

5 reasons why Freshworks Customer Service Suite wins over Zendesk



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1

You get the best of conversational support and advanced ticketing

Empower agents with customer context across channels and advanced ticketing for complex workflows

2

You can automate support with built-in gen-AI-powered bots

Leverage Freddy AI's built-in bots for 24/7/365 self-service without spending a fortune on third parties

3

You can streamline support operations with intelligent workflows and automations

Enable seamless collaboration across teams, drive productivity, and optimize support for peak efficiency

4

You stay ahead of the curve as you scale without breaking the bank

Realize faster ROI with proactive, AI-driven insights without the complex setup and analyst dependencies

5

You get superior customer engagement and a trusted partner for success

Elevate your business with exceptional customer engagement and foster success through a trustworthy partnership

Delivering an amazing customer experience is hard, especially when you lack the right tools and support. Zendesk promises a unified solution that's seamless for agents and affordable for businesses. But in reality, it doesn't deliver.

#		Zendesk	Freshworks
1	Conversational support across channels	✗ Siloed experience, no unified view of customer conversations	✓ Single, unified solution with a complete customer view across all channels
2	Built-in bots	✗ Basic bots that lack NLP, limited to article recommendations. Usually recommends third parties for complex bot flows.	✓ Built-in conversational bots, powered by gen AI, that are easy to set up, manage, and maintain
3	Intuitive UI	✗ Outdated, complex UI. Time-consuming tasks for support managers and admins.	✓ Easy-to-use interface that empowers agents with customer information at their fingertips
4	Onboarding	✗ Long agent ramp-up time due to tool complexity, fragmented interface, and siloed information	✓ Faster agent ramp-up with an intuitive interface and agent assist capabilities powered by Freddy AI
5	Customer success	✗ Poor support experience. Time-consuming and poor onboarding.	✓ Proactive support delivered by an in-house team that truly cares
6	Innovation	✗ Known to acquire companies rather than innovating in-house. Prioritizing cost-cutting and optimization since going private.	✓ Product-driven company with 45% of its headcount in product and engineering

Keep reading to see why you should make the switch to Freshworks.

[Get a free demo](#)

You get the best of conversational support and advanced ticketing in a unified solution

Zendesk Challenge

Zendesk is a legacy tool built for email ticketing. The conversational capabilities are derived from an acquired platform, resulting in a disjointed solution that is not fully integrated with its core offering.

It lacks a unified view of customer conversations. Since the interface is not cohesive, agents must juggle multiple screens for each issue to get the complete picture of a customer's past interactions across different channels.

The over-reliance on apps and fragmented interface slows agents down, resulting in longer handling times and a sluggish customer experience.

The Freshworks solution

Freshworks Customer Service Suite enables your agents with a unified customer view across channels to deliver personalized support on any support channel without juggling multiple screens. The Suite offers:

- ✓ Personalized customer conversations with AI-powered bots across channels.
- ✓ Generative-AI-powered agent assistance, intelligent automations, and powerful collaboration tools for complex issues.
- ✓ Intelligently route and sort conversations to the right agent based on load, skill, language, and more.
- ✓ Gen-AI-powered insights and recommendations for support leaders.



AN AIRBUS COMPANY

"Having a unified system to consolidate all customer discussions into one place has been critical to our success."

Justin Naele

VP, Customer Experience

NAVBLUE

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25%
**improvement in average
handle time**

Freshworks Customer Service
Benchmark Report 2023

You can automate support with built-in gen-AI-powered bots

Zendesk Challenge

Zendesk is a latecomer to investing in AI and chatbots, which says a lot about their lack of technical foresight. Their bots are not conversational, rely on pre-programmed responses, and do not understand complex or nuanced questions. They fail to hand over complex issues that require human intervention to support agents, leading to customer frustrations.

Since Zendesk's bots can't handle basic use cases like scheduling appointments, they rely on acquired or third-party bot integrations. This results in additional overhead expenses, data silos, and a fragmented experience for both agents and customers.

Deflect up to 70% of customer issues with chatbots.

Freshworks Customer Service
Benchmark Report 2023

The Freshworks solution

Freshworks Customer Service Suite is powered by Freddy AI, our built-in AI engine that has transformed how we work since 2018. Powered by gen AI, Freddy eliminates the need for multiple niche AI integrations and works seamlessly across your entire business.

With Freddy AI, your teams can:

- ✓ Leverage bots to automate repetitive questions across channels and hand them to human agents with complete context whenever necessary.
- ✓ Use conversational prompts to set up, manage, and maintain bot workflows.
- ✓ Leverage NLP and detect customer intent to guide agents with the next best action.



"Managing customer inquiries via email and phone became an unscalable challenge. Now, with Freshworks' AI, we effortlessly support 20,000+ interactions monthly, ensuring our customer support matches the speed of our company's expansion."

Henry Shi

Co-Founder

Super.Com

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You can optimize support operations with intelligent workflows and automations

Zendesk Challenge

With Zendesk, you are forced to patch together disconnected solutions to address conversational support, bots, and ticketing needs. Your agents scramble to gather customer information across multiple tools for every issue.

Enterprises using Zendesk have complaints on scaling as it requires heavy customization, varied workflows, and multiple macros for even the simplest of tasks like setting up agent notifications and ticket assignment. They suffer from increased costs, longer implementation cycles, and slow scaling.

As your team gets overwhelmed with all of this, tickets slip through the cracks, resulting in longer AHT, breached SLAs, and frustrated customers.

The Freshworks solution

Freshworks Customer Service Suite is unique in its approach. Automations are straightforward to create, manage, and maintain. Most basic tasks like agent notifications can be easily done with a simple toggle.

With gen-AI-powered tools, you can unlock agent productivity, elevate response quality, and streamline admin responsibilities.

With Freshworks,

- ✓ Agents can collaborate on complex issues with agility and accountability to deliver faster resolutions.
- ✓ Admins can easily customize their workflows and ask Freddy AI to manage teams with simple text prompts.
- ✓ Businesses optimize costs and realize a faster ROI with greater tool adoption and shorter change management.



"We have included controls that launch certain applications directly from within Freshworks, so agents don't have to toggle between different tools to provide a resolution."

Iain McKay

Operations Senior Solutions Architect
Trainline

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**Give admins
61% of their
time back**

**Reduce
average handle
time by 34%**

Freshworks Value Engineering
Assessment of Freddy AI

You stay ahead of the curve as you scale without breaking the bank

Zendesk Challenge

Zendesk reporting introduces a level of complexity that increases the risk of human errors, making the intervention of data analysts necessary. Admins will take longer to create reports; visualizing your support data will require coding dependencies.

Zendesk is known to nickel-and-dime customers with hidden charges that will pile up over time. You will be subjected to an additional fee if you exceed their basic API usage or storage limits and even for choosing a specific data center.

Choosing the wrong software provider with a clunky, outdated interface like Zendesk results in extended onboarding time for agents and admins, poor tool adoption, and contributes to a higher TCO and diminished ROI.

The Freshworks solution

Freshworks delivers the right-sized solution tailored to your business needs that is easy to configure, deploy, and maintain. Our breadth of reporting capabilities covers everything from quick prompt-based analytics to out-of-the-box reports, eliminating the need for coding or relying on data analysts to build reports and dashboards.

Powered by generative AI, Freddy identifies gaps, suggests potential solutions, and provides insights for support managers to stay on top of critical metrics. Our curated reports remove the requirement for extra tools, integrations, and data consultants.

With our flexible and transparent pricing, you pay only for what you use. With Freshworks, scaling your business becomes easy and cost-effective. Our solutions boast a shorter learning curve and guarantee a faster ROI, allowing you to unlock the full potential of your business sooner.

FORRESTER®

The Total Economic Impact™ of Freshworks Customer Service Suite



Return on investment

225%



Present value of benefits

\$2.02M



Net present value

\$1.40M



Payback

<6 Months

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You get a superior customer engagement and a trusted partner for success

Zendesk Challenge

Zendesk struggles to maintain customer relationships, prompting a need to reassess its customer engagement strategies and support practices. Delays in response, impersonal interactions, and insufficient expertise of support representatives have disappointed their customers and hindered their operations.

One of the common complaints we hear from former Zendesk customers is the difficulty of reaching a knowledgeable and effective support representative. This creates a recurring cycle of escalated issues and heightened dissatisfaction among customers seeking swift and accurate resolutions.

The Freshworks solution

At Freshworks, we strive to be your partner, ensuring your path to success. Our complimentary onboarding services offer a dedicated specialist to guide you through the initial setup process. Our products are designed with simplicity and ease of use in mind. You'll find intuitive interfaces and built-in functionalities that facilitate swift setup and configuration.

Freshworks is committed to delivering responsive and extensive technical support—we offer 24/7 email support for all customers and 24/5 phone and chat support for all paid plans. We take pride in our responsive support team, maintaining a first response service level agreement (SLA) of 99%. You can rely on us to be there whenever you need assistance, ensuring you are always covered both today and in the future.

Klarna®

"We needed a partner that would iterate fast with us, listen to the feedback, deliver the features we required, and constantly improve. Freshworks has proven to be such a partner."

Tian Khuong

Product Manager

Klarna

80M

Customers

60s

Response time

3x

Increase in
chat queries

1M

Daily transactions

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About Freshworks Customer Service Suite

Freshworks Customer Service Suite helps you deliver delightful support for unmatched ROI in an AI-powered omnichannel solution. Boost productivity and enhance experiences with AI for self-service, real-time agent assistance, and proactive insights. Engage customers with the broadest channel coverage across website, SMS, social, portal, email, and mobile app. Personalize engagements and speed up resolutions with a unified agent workspace that brings customer interactions and history in one view. Realize value rapidly with a seamless solution that's easy to implement, use, and scale.

About Freshworks

Freshworks Inc. (NASDAQ: FRSH) creates AI-boosted business software anyone can use. Purpose-built for customer support, IT, and sales, our products empower the people who power business. Freshworks is fast to onboard, priced affordably, built to delight, yet powerful enough to deliver critical business outcomes. Headquartered in San Mateo, California, Freshworks operates around the world to serve more than 67,000 customers including Travix, Pearson, Klarna, Fiverr, Delivery Hero, and Honda.

Visit www.freshworks.com for more details. For any queries, please write to sales@freshworks.com.



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