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Freshworks

Freshworks According to its website, the company—originally known as Freshdesk—was conceived in 2010 in the wake of a negative customer experience precipitated by a broken TV. Within months, it was up, running and attracting clients. It also swiftly raised several rounds of funding for its ticketing/customer support software. Since that time, its customer base has been on a steep upward trajectory and its offerings have broadened to include an IT service desk, a video chat and co-browsing platform, mobile engagement, a sales CRM, live chat and more. In 2017, Freshdesk rebranded itself as Freshworks. Alan Berkson, Global Director of Community Outreach/Analyst Relations at Freshworks, gave us an overview of the company's progress.

In the 18 months since you updated your corporate identity to Freshworks, what significant changes, have been made in both product and philosophy?

It's been more than a year since we changed our corporate identity, and one of the first changes we've had to make has been internal rather than with external branding. To move from having our flagship product also being the name of our company, to a house of brands under the Freshworks masthead, has required that the organization change from the ground up.

In terms of product, the change in identity has also meant a change in strategy for us. With the business landscape changing, and organizations wanting to simplify the software they use, as well as gain more from the advantages that accrue from having that kind of a system, Freshworks is transitioning into a platform. With 360-degree offerings that incorporate software bundles for Sales, Support, and Marketing, along with new AI/ML technology that enhances products with context, Freshworks is transforming from a product company to a platform that provides 360-degree solutions for organizations of any size.

What do businesses need to do to improve in-context collaboration that helps drives greater customer engagement in omnichannel interactions?

Business simply need to provide customers with a better customer experience. The challenge is the definition of a better customer experience has changed dramatically over the last few years. Customers don't want to be repeating their details five different times to five different customer support people, and then have that followed up with a call from a sales rep asking them to upgrade their plan or perhaps sell them an add-on. Sales and support agents need to be able to collaborate better to make sure that the customer in question is not annoyed by repeated requests or context-less conversations. Business need the level of context they have for all customer interactions and collaborate better to deliver better experiences.

How does your Freshcaller software enable organizations to set up an effective cloud-based call center more quickly, easily and inexpensively than ever?

Freshcaller is a modern-day reimagining of our everyday phone system for customer support, sales, IT, and HR teams. With Freshcaller's cloud-based architecture, it brings together the best of legacy features like IVR and advanced capabilities like Smart Escalations, Custom Call Center Analytics to help you set up a state-of-the-art business call center.

Freshworks

With traditional on-premise phone systems, a business needs to spend thousands of dollars on basic setup even before a single call is made. Freshcaller comes with zero setup charges and a feature-driven, pay as you grow pricing plan. A company can start its call center in minutes using Freshcaller with nothing but a web browser.

Freshcaller is a globally distributed solution unaffected by local outages without a single point of failure. It offers phone numbers in 90+ countries, requires zero phone hardware, and is extremely easy to use.

What new directions do you see Freshworks going in over the next several years?

Freshworks aspires to be the leading customer engagement company in the world, enabling organizations to provide great customer experiences for their customers. As we work to bring in more visibility for organizations to serve their customers better, AI and ML will also play their parts in our evolution. With more automation kicking in to help organizations achieve their goals, Freshworks will evolve from a product company to a platform that provides 360-degree solutions for enterprises.