

Partner success stories

Our partners recount their journey
with Freshworks



Meet Anand Subbaraj from Zuper



Anand Subburaj, CEO of Zuper.

With a strong background in software development and product management, Anand drives innovation and digital transformation within the industry. His leadership has propelled Zuper to become a trusted partner for businesses seeking to optimize field service operations and enhance customer experiences.

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Consistently delighting customers with exceptional service is the key to outperforming competitors today. At Zuper, we work to provide solutions that help businesses with field service teams achieve this goal, and the integration with Freshworks will provide greater visibility into customer interactions and data, leading to more streamlined care and support.

Coming together with Freshworks

Zuper first connected with Freshworks through a mutual customer who used both Zuper's services and Freshdesk. This customer wanted to integrate the platforms to enable a seamless flow of customer information between sales and service teams. Recognizing that many customers had similar integration needs, we saw an opportunity to expand our partnership. What started as custom integrations for a few customers evolved into native integrations between Zuper, Freshdesk, and Freshsales, driven by our shared goal of effectively solving customer problems.



Seamless service excellence:

Freshworks and Zuper value proposition

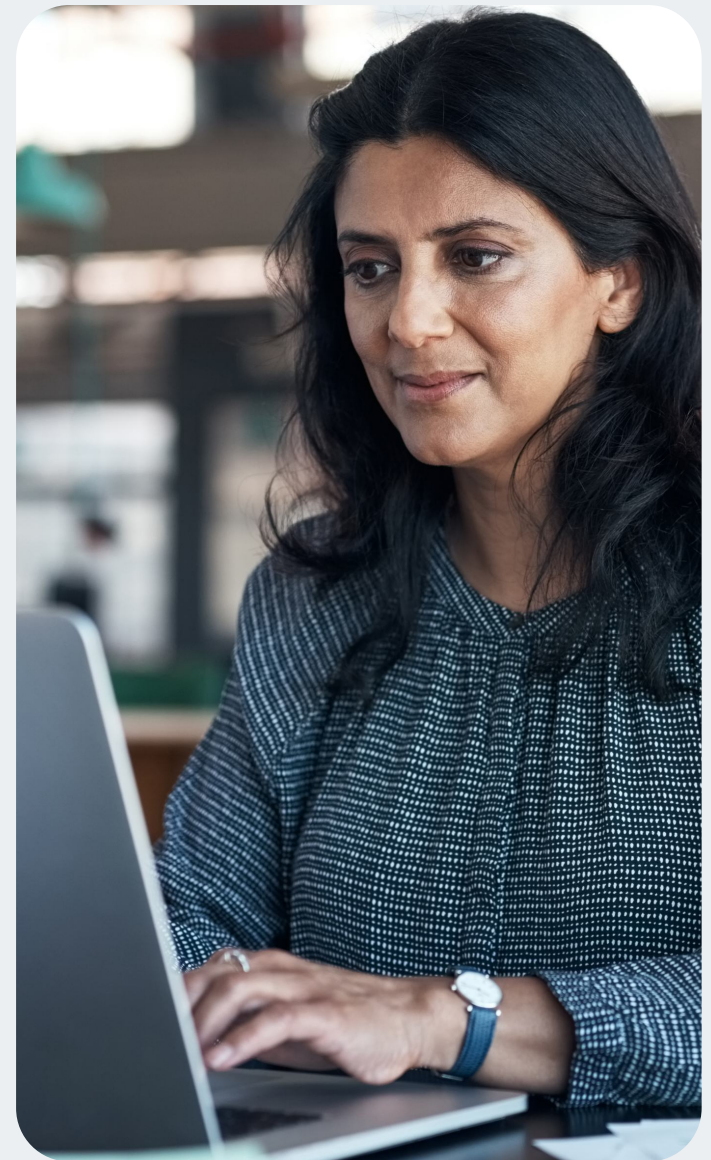
Integration with Freshworks centralizes collaboration among customer service agents, back-office staff, business owners, and field technicians.

- The Zuper widget allows agents to create jobs directly in the Freshdesk ticket screen without logging into another app. Job details like title, description, and customer information are pre-populated for efficiency.
- Back-office staff and technicians can share job notes, documents, and updates including service descriptions, images of completed work, and quality checklists thanks to two-way sync.
- Field technicians gather customer signatures and feedback in the field, with all updates accessible to agents on their ticket screens.
- Agents can filter field technicians by location, availability, and skill sets, and choose service locations using accurate coordinates for easier navigation.
- Real-time tracking of technicians' locations and ETAs helps keep customers informed.
- Support agents get a full-page view of all service jobs and assets, enabling access to job activities and documents. A comprehensive customer page showcases all tickets associated with a customer.

Integration in action: Unlocking real-world scenarios

This integration is particularly beneficial for companies specializing in installation and maintenance services across various industries. These companies rely on efficient coordination between their support teams, technicians, and customers to ensure timely and high-quality service delivery.

- Relevant customer information is automatically transferred from Freshdesk to Zuper. Service technicians receive detailed insights into customer requirements and expectations, enabling them to deliver tailored service and support from the outset.
- Before a scheduled service visit, automated notifications and reminders are sent to customers via email or SMS, providing appointment details and technician information. Customers can also receive real-time updates on technician arrival times and job status, enhancing transparency and reducing uncertainty.
- By analyzing customer feedback, service performance metrics, and revenue trends from integrated data, companies gain valuable insights into customer preferences, service trends, and business opportunities.



The journey ahead

Zuper and Freshdesk integration has made customer support and field service management more efficient. Looking ahead, the planned integration with Freshsales aims to further improve service delivery, promising an enhanced experience for all customers.



Zuper offers the most comprehensive and adaptable field service management platform for fast-growing service businesses combining configurable workflows, best-in-class integrations and industry-leading customer support. It streamlines critical processes such as scheduling, invoicing, and dispatching, making the service management process more efficient for your business.



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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