

# Partner Success Stories

Our partners recount their journey  
with Freshworks



# Meet Nico Hemker



**Nico Hemker,**  
Managing Director performio GmbH,  
Business Angel & Investor

As a former strategy consultant, Nico specialises in digital transformation for enterprise companies. Based on this experience, he founded the Freshworks practice within performio GmbH, a specialized team of consultants supporting companies to successfully manage transformation projects with a focus on Customer Service Centres (CX) and IT Service Management (ITSM).

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**With Freshworks, our customers are able to digitalize and scale their business – and as they grow, we grow.**

# European market expansion and growth with Freshworks

When they first became a Freshworks partner four years ago, performio integrated Freshworks' solutions into their portfolio to address customer experience (CX) and IT service management (ITSM) gaps. Their customers were delighted with the new tools and began recommending performio to others in their circles, leading them to expand into the reseller space.

Recognizing the growth potential, they collaborated with Freshworks sales colleagues to target larger customers with complex requirements. Their expertise in managing challenging IT projects quickly gained Freshworks' attention, resulting in performio being asked to lead additional implementation projects. As a local partner, they offered onsite workshops in German, a key success factor for many mid-sized businesses

A few months later, they also began developing custom apps to cater to individual customer needs and partnered with other companies within the Freshworks Partner Ecosystem. This capability allowed them to deliver projects of all sizes successfully and grow their existing customer base.

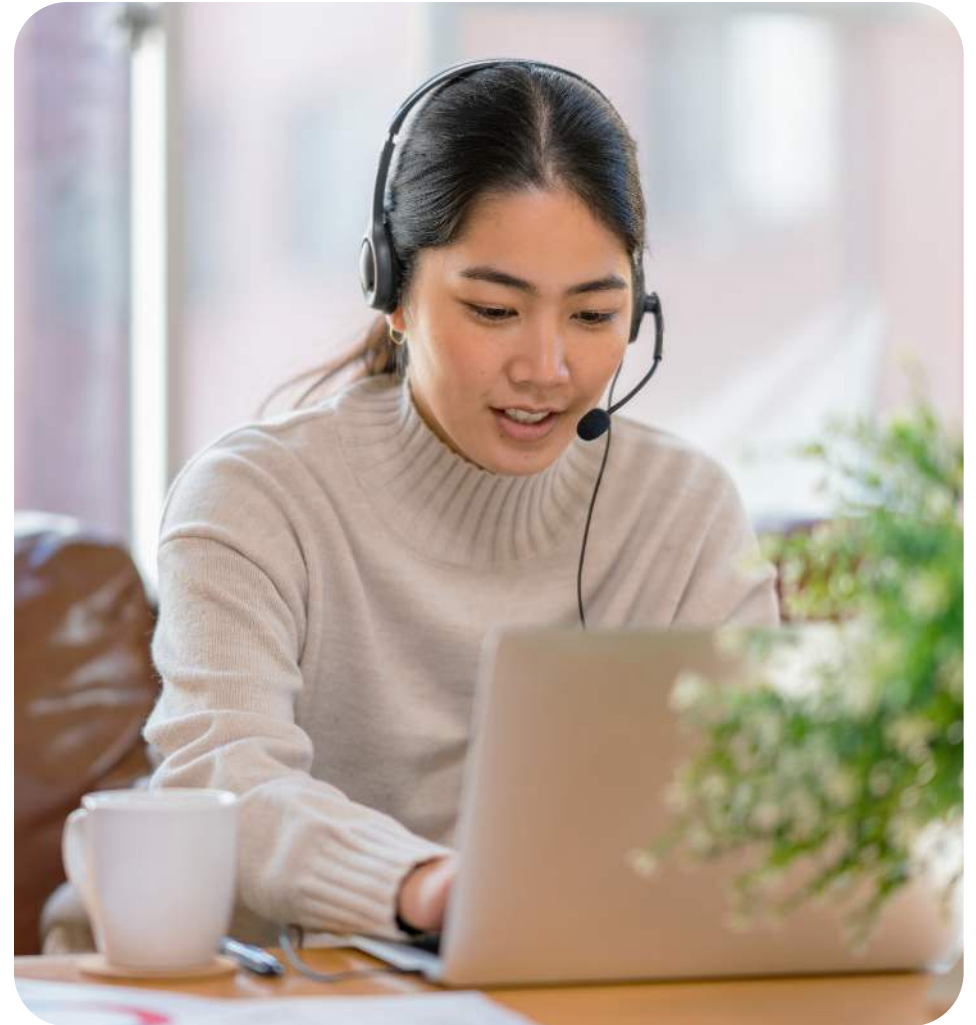
This one time when they asked the head of IT of an enterprise prospect if he required references from Freshworks and performio he only responded, "No, thank you. Our new CIO knows Freshworks and experienced performio's implementation services in the past. He loves the solution and wants you to do the project – let's discuss how we get started."

This was the moment that they realized that this team (Freshworks + performio) was becoming a strong brand in Germany.

Today, performio boasts a team of 13 dedicated Freshworks consultants and engineers supporting over 500 active customers, primarily in Germany.

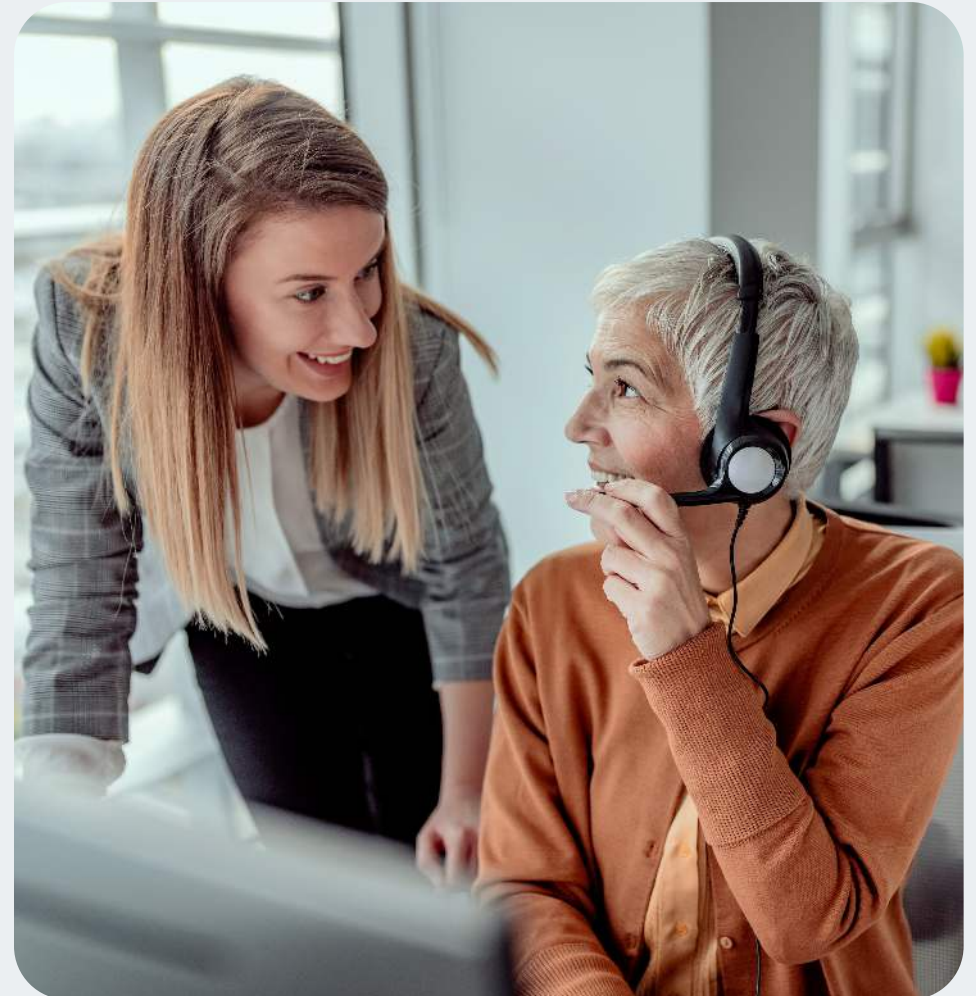
# A practical use-case from performio's portfolio

“A customer of ours wanted to modernize their internal IT Service Management and struggled to implement Freshservice into its complex IT infrastructure. They were overwhelmed by options and functionalities. We set up a joint project team and helped them in multiple sprints to configure Freshservice according to ITIL standards. Further, we trained their agents (~300) in best practices and created interfaces to third-party solutions such as their ERP system. The results impressed them that they extended their internal Freshservice instance with an additional Freshdesk instance. We supported them in setting up call-centre processes for an additional 100 agents and optimized processes between Freshdesk and Freshservice. That way, they could provide outstanding services to external and internal customers.”



# Future-forward : Key strengths of this partnership, according to Nico

“Freshworks is providing us with a great, state-of-the-art, easy-to-manage, and reliable SaaS solution. Together with our understanding of regional customer needs, country regulations, and industry specifics, we can deliver amazing solutions to our customers—from SMB to Enterprise. Further, Freshworks pushes innovation such as conversational commerce and artificial intelligence so that we can continuously approach our customers with new ideas and help them grow their business further.”



## About performio.



performio GmbH has been working as a digitalization consultant and IT service provider for companies in a wide range of industries since 2007. Their dynamic team offers holistic solutions for the digital success of SMBs and enterprise customers. Their core service propositions include IT services, cyber security and digital transformation. They are actively involved in political committees in Germany and the EU and have been pushing for the digitalization of businesses. With Freshworks, they provide best-in-class CX and ITSM solutions and support their customers by efficiently implementing AI-driven processes.

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## About freshworks



Freshworks products are designed around the principles of simplicity and functionality. Empower your teams with solutions that are intuitive, and provide the right data to make informed support, sales, and marketing decisions. Our products do away with complex setup and manual tasks and let you switch your focus back to growing your business the way you want.

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