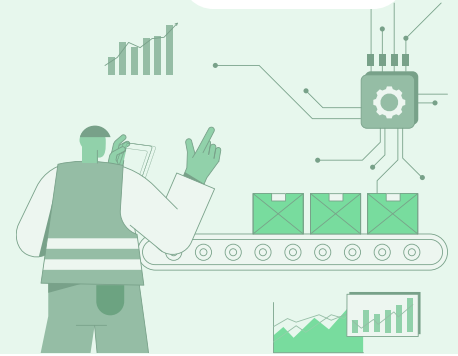


Freshdesk – the modern customer service solution for the manufacturing industry



Industry 4.0 demands smarter support.

As manufacturing embraces IoT, AI, and automation, customer service must keep pace.

Freshdesk empowers manufacturers to align support with digital transformation, offering auto triage, predictive maintenance, AI insights, and omnichannel communication.

With Freddy AI, powerful analytics, and seamless integrations, [Freshdesk](#) ensures your support is as efficient and innovative as your production.

Common manufacturing industry customer service pain points

Costly downtime

Unplanned downtime can cost businesses up to \$2.3 million¹ per hour.

Self-service support

70%² of customers prefer a self-service portal powered with multimedia to solve queries independently.

Poor service

Businesses lose up to \$3.7 trillion³ per year due to poor customer service.

Low productivity in resolutions

Without an advanced ticketing system, agents solve customer issues with 20%⁴ less productivity.

Manufacture customer delight every time with Freshdesk

1. Proactive alerts that keep customers informed

With Freshdesk, manufacturers can trigger proactive notifications through customer journeys to inform suppliers and customers about downtime, maintenance, or product updates. Unified customer records give agents complete context, enabling timely service checks and reducing inbound queries.

2. Smarter self-service with a multilingual knowledge base

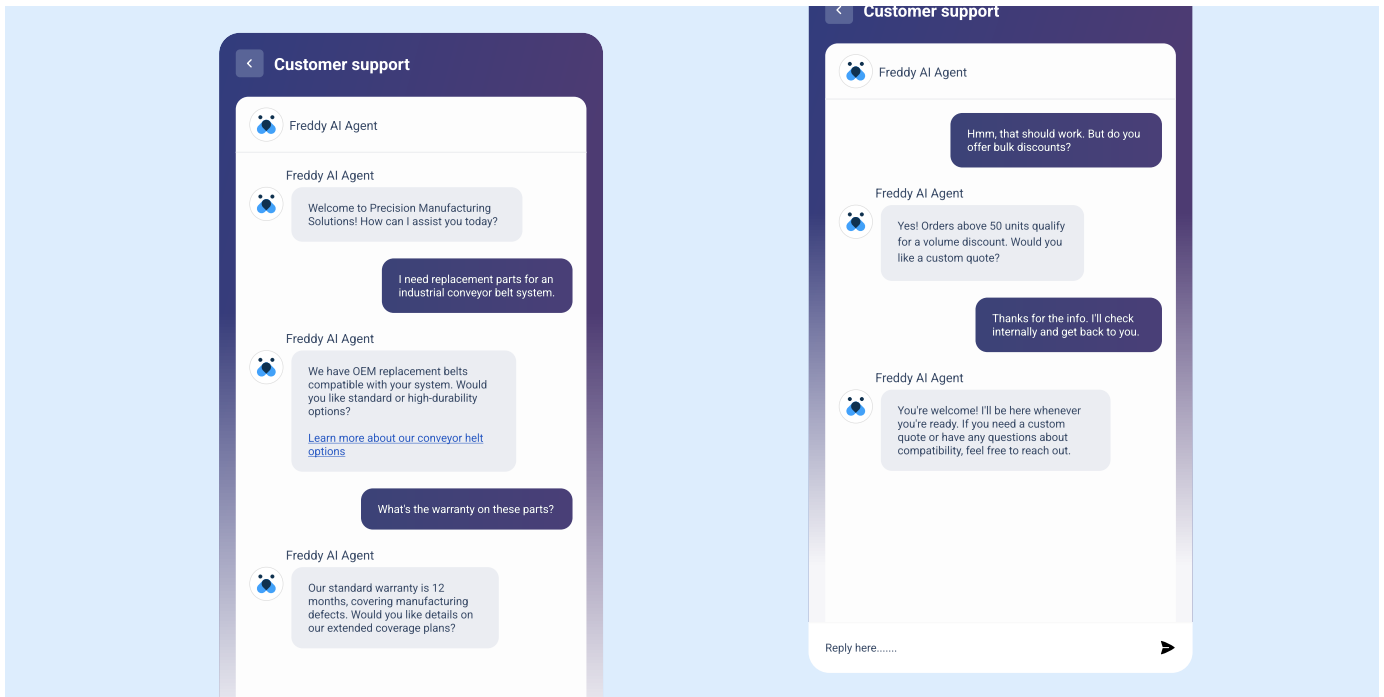
Freshdesk's robust knowledge base supports step-by-step guides, how-to videos, and documents in multiple languages, making it easier for customers to solve issues independently.

With **87.5%* of manufacturing companies already implementing a knowledge base**, those using Freshdesk **resolve tickets 47%* faster and achieve 100% CSAT** in conversational support.

3. Always on AI Agent for faster resolutions

Freddy AI Agent automatically handles routine inquiries, resolves common product issues, and escalates complex

cases to agents with full context. Manufacturers using Freddy AI Agent have improved **resolution time to just 2 minutes 24 seconds*** while keeping reopen rates as low as 2%.



4. AI Copilot that boosts agent productivity and consistency

Freddy AI Copilot provides intelligent summaries, suggests solutions, and rewrites agent responses to align tone and clarity.

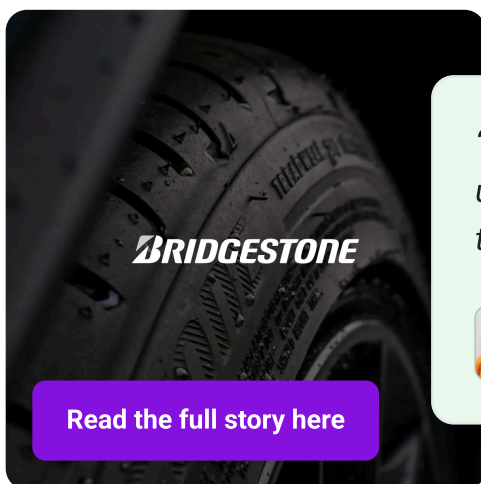
This helps agents resolve issues faster and more effectively, contributing to a **98.9%* CSAT in ticketing and 100%* CSAT in chat** for top manufacturing companies.

5. Seamless collaboration to resolve complex issues faster

Freshdesk's parent-child ticketing, linked tickets, and shared ownership features enable smooth cross-team collaboration.

Engineering, logistics, and finance teams can work together on one platform, helping teams resolve technical and interconnected issues **5x* faster than industry averages**.

* [Freshworks Customer Service Benchmark Report 2025](#)



"Freshdesk's agent [workspace] and how it worked was very user-friendly. It had all the features to collect tickets, assign tickets to different agents, and store information."



Luke Gaspar
Field Engineer Bridgestone

[Read the full story here](#)

Join your peers in earning customers for life



Freshdesk helps manufacturers of the world set the benchmark in customer support

[Our 2025 Customer Service Benchmark Report](#) reveals how top manufacturers are redefining customer support.

Curious how your team stacks up? Compare your current support performance with the industry's best below.

| Metric | Trendsetters (Ticketing) | Trendsetters (Chat) |
|--------------------------|--------------------------|---------------------|
| First Response Time | 11m 9s | 16s |
| Resolution Time | 47m 34s | 2m 24s |
| CSAT | 98.9% | 100% |
| First Contact Resolution | 42% | 97.98% |
| Response SLA % | 39% | 85.03% |

Want to join the trendsetters of your world? [Start with Freshdesk.](#)

FAQs

1. How easy is it to onboard Freshdesk for a manufacturing team?

Freshdesk is cloud-based, simple to set up, and customizable, allowing manufacturing teams to get started in no time with minimal training.

2. How does Freshdesk ensure data security and compliance?

Freshdesk provides industry-standard security protocols, including encryption and access controls.

3. Can Freshdesk scale with the growth of a manufacturing business?

Freshdesk is scalable, supporting businesses of all sizes, from small teams to large operations. It allows instant addition of agents, channels, and integrations.

[Sign up for free trial](#)

We are always there to help you with your queries. If in doubt, feel free to reach out to sales@freshworks.com

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