time and resolved tickets across categories and agent groups.

Unified support hub for seamless employee assistance

The rise of IT consumerization has made meeting user expectations the central focus of enterprise service software. As our employee count continued to rise and we faced a surge in ticket volumes on all channels, including emails, personal chats, and even walk-ins, it became imperative for Freshworks to establish a centralized repository of consistent information for all operational services accessible to every employee. We sought an auditable service-delivery practice to efficiently handle basic service request queries and establish a streamlined approach to service delivery.

Lighthouse emerged as the guiding light for all support needs at Freshworks. Today, it boasts an extensive service catalog with **720+ service items** covering areas like application access, payroll, finance reimbursements, and travel support, alongside brand asset requests and internal document reviews for security and legal teams. This unified platform manages all employee service requests, promoting transparency and accountability. Employees also get a single-window experience where they can request any item whether it relates to IT, travel, HR, or finance. This way, they don't feel like they are getting the run-around.
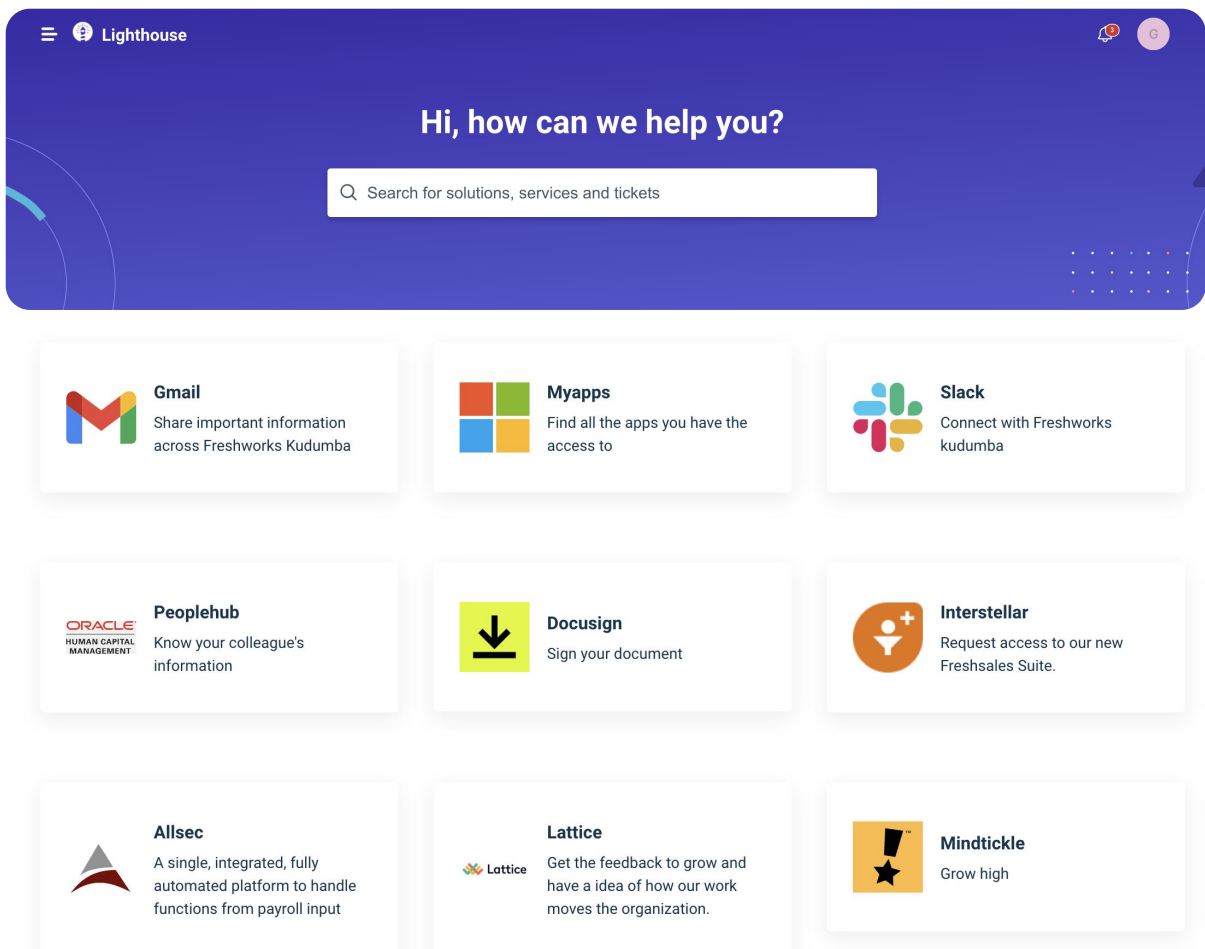
With diverse business functions coexisting within a unified tool, we've established service catalog workflows supporting multiple teams while facilitating cross-functional collaboration on a single ticket. Seamless integration with third-party applications and addressing non-IT use cases has ensured adherence to Information Technology Infrastructure Library (ITIL) standards on all services.

For example, our Governance, Risk, and Compliance (GRC) team, which is responsible for internal audits, consistently seeks process improvements. Using Freshservice to set up hierarchical workflows with tailored logic, they've replaced their audit tool, streamlining processes and eliminating unnecessary expenses previously incurred for documentation purposes alone. Freshservice has empowered us to design the platform to address various business needs effectively and extensively.

This approach to enterprise service management has broken cross-functional silos, reduced ticket volume, boosted the efficiency of complex repeatable processes like employee onboarding and procurement, and provided a unified support hub to democratize services across teams. The Lighthouse portal allows teams to customize services for specific groups while concealing irrelevant options for users.

> Having played a dynamic role in elevating product usage and managing enhancement programs, I've witnessed firsthand how this tool seamlessly integrates with every aspect of the employee experience at Freshworks.
>
> Especially during the pandemic, when Freshworks was experiencing rapid growth while switching all employees to remote working, Freshservice emerged as a vital enterprise tool to enhance support in a dynamic environment. It significantly improved the employee experience by facilitating requests from anywhere and anytime and building robust connectivity between the agent and the requestor. Additionally, it easily accommodated the ever-evolving business requirements, enabling us to scale efficiently.
>
> It has truly transformed how we work and is a testament to Freshworks' commitment to enhancing employee satisfaction and business success.

Vasantha Sundaravadivelu
Service desk manager, Freshworks

Growth of service items by each year

Legend: Net new items (blue) · Cumulative (green)

Year	Net new items	Cumulative
2019	80	80
2020	141	221
2021	243	464
2022	188	652
2023	68	720
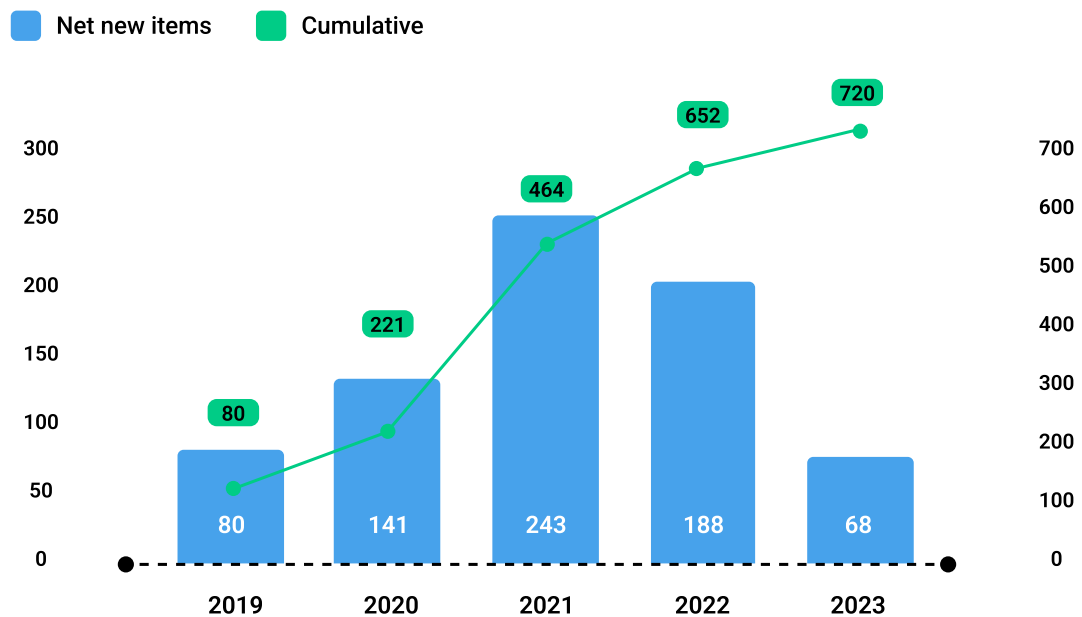
Optimized processes with robust automations

Over the past five years, our employee base has nearly doubled, presenting a significant challenge in managing support services with overwhelming ticket volumes. Simply adding agents to accommodate this growth proved unsustainable. The 2020 global pandemic further underscored the necessity of future-proofing our service delivery to handle sudden spikes in demand and navigate crisis situations effectively, particularly with the abrupt transition to a fully remote workplace. In addition, we also experience seasonal demand surges during quarter ends for go-to-market (GTM) teams, mass onboarding cycles, and IT change deployment periods.

To solve this problem familiar to many businesses, automation offers a unique opportunity. Beyond cost and time savings, automation is fundamental to any IT transformation strategy, crucial for retaining top talent and rapid technological advancement.

An essential Freshservice advantage is its automated workflows, which streamlined processes across teams. By automating tasks, Freshservice drove efficiency, minimized manual effort, and facilitated seamless collaboration among teams.

Value benefits achieved through automations in 2023*

27%
Decrease in time per contact since 2019

31.15%
Average yearly decrease in resolution time since 2019
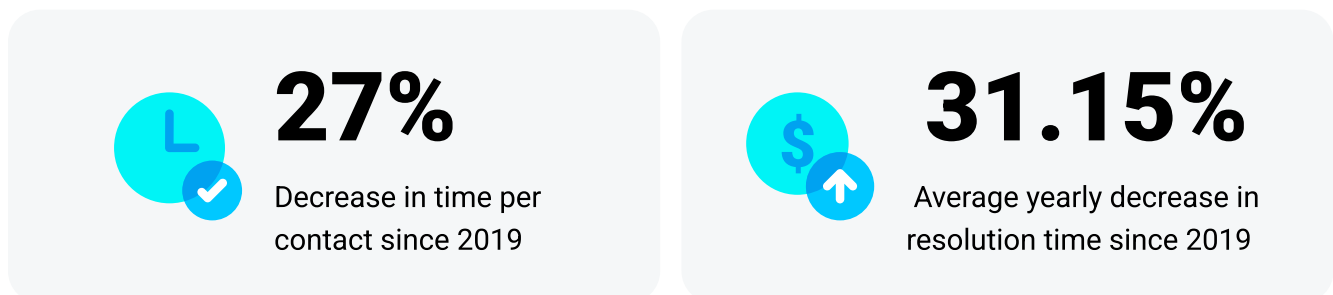
*See value of Freshservice for methodology and calculations

Year	2019	2020	2021	2022	2023	Average
Average resolution time	5d 8h 43m 50s	1d 21h 22m 36s	1d 8h 34m 56s	1d 0h 30m 55s	22h 49m 15s	
Improvement		64.75%	28.2%	24.76%	6.91%	31.15%

Empower employees through complex journeys

With employee experience taking center stage, the onboarding process serves as an organization's first opportunity to make a lasting impression. Since 2019, Freshworks has successfully onboarded over 2,500 employees in various regions, including fully remote setups. Managing such a volume of onboarding required close collaboration among our IT, HR, and Facilities teams to deliver an exceptional experience. This involved navigating multiple approvals to ensure each employee had everything they needed from day one. However, relying on multiple email threads and updating various tools proved unscalable.

Recognizing the need for a holistic solution, we aimed to streamline every aspect of an employee's journey and to reduce manual administrative tasks while ensuring employees' personalized experience. This approach not only enhances productivity but also improves retention rates.

Freshservice enables Freshworks to deliver a complete solution for automating the employee journey. From initial recruitment to the final stages of an employee's tenure, Freshservice facilitates a more efficient, consistent, and employee-centric workplace experience.
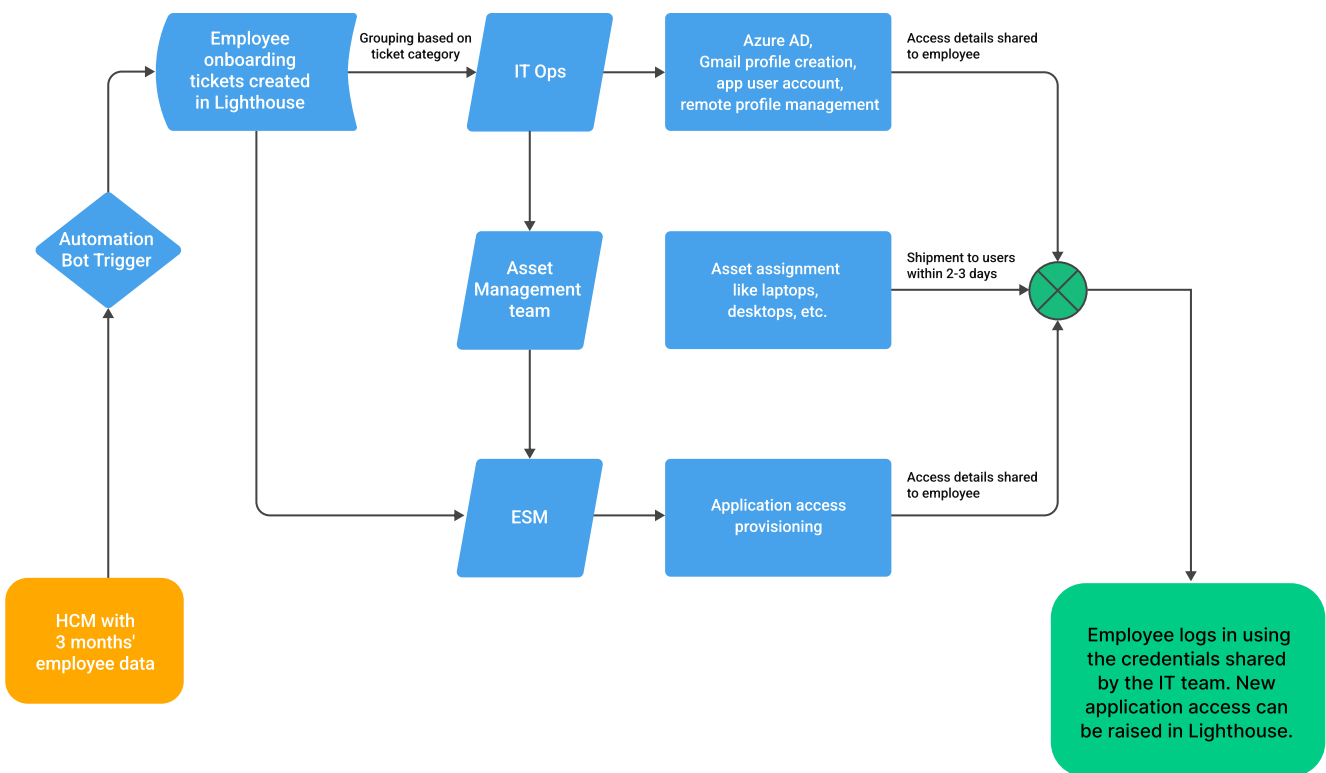
Freshservice offers robust API capabilities and a comprehensive suite of third-party connectors for seamless integration with Oracle Human Capital Management (HCM). IT agents keep employee profiles in Freshservice updated with the latest information from the human resources management system (HRMS), which ensures employee data stays up-to-date on all systems without manual intervention.

Total Onboard/Offboard tickets

Legend:
- Total Onboard/Offboard tickets (blue)
- Bot Processed Tickets (green)

Data:
- 2021: 49450 / 11669
- 2022: 52901 / 29834
- 2023: 36332 / 24694
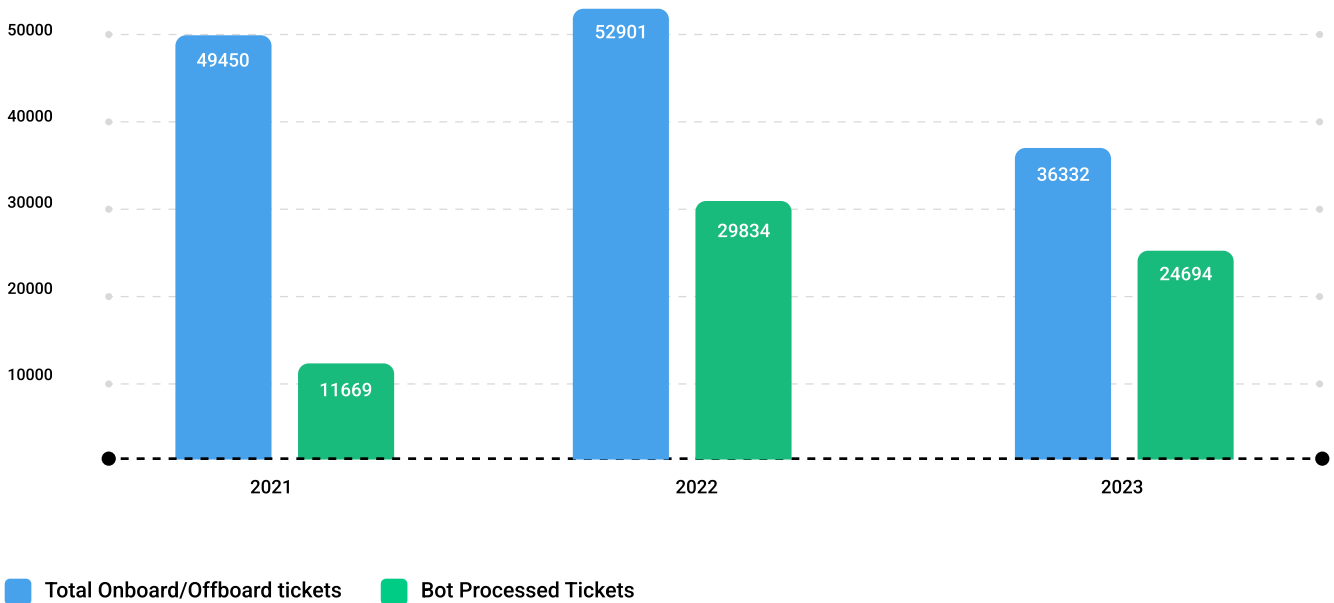
Break operational silos with Orchestration

In today's IT ecosystem, agents often find themselves overwhelmed by the multitude of technology products they must navigate and a high volume of tickets, particularly for routine tasks like granting application access to new employees. Each new hire requiring access to multiple applications triggers an influx of tickets, requiring time and effort to resolve. This inefficiency prolongs service delivery and burdens teams with manual intervention.

Freshworks addresses this challenge head-on with the Orchestration Center, which allows admins to automate repetitive tasks by performing actions on third-party applications directly from the service desk.

One of its standout features is seamless, zero-code integration with applications including Azure, Google Workspace, PowerShell, Jamf, GitHub, Zoom, Docusign, and more.

As a result, Freshworks' IT team has dismantled operational silos, fostering cross-functional collaboration and delivering superior services to internal and external stakeholders.

10
Orchestration apps used by the IT team

1,100
Workflows triggered per day

3,200
API calls triggered per day
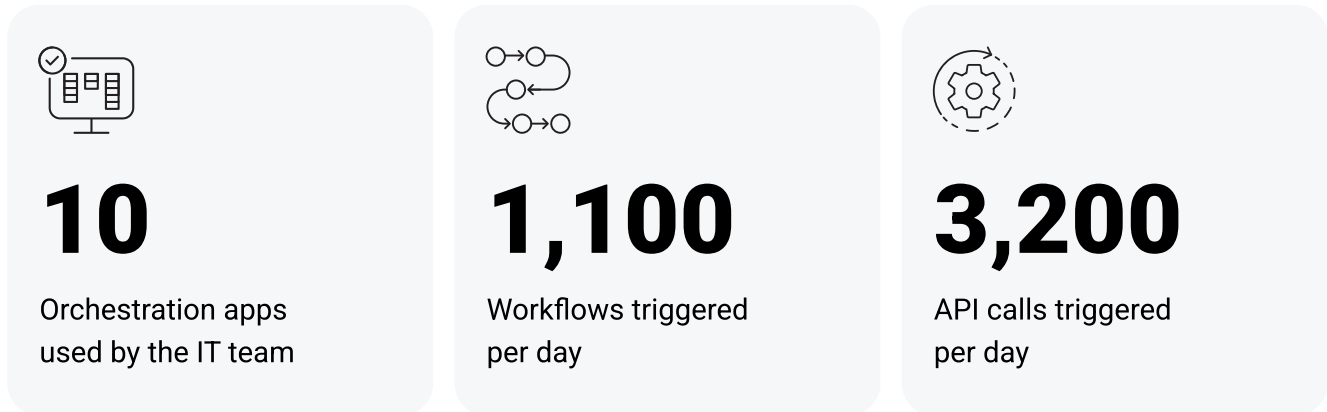
Orchestration communicates with applications through a centrally managed Azure Active Directory, facilitating access and executing actions with third-party applications.

Value benefits achieved in 2023*

21,753
Total hours saved

$8.64
Average agent cost per hour

$187,947
Annual cost savings
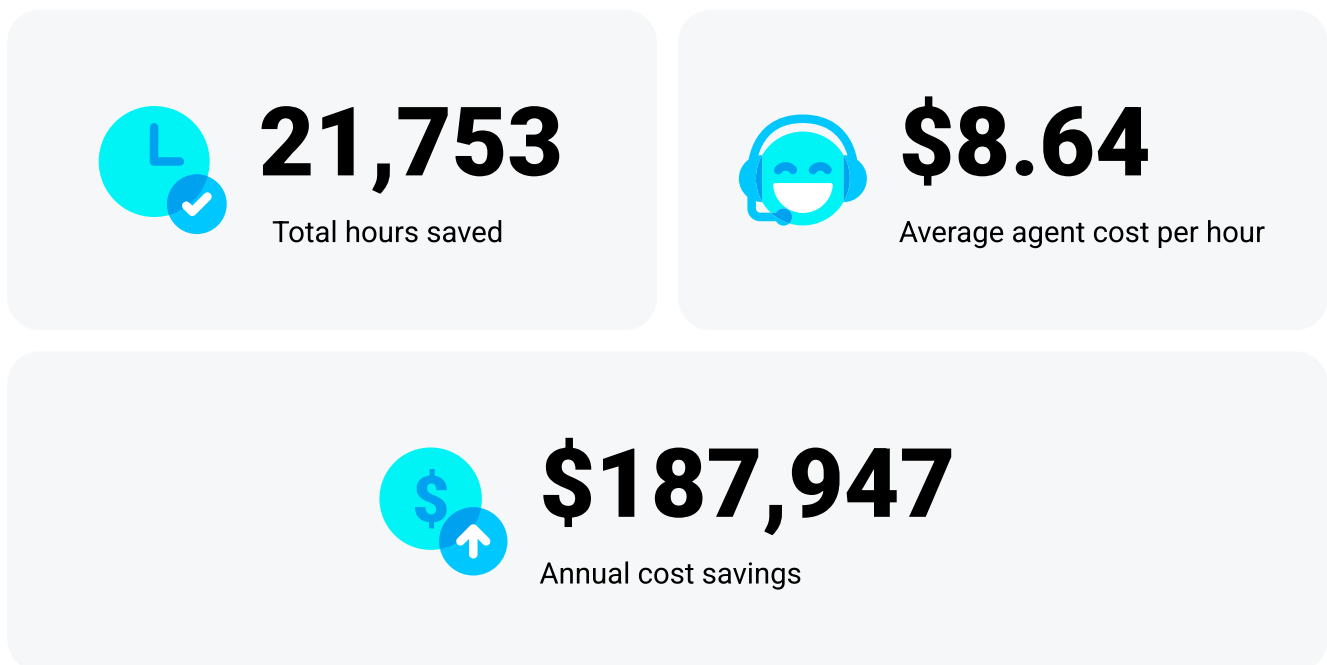
[*See value of Freshservice for methodology and calculations](#)

Total Orchestration transactions across apps

App	Transactions
GitHub	72428
Azure AD	62185
GSuite	20871
Box	6529
Zoom	4771
DocuSign	3018
Smartsheet	2640
DocuSign	1909
Powershell	1882
Google Calendar	1332
Others	44
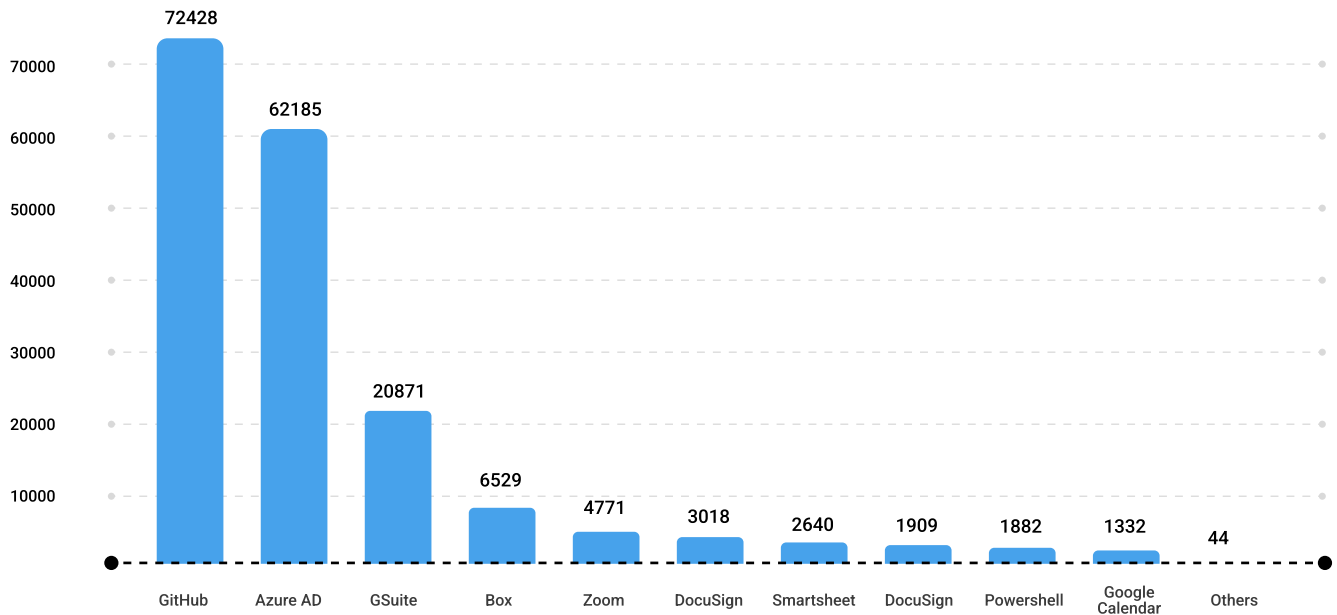
Ignite service productivity with automated workflows

With employees dispersed across numerous departments, IT teams handle requests that challenge agents and reveal potential issues. These requests tend to follow similar patterns, so an IT team with robust visibility into them could automate recurring tasks with self-service tools, chatbots, or employee service linked to external systems where data or a specific action is required to resolve them.

At Freshworks, we employ modern workflows to automate service catalog requests via the Lighthouse support portal. These workflows are designed to tackle repetitive and time-consuming tasks and to seamlessly integrate with third-party systems, automatically executing actions required to complete requests or defer incidents. In 2023, the automations processed 12% of tickets that would otherwise be handled by agents for a total of 62,966 tickets. These automations both streamline our operations and empower IT professionals to focus their time and expertise on tasks that drive significant value for the organization.

Automation to auto-close tickets without agent intervention

2,462
Total hours saved
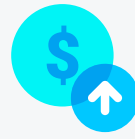
$21,268
Annual cost savings

*See value of Freshservice for methodology and calculations

Key areas where these powerful workflows have been deployed:

- **Application access provisioning and revocation:** Streamlining employee access to essential applications through automated provisioning and de-provisioning.

- **Password reset requests:** Simplifying and securing the process of resetting passwords, reducing the IT team's workload.

- **Employee credentials letter generation:** Automating the creation of vital employee credentials letters, easing administrative burdens for HR and other departments.

- **Hardware and software asset requests:** Allowing employees to request hardware and software installations or updates without manual intervention.

- **DMS integration for document upload:** Automating document management system processes, reconciling financial system errors, and integrating workflows for efficient travel requests.

Agent efficiency using Freshservice

42,371
Total hours saved

$366,088
Annual cost savings

*See value of Freshservice for methodology and calculations

We also have automated several routine cross-functional business processes that previously were managed through asynchronous communication, enhancing employee experiences and conserving agent bandwidth.

Process	Use Case	Pain point	Solution	Business impact
Travel request	Enable employees to book travel arrangements	During peak travel seasons, an influx of travel requests often led to manual interventions for assignments and approvals, delaying service delivery and disrupting travel schedules.	Once an employee initiates a ticket through the service catalog, Freshservice automates essential tasks such as SLA tagging and team assignment. This triggers a custom application integrated with Freshservice to identify the right stakeholders to initiate approvals and notify the travel desk team.	**2,400+** tickets processed since 2023, ensuring smooth travel operations.
Business desk (deals desk, order management, billing)	Manage customer contracts, upgrades/ downgrades, and billing requests	Despite shared ownership of resolving requests, the siloed operations of the deals desk, order management team, and billing team caused process inefficiencies. Quarterly spikes in workload led to delays in meeting commitments due to manual interventions and SLA slippage.	The deals desk reviews customer requests to upgrade or downgrade. The ticket is then assigned to the order management team for validation. Once validated, it is assigned to the billing team for processing and closure.	Efficient ticket handoff and SLA tracking.

Process	Use Case	Pain point	Solution	Business impact
Currency switch	Switch customer's current currency to requested currency for billing	Agents were required to log in to the CRM system to execute currency changes, which was time-consuming and required access to otherwise unnecessary applications.	Agents raise a request for currency change. An automated process updates the billing currency in the CRM system, eliminating the need for manual intervention and special access permissions.	**96%** of tickets are resolved within the SLA, significantly cutting manual intervention and additional license costs.
Vendor management	Onboard and manage vendors	Vendor emails were managed through Auditoria, a finance system that categorized them into either a processing queue or a query queue based on the presence of attachments.	Freshservice performs the same function without the need for an extra application.	Remove Auditoria and improve process speed.

Enterprise-grade application architecture

The surge in service demand, coupled with the transition to a hybrid work culture spanning our global offices, prompted a re-evaluation of our service desk utilization. This taught us the importance of constructing a resilient IT infrastructure for managing expanding workloads, adapting to evolving needs, and seamlessly integrating new features and innovations while simplifying the administrator's job.

With a scalable framework, we can promptly capitalize on market opportunities, streamline operations, and offer exceptional customer experiences while maintaining agility. Whether it's getting rid of outdated tools or breaking organizational barriers, embracing established techniques to ensure availability, performance, and reliability is the path forward.

Unified service delivery platform with enterprise-grade data security

Freshservice initially gained traction on the IT team before swiftly expanding to accommodate service demands from other business functions. As multiple teams moved to the platform, new needs arose: addressing privacy concerns, decentralizing administration, and granting teams the autonomy to manage their own service desks. Despite this need to decentralize, employees continued to rely on Lighthouse as their primary destination for accessing services, regardless of which team was responsible for fulfilling their requests.

> Freshservice has allowed us to drastically simplify HR operations with state-of-the-art case management, leverage automation capabilities in generating HR letters instantaneously, and access intuitive dashboards that allow us to get the pulse on day-to-day operations in real-time.
>
> **Johanna Jackman**
> Chief People Officer, Freshworks

Freshworks' transition from a single-instance setup to a unified enterprise service management platform with 16 distinct workspaces has been transformational. This shift began with identifying the right business functions, meticulous design implementation, and deliberate execution. These workspaces cater to vital business functions such as GTM, Finance, Payroll, HR, Legal, IT, Product and Engineering, Infosec, Workplace, and Security Operations, ensuring enterprise-grade data security through data isolation across these functions. The setup also promotes autonomy for the different business teams by delegating administration and streamlining cross-functional workflows. Pre-built workspace templates expedite onboarding new business teams, enabling quick go-live.

16	**10**	**251**	**3** months
Workspaces	Business functions supported	Workflows built	Go-live timeline
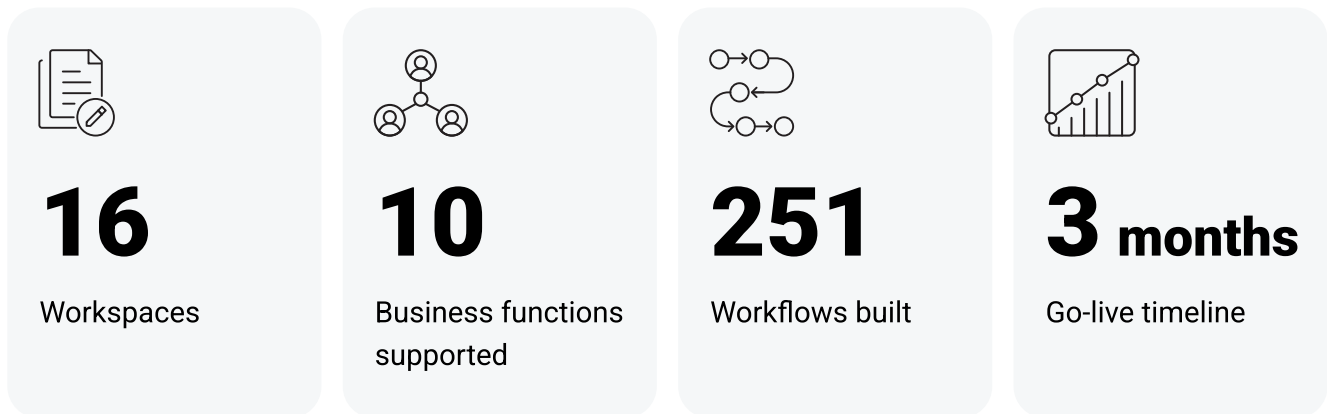
Time and cost savings in system maintenance

1,456	**$17.28**
Total hours saved	Admin cost per hour

$25,160
Annual cost savings

*See value of Freshservice for methodology and calculations

Workspace enablement - Plan and Execution

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV

Planning

Identification of critical business use cases

Impact on existing automations

Enabling workflows and service items

IT and business workspace identification

Provisioning sandbox for workspaces

Testing in sandbox

Creation of workspaces

Aggression testing

Go-live

Additional support for live workspaces
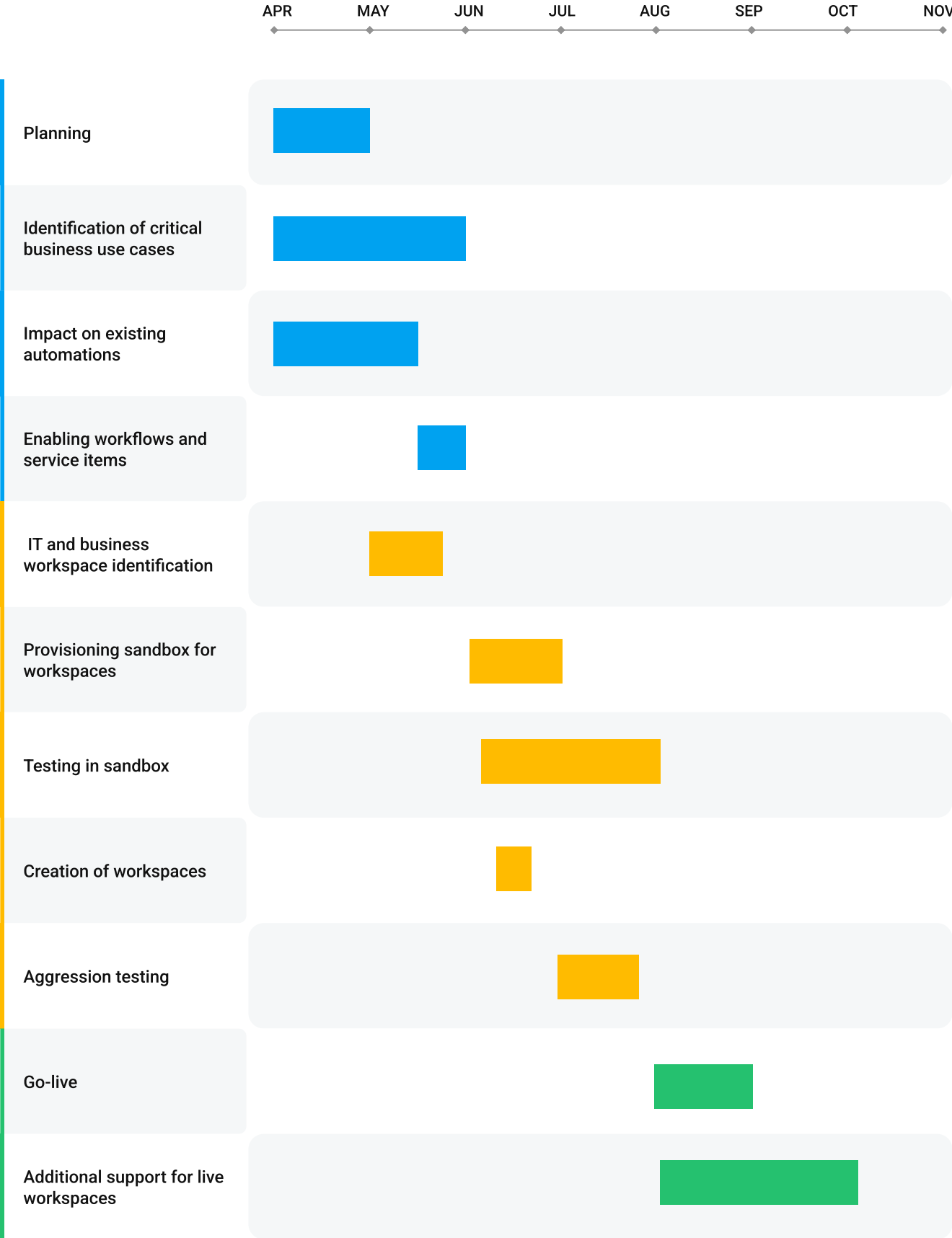
🟦 Program Planning   🟨 Program Execution   🟩 Hypercare Support

Following implementation, we support key business use cases, paving the way for efficient service standards across all service delivery teams.

Business function	Key use cases supported
IT	Application access, credential changes, technical support requests, hardware requests, software license management, alert aggregation, asset inventory management, change deployment
HR	Employee onboarding/offboarding, HR letter generation, financial aid requests, HR policy inquiries, employee announcement dissemination, employee benefits administration
Finance	Expense and card handling, approval delegation, partner/vendor onboarding
Facilities	Event and offsite assistance, travel arrangement, meeting room scheduling, transportation coordination, merchandise requisition, workplace facility maintenance
Business desk	Contract administration, discount approvals, service-level adjustments, trial management, subscription cancellation, invoice processing, compensation credits, tax exemption management

Building business resilience and continuity with efficient operations

The network operations center (NOC) team at Freshworks ensures the uninterrupted operation of client-facing systems, with downtime being a key performance indicator (KPI). The team faced challenges with managing multiple monitoring tools and handling alerts, resulting in disjointed incident management and difficulty in correlating human-generated and machine-generated incidents. This led to increased IT complexity and simply made incident resolution painful.

The NOC team turned to Freshservice to streamline alert management using tools such as Trigmetry—our in-house monitoring system—AWS CloudWatch, Nagios, and Freshping. Now, alerts are translated into Freshservice as tickets, consolidating all alerts into the alert module. Freshservice employs noise reduction to group alerts from monitoring tools and automates incident creation for high-priority alerts based on configured alert rules.

Depending on the nature of the incident and service type, the appropriate on-call agent is notified via phone, SMS, and email according to the on-call schedule, ensuring prompt alert remediation without delays. Specific on-call rules are configured for critical services, outages, and high severity to ensure agents prioritize significant issues, not transient alerts. Meanwhile, an active status page informs customers and maintains transparency regarding system health.

Alerts and incident correlation


Data-driven insights for an effective service delivery

When it comes to data, quality matters more than quantity. While organizations invest in data-driven approaches, McKinsey reports that only 8% of them effectively scale analytics to extract value from that data. Struggling with multiple spreadsheets and manual data collection processes, our internal teams faced challenges in accessing the data and metrics essential for tracking performance. This lack of accurate and timely information made it difficult for leaders to make informed business decisions.

With Freshservice's extensive analytics and reporting capabilities, the CIO and agent performance dashboard became quick wins. This provides a detailed perspective on crucial metrics such as service desk performance, resolution efficiency, and agent workloads, which empowers resource planning, informed decision-making, and real-time insights into enterprise service efficiency. Business leaders and decision-makers can easily monitor key metrics, create customized reports, utilize templates, and gain valuable insights spanning multiple business functions. By prioritizing quality data and analytics, organizations can drive informed, efficient, and value-driven decisions in their quest to be data-driven.

Service desk overview dashboard
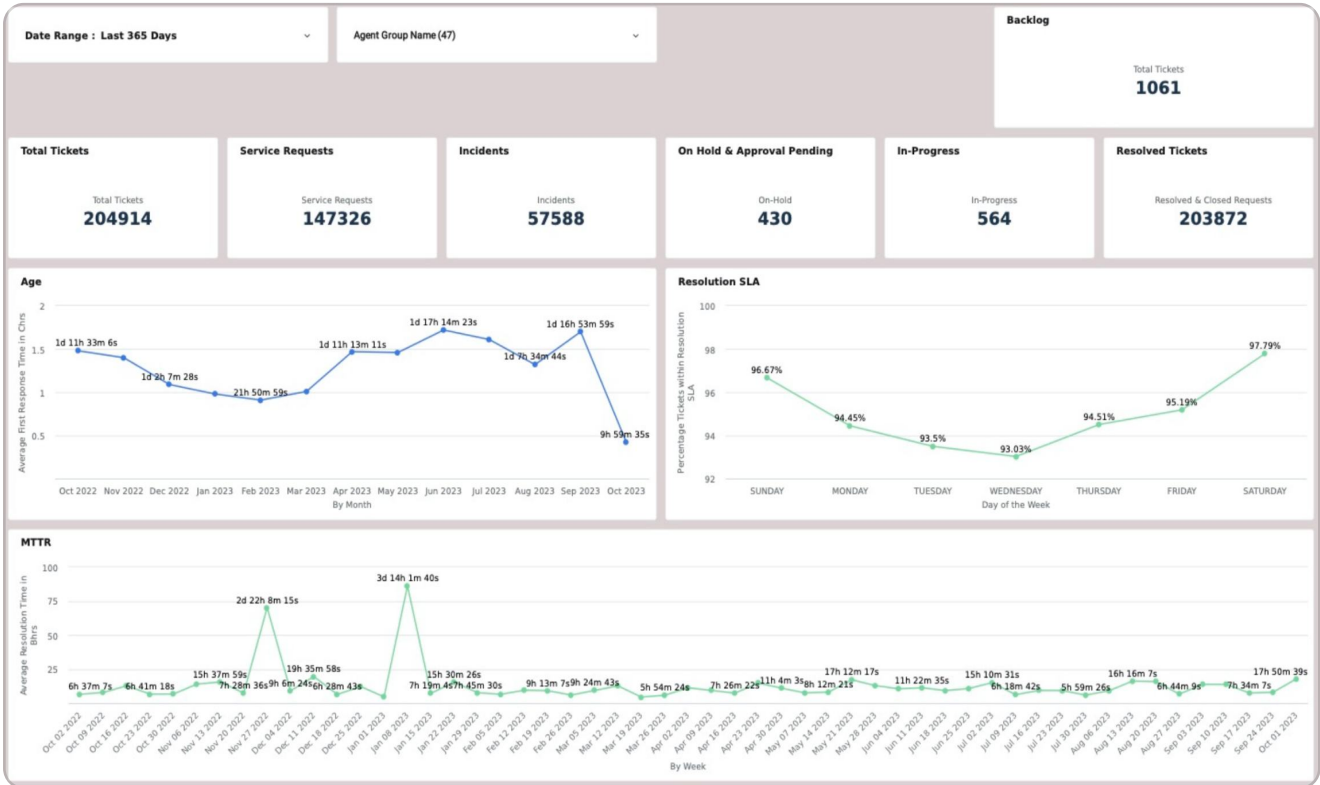
Agent performance overview dashboard
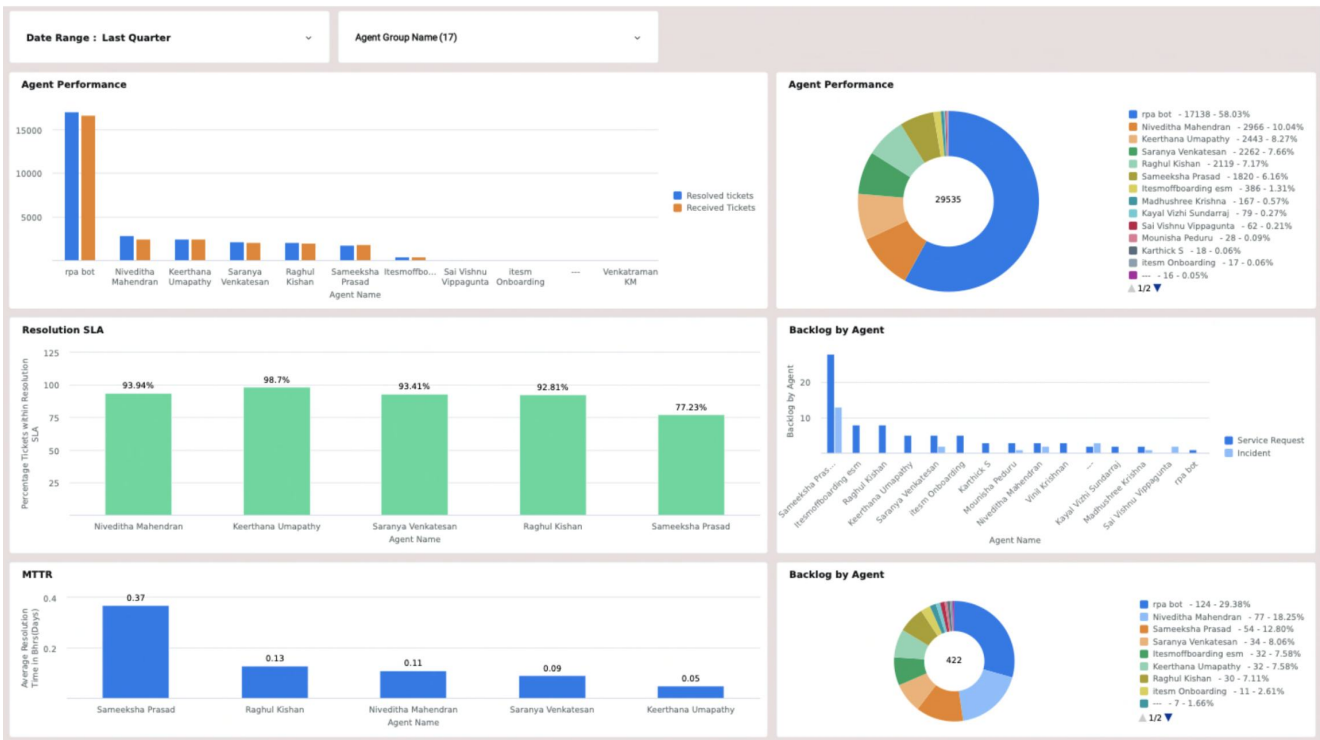
Conclusion

In a rapidly changing market landscape, there is no one-size-fits-all playbook for building a global enterprise service management team that can support innovation and scale. The keys are to have a strong IT strategy, be willing to experiment and be able to adapt quickly to change.

Here are some tried-and-true tips from Freshworks Former CIO Prasad Ramakrishnan:

- **Start by defining your use case.** The first step to finding a solution is understanding your internal use case, the users, the problem you are trying to solve, and the desired outcomes.

- **Recognize and adapt to the evolving role of the CIO.** IT is no longer just a support function, and CIOs are more than just tool providers. Today's CIO is a business leader with financial acumen, a good understanding of budgeting, time to market, implementation processes, and the ability to see the value of investments.

- **Don't underestimate the business impact of changes.** Scope out changes carefully. Poorly implemented changes can not only affect IT, but also the brand's reputation and revenue. People get used to tools, but legacy tools can do more harm than good. Plan changes effectively, make the transition easy, and strike a balance between familiarity and modernization.

- **Look for direct and indirect cues.** Employee experiences are constantly evolving. While customer satisfaction (CSAT) is a key metric for employee engagement, there are other symptoms to look for too, such as decreased productivity, passive aggression, and high turnover. Put checks and measures in place to optimize employee experience.

- **Listen more than you say.** Look beyond the tools and processes. Conduct anonymous surveys, walk the floor to get direct employee feedback, and hold frequent ask-me-anything (AMA) sessions to hear from your employees. Take a baseline and measure yourself against it regularly.

Freshservice business value by Forrester:

Forrester Consulting can validate the business value of Freshservice via Total

Economic Impact™ (TEI) assessment data. TEI is a methodology developed by Forrester Research that improves a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. It helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. All figures calculated below are based on metrics collected from Freshservice customers as part of Forrester TEI studies, as well as customer surveys and interviews, as a commissioned validation on behalf of Freshservice.

ROI	Benefits PV	NPV	Payback
356%	**$3.64M**	**$2.64M**	**<6** months
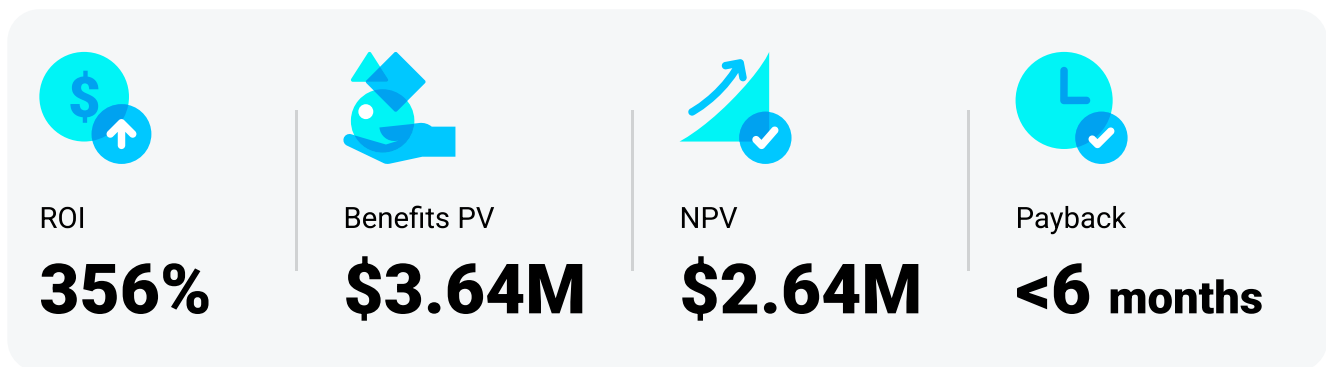
Total Benefits

Ref	Benefits	Year 1	Year 2	Year 3	Total	Present Value
Atr	Improved service agent productivity	$713,162	$836,892	$1,060,801	$2,610,855	$2,136,971
Btr	End-user productivity gains	$216,349	$238,364	$268,848	$723,561	$595,666
Ctr	Improved IT operational efficiency	$78,975	$89,100	$100,479	$268,554	$220,923
Dtr	Cost savings from retirement of legacy system	$267,308	$271949	$276,729	$815,986	$675,669
Etr	Reporting and analytics productivity gain	$6,037	$6,218	$6,405	$18,660	$15,440
	Total benefits (risk-adjusted)	$1,281,831	$1,442,523	$1,713,262	$4,437,617	$3,644,669

Cost Savings From Retirement Of Legacy System

Ref	Metric	Source	Year 1	Year 2	Year 3
D1	Annual cost of legacy ITSM system	Composite	$132,480	$132,480	$132,480
D2	Database and network operations analyst FTE5 required to maintain the legacy system	Composite	4	4	4
D3	Analyst average fully burdened annual salary	TEI standard	$91,000	$93,730	$96,542
D4	Percentage of time spent on managing legacy ITSM system	Assumption	50%	50%	50%
Dt	Cost savings from retirement of legacy system	D1+(D2*D3*D4)	$314,480	$319,940	$325,564
	Risk adjustment	⬇ 15%			
Dtr	Cost savings from retirement of legacy system	$6,037	$267,308	$271,949	$276,729

Three-year total: $815,986   **Three-year present value: $675,669**

About Freshworks

Freshworks Inc., (NASDAQ: FRSH) makes it easy for companies to delight their customers and their employees. Our AI-powered customer and employee-service solutions increase efficiency and improve engagement for companies of all sizes. The result is happier customers and more productive employees. Headquartered in San Mateo, California, Freshworks operates around the world to serve more than 67,000 customers, including American Express, Bridgestone, Databricks, Fila, Nucor and Sony. For the latest company news, visit www.freshworks.com and follow us on Facebook, LinkedIn, and X.

About Freshservice

Freshservice is an intelligent, enterprise-grade service management solution that provides long-term value with minimal complexity. It provides an enterprise-class, unified solution to manage IT and extends service management to non-IT teams as well. This all-in-one solution delivers AI-powered experiences to employees, agents, and decision-makers enabling organizations to enhance employee experience, and agent productivity, and realize greater ROI. Experience the power of AI and right-sized service management that goes beyond IT with Freshservice. To learn more about Freshservice and how it can transform your IT management, visit www.freshworks.com/freshservice/.

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