



GUIDE

Boost your business growth with the Freshdesk Growth Plan

This guide shows all that the Growth plan can do for you. So you delight your customers. Effortlessly.



What's in it for you

Your goals, in chapters

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Introduction

You're a small business with BIG growth plans.

In the early days, you might have managed your customer support via email, phone, social media, or some hybrid of the three. But now your business is really taking off, and you're starting to experience growing pains. You know — deep down — that those early approaches to customer service can't possibly scale for the size business you aspire to be. And there are countless studies to back that up. For example, a global PwC study of more than 15,000 consumers across 12 countries¹ found that:

- 73% rate customer experience as an important factor in purchase decisions
- 65% are more likely to be influenced by positive customer experiences than by advertising
- 32% will walk away, even from brands they love, after just one bad experience

Time to raise your support game.

So, you start looking around for cost-accessible solutions. Very quickly, you discover Freshdesk. Already trusted by over 50,000 businesses worldwide, Freshdesk offers robust, consumer-grade support desk and omnichannel capabilities. It's easy to launch, learn, and use. And there's even a free option you can have up and running within minutes for up to 10 teammates. [Dozens of real stories](#) from businesses of all sizes demonstrate that Freshdesk is also built to scale as you continue to grow, and your company's support needs become even more sophisticated. Signing up for a Free Freshdesk plan feels like a no-brainer. But should you invest today in a more advanced option?

Starting at an affordable ~50¢ per day (\$15/month), you can choose **Freshdesk Growth**, a robust solution designed for ambitious small and mid-sized businesses (SMBs). With the plan, you can accelerate growth by offering customer support experiences that are fast, easy, and on par with what customers worldwide have come to expect from all sellers.

This mini guide walks you through the key features of Freshdesk's Free and Growth Support Desk plans to help you decide if now is the time to invest in a robust, growth-accelerating support desk infrastructure.

¹Experience is Everything: Here's how to get it right. PwC (2018)

Speed growth with speedy service | Respond to customers faster

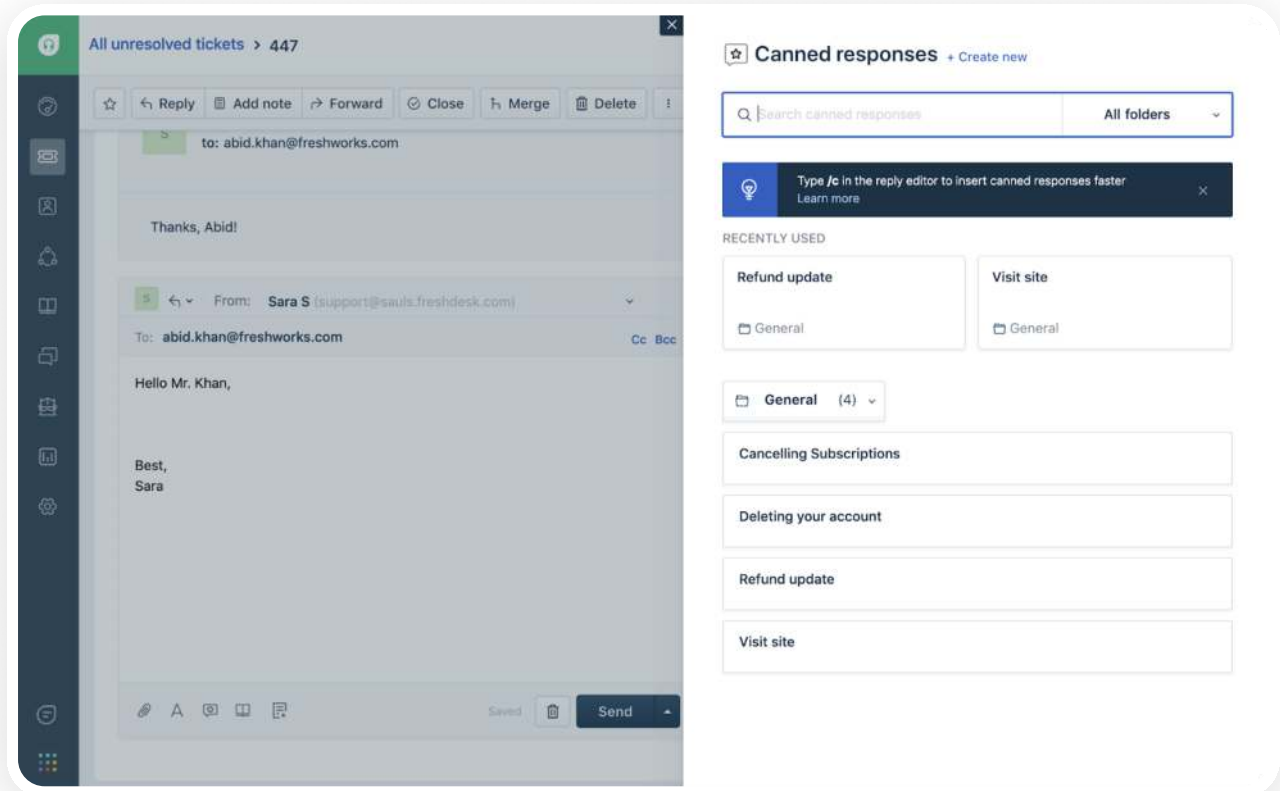
Speed of service is the #1 influence on customer satisfaction (CSAT) scores.²

Let's face it. Consumers do not care if you are a small- or mid-sized business with fewer people just trying to get it all done. If they want to buy something from you, ask a question, or resolve an issue, they expect prompt responses. In today's competitive global marketplace, you need to be faster than your competitors and at least on par with big retailers — the Apples, Amazons, Zappos, and others — who set the bar for digital consumer experience.

And the bar is going to keep rising. Recent in-depth research by Freshworks finds some 80% of business professionals saying that, with transactions shifting increasingly to digital channels, businesses must continue to accelerate customer-support response times. Adopting a contemporary help desk solution, such as Freshdesk, is an important first step toward achieving industry-standard (or better) response times as it saves time on basic support desk functionality.

The Freshdesk Growth plan dramatically expands your capabilities to speed up response times, offering five helpful features (versus two with free):

Save time on common queries with shared pre-written/canned responses	Free
Automate low-value tasks, using dynamic placeholders to auto-fill details such as customer names, ticket statuses, and ticket URLs	Free
Reduce friction and confusion with easy ticket splitting for when customers raise additional, unrelated issues "while they have your attention"	Growth
Easily personalize and add greater precision to responses by empowering your support desk people to create their own private canned response content.	Growth



Product screenshot: Canned response

80% of buyers are more likely to make a purchase when brands offer personalized experiences.

² *The Future of CX: 2022. Statistics cited are from a Freshworks survey of over 4,500 businesses plus a deep-dive analysis across 107 million customer interactions.*

Case study | Respond to customers faster

Mous obtains 80% improvement in first-response time

By leveraging a mix of Freshdesk automation tools, Mous, a UK-maker of tech accessories, improved its average first response time by a whopping 80% — from over a week in some cases to within 24 hours at least 90% of the time — all while experiencing a 5% (pandemic related) surge in online orders and shifting its team from in-office to remote work setups.

Clear your team's in-tray | Resolve issues quicker

Customer interactions earning highest CSAT scores share a common formula: 1 query + 1 response + 1 reply (usually a 'thanks!' from the customer)³

Customers have limited time and even shorter attention spans. Not only do they want you to respond rapidly to queries, but, once they have your attention, they want problems solved fast and with minimal friction. It's frustrating enough to encounter a support agent who has neither the knowledge nor the authority to address issues with ease. Even more maddening:

- Being bounced around among several support desk associates
- Having to re-relay key details to each successive person in a support-escalation queue
- Hearing different things from different people along the way

The Freshdesk Growth plan offers six features (versus three with Free) that can help you to avoid these scenarios:

Avoid redundant conversations with full customer profile, context, and conversation sharing among people at various levels in your support escalation queue and across engagement channels

Free

Drive stated service level (SLA) attainment with email notifications that let support team members know when they have been assigned new tickets and when resolution deadlines are approaching

Free

Boost associate knowledge with tags to enable fast, easy categorization and searches for similar issues and solutions

Free

Reduce customer handoff friction with a scenario automation feature that enables one-click execution of multiple actions such as tagging, increasing support-ticket priority, and escalating tickets to different teams

Growth

Keep support desk associated focused on resolving/closing tickets with time-triggered rules that allow automation and scheduling of actions, such as reminders after 48 hours or closing resolved tickets after 12 hours

Growth

New Scenario

Scenario Name *

Description

Actions
Perform these actions

-
-
-

Available for : ☐ Myself ☒ All agents ☐ Agents in group

Product screenshot: Scenario automation

38% of customers expect support desk associates to know who they are and their context of their query immediately.

³ *The Future of CX: 2022. Statistics cited are from a Freshworks survey of over 4,500 businesses plus a deep-dive analysis across 107 million customer interactions.*

Case study | Resolve issues quicker

7-Eleven leverages scenario automations to dramatically improve response times

7-Eleven Philippines has leveraged Freshdesk to bring in-house from a vendor its entire customer support operation. Still, one of the most impactful features for 7-Eleven has been scenario automations (available with a Growth plan), which it has used to sort and convert relevant social media interactions into support desk tickets. By automatically filtering out non-support related interactions, the company saves time and frees up its agents to respond to tickets within just a few hours.

Avoid employee burnout | Prevent support ticket pile-up

Imagine handling your company's support desk – already a tough job – and being forced to work with clunky systems.

For example,

- No guardrails to ensure your efforts are not being duplicated by other support desk personnel
- Being assigned to tickets you have neither the knowledge nor the authority to resolve
- No easy way to decide which tickets most need your attention in each moment
- No system of notification for tickets in danger of missing critical SLAs (and harming your performance stats)

The Freshdesk Growth plan offers six features (versus just two with Free) that can help you to avoid such scenarios:

Consistently direct tickets to people and teams best equipped to resolve them using rules that automatically distribute and prioritize tickets upon creation

Free

Make it easy for support desk associates to manage their daily workflows efficiently and intelligently with custom ticket views

Free

Streamline workflows by automatically aggregating customer inquiries from multiple support email inboxes

Growth

Automate collision detection so your support desk personnel know in real-time if someone else is already working on a particular ticket

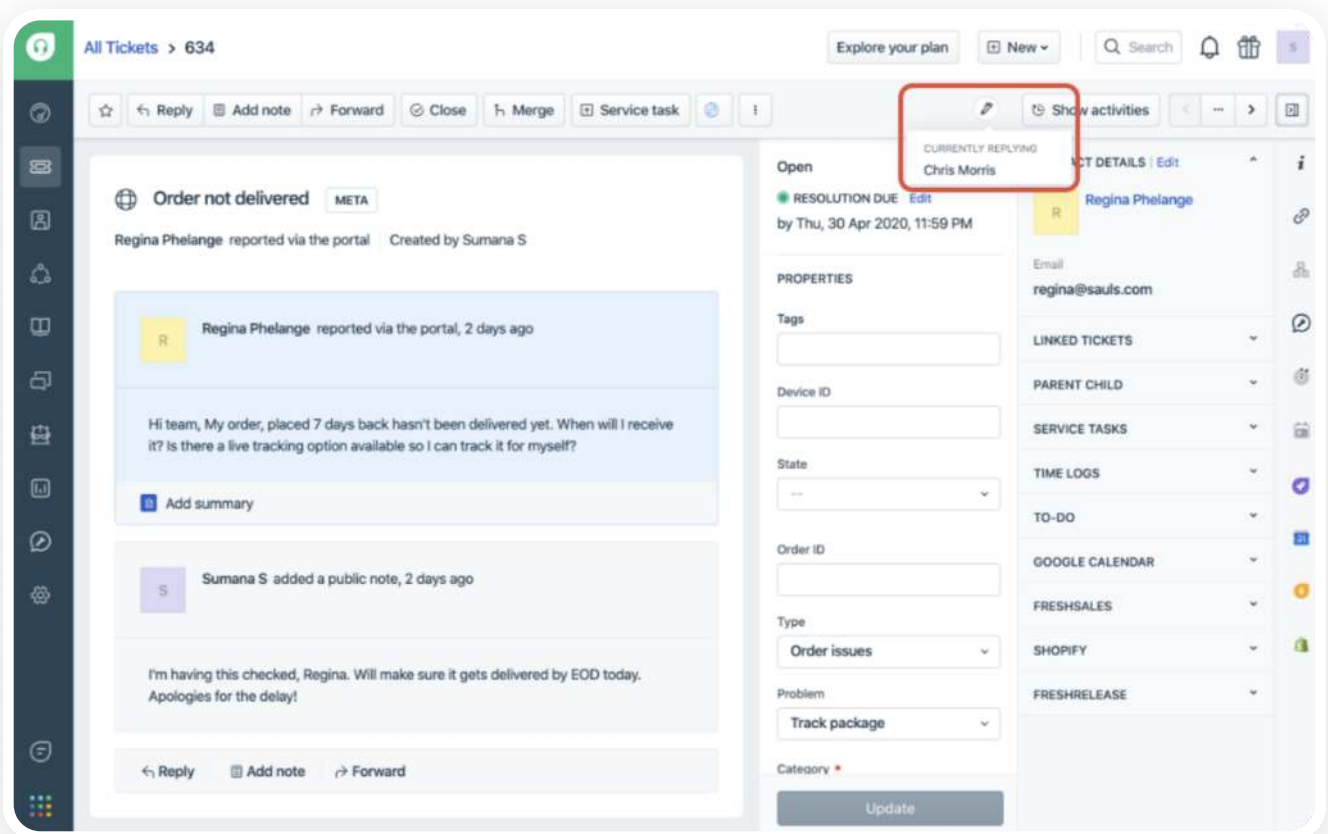
Growth

Manage performance to standard response/resolution times with a default SLA policy feature

Growth

Ensure nothing slips through the cracks with rules that run on ticket updates to automatically trigger actions based on specific events

Growth



Product screenshot: Agent collision detection

Case study | Prevent support ticket pile-up

Despite pandemic-powered volume surge, MISA achieves 50% query deflection

When the COVID-19 pandemic struck, MISA, a U.S.-based online fashion retailer, experienced a huge order surge, resulting in high support volumes, with customers frequently inquiring about order statuses, partial shipments, refunds, and so forth. The company leveraged its Freshdesk solution to improve ticket prioritization, support communication and collaboration among a suddenly remote workforce, and to increase its use of personalized, canned responses to address common questions and issues, resulting in both a 50% ticket deflection rate and a 49% “repeat customer” rate.

Control costs | Motivate your support team and boost productivity

Your support team can make or break your brand's reputation, so you need to invest intelligently in the function while still controlling costs and maximizing team productivity.

Common productivity killers include:

- Too much low- or no-value, manual taskwork
- Inability to easily prioritize higher-value work
- Low motivation – often resulting from an overabundance of boring, low or no-value taskwork

The Freshdesk Growth plan offers five features (versus three with Free) that can:

Help your team to manage time effectively with a “to-dos” feature that enables them to easily list and check off actions needed to resolve and clear tickets

Free

Ensure people never miss performing critical tasks needed to resolve tickets with automated reminders

Growth

Keep customers in the loop with automated communication of standard business hours and SLAs so they know when to expect replies from your team

Growth

Eliminate time wasted on non value-adding tasks with filtered search for rapidly finding tickets, contacts, solutions, and so forth

Growth

Motivate people to maximize productivity with a gamification feature that unlocks various performance levels and stokes friendly competition among the team

Growth

Let more people find you | Grow rapidly on social media

Savvy social media users — ones with large follower counts and hashtag expertise — have figured out they can often obtain rapid brand responses by airing complaints publicly on Twitter, Facebook, and other popular social media channels.

Add in replies, shares, and retweets and you can suddenly find even minor service and support failures being witnessed and discussed, at length, by legions of existing and potential future customers.

Failing to respond rapidly and publicly to these conversations presents a huge future growth risk for your brand.

Responding swiftly and well, however, can boost growth, expand your social media presence by orders of magnitude, and even earn you a few social media influencers as powerful brand ambassadors.

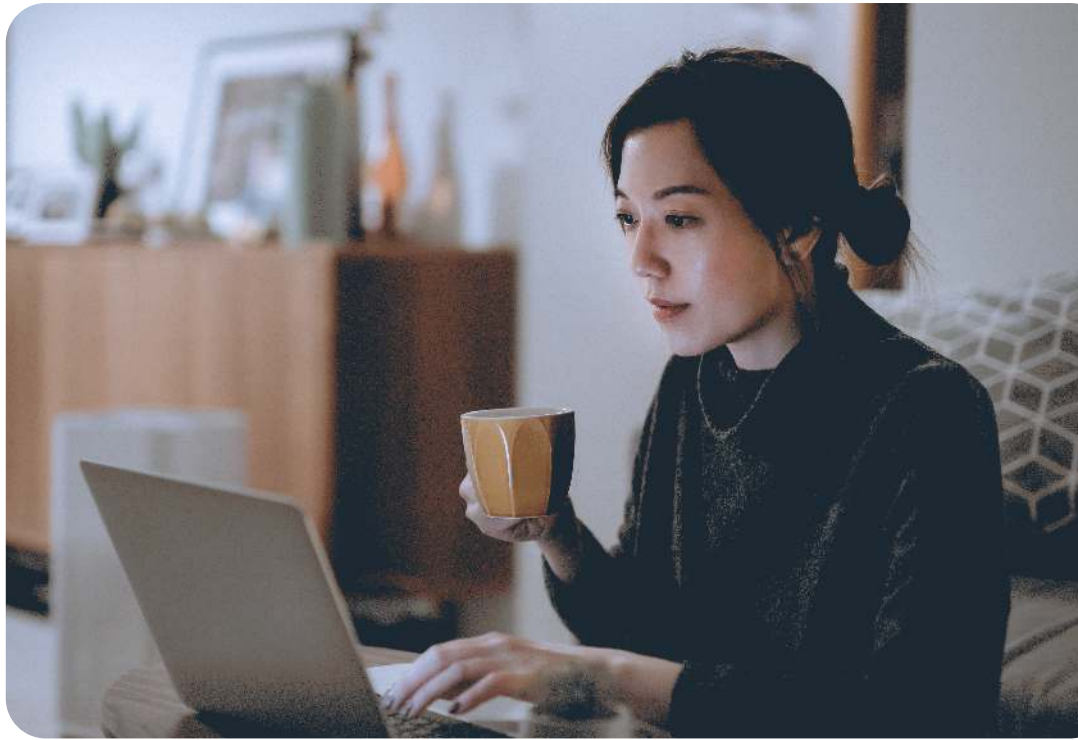
The Freshdesk Growth plan offers two features (versus one with Free) that can help:

Quickly discover and take control of brand conversations online with basic mention tracking on Facebook and Twitter

Free

Create a direct pipeline between your brand's social media pages and support/help desk, convert social media interactions to tickets, discover and address potentially damaging conversations based on specific keywords and other conditions with advanced Facebook and Twitter functions

Growth



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Besides email, we now service customers on Facebook, Instagram, and Twitter through Freshdesk. We've seen a visible shift in volume from email to social media after the integration.

Emma DeSena

Customer Services Manager

Scotland-born **BrewDog**, a community-owned purveyor of craft beer

Help your customers help themselves | Leverage self-service

Nearly four in 10 (39%) of consumers say they prefer self-service options to engaging with people and 61% admire companies that use smart mixes of self-service and human interactions.⁴

Building a robust self-service knowledge base takes some time and up-front investment – in planning, writing, editing, testing, categorizing, and so forth – but it’s largely a one-time investment that has potential to divert up to 40% or more of future live support desk interactions for many years into the future.

But there are risks to consumer self-service. For example, bad writing, dated information, weak search functionality, or too much friction in transitioning from self-serve to live human options.

But, as your customer base grows, the potential for support-desk productivity growth and cost avoidance through self-service continue to multiply and quickly eclipse those risks. Live support personnel get to devote their energy and bandwidth to more interesting and challenging interactions (promoting engagement and job satisfaction). And valuable performance metrics, such as numbers of tickets resolved, time to resolution, tickets resolved in a single interaction, become more meaningful and indicative of your support team’s true capabilities, the quality, and value of service they provide.

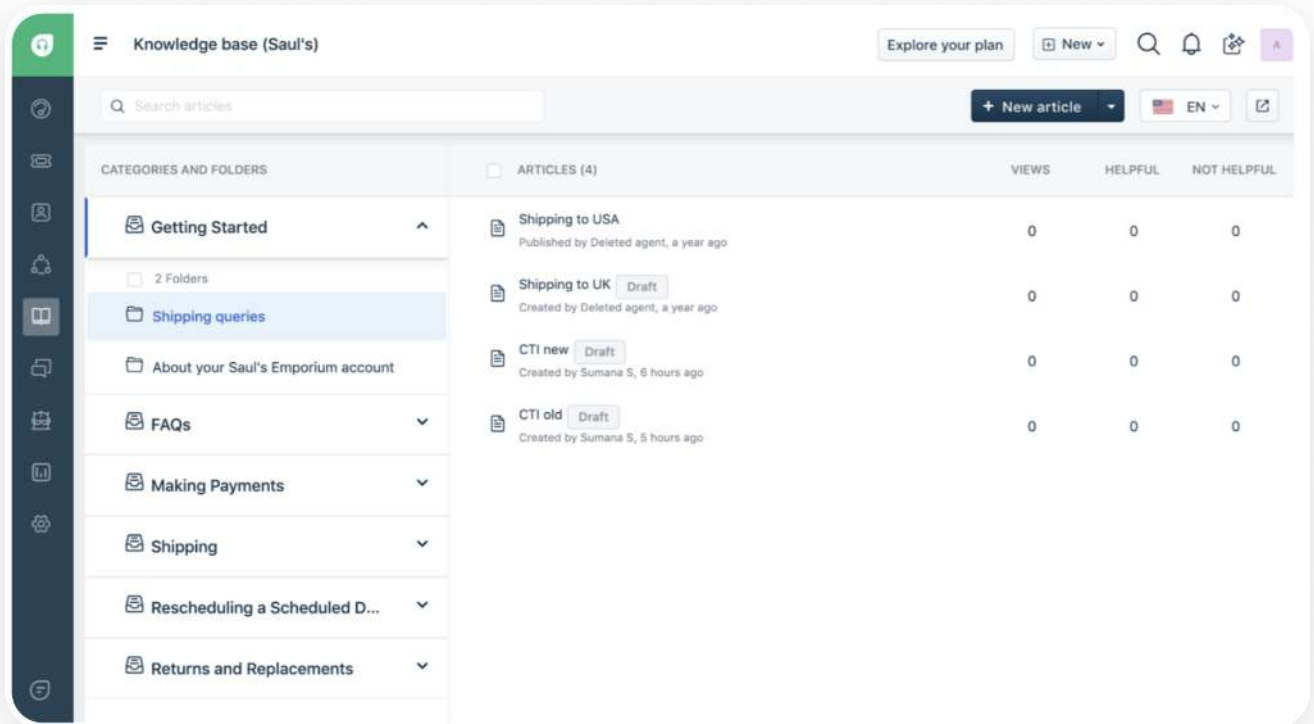
The Freshdesk Growth plan offers two features (versus one with Free) that can help you to build and deploy a robust self-service knowledge base:

Knowledge base to easily document, organize, and manage how-tos and FAQs for both customers and your internal people to use

Free

Improve self-service and ticket resolution rates by auto-suggesting solutions already documented in the knowledge base and enabling robust capabilities for re-ordering, filtering, and locating the most relevant information with ease and speed

Growth



Product screenshot: Knowledge base

⁴ *The Future of CX: 2022. Statistics cited are from a Freshworks survey of over 4,500 businesses plus a deep-dive analysis across 107 million customer interactions.*



Hedge growth risks | Collaborate within and outside your team

As your business continue to grow, collaboration and communication become increasingly challenging for support desk teams, especially as you reach into different markets, regions, and geographies.

Chances are you will have some seasonal fluctuation in your business and call/inquiry volumes. Economic business cycles rise and fall. To minimize risks and costs associated with expanding and shrinking your support labor force, you might rely on vendors or independent contractors to plug seasonal and cyclical gaps.

Eventually, along your growth journey, email and IM will cease to be effective tools for communicating. You'll also want dedicated capabilities for measuring, analyzing, reporting, and managing organizational performance to specific goals and objectives (including any vendors or independent contractors you might be using).

Freshdesk has you covered here too. The Freshdesk Growth plan offers four important collaboration features (versus three with Free) that can help you to expand and contract your support workforce with minimal risk:

Enjoy a bird's eye view into how your support organization is performing with a real-time performance dashboard

Free

Segregate what customers see and don't see in support ticket progressions with a private notes feature

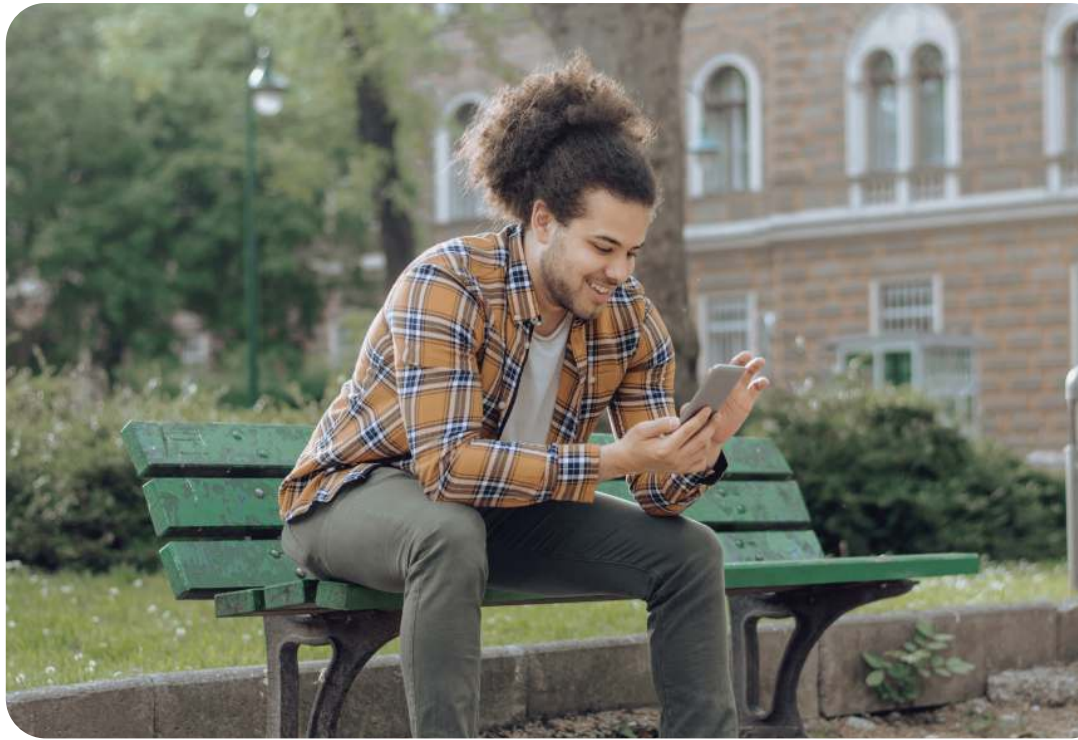
Free

Seamlessly hand-off tickets to independent contractors or outsourced vendors with a forward tickets feature

Growth

Rapidly onboard and grant temporary access to part-time workers, seasonal hires, vendors, or other teams with an occasional agents feature

Growth



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The biggest advantage of having a centralized system is that it's easier to train and coach people from different countries. Before, everyone was working on different KPIs and metrics. With Freshworks, we have been able to standardize and unify our processes to a large extent.

Sam Elshawarby
Manager
International Customer Services
CeX WeBuy

Freshdesk grows with you

You want your business to grow fast. And you have plenty of levers to make that happen — innovation, technology, brand building, marketing, sales, and so forth. But history is littered with examples of startup companies that stalled or eventually failed because they neglected to meticulously plot future growth trajectories and to rapidly adjust their organizations, processes, and approaches for rising levels of complexity and risk.

The Freshdesk Growth plan is finely tuned to help your startup business cost-effectively access state-of-the-art support desk capabilities to smooth transitions through important growth milestones — from startup, to small, to mid-sized — with fast-growing customer bases and end markets.

Our more advanced Pro and Enterprise plans are built for subsequent phases of growth — from intermediate, to large, to very large — where companies tend to experience even more dramatic increases in organizational complexity, in the diversity of products and services they offer, and in the customer segments, geographies, and sales channels they serve. The Freshdesk Pro and Enterprise plans support increasing:

- Complexity in customer-support workflows
- Needs for custom support roles, metrics, and reporting
- Partnering with other enterprises
- Integrations with third-party apps
- Requirements for performance measurement and management
- Internal compliance and audit requirements
- Knowledge-base complexity
- Risks, customer privacy, data security, and other needs
- Appetites for process automation, efficiency, and intelligence

The Freshdesk Growth, Pro, and Enterprise plans give you all the tools you need to consistently center customer experience in your business culture and create positive market buzz for your brand. And well of course, retain customers effortlessly.

Modern. Powerful. Intuitive. See it in action.

GET A DEMO



About Freshworks

Freshworks Inc., (NASDAQ: FRSH) makes business software people love to use. Purpose-built for IT, customer support, sales and marketing teams, 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 58,000+ customers including Bridgestone, Chargebee, DeliveryHero, ITV, Klarna, Multichoice, OfficeMax, TaylorMade, and Vice Media. For the freshest company news visit www.freshworks.com and follow us on [Facebook](#), [LinkedIn](#), and [Twitter](#).