

Freshdesk – the modern customer service solution for the software industry



Give customers the fast, modern, AI-powered support they expect.

In the software world, speed is everything. From product updates to support resolutions. But handling technical questions, managing SLAs, and delivering personalized service across channels can stretch your support teams thin.

That's where [Freshdesk](#) comes in. With Freddy AI Copilot, Freddy AI Agent, omnichannel messaging, and built-in automation, Freshdesk helps software brands deliver accurate, fast, and delightful customer experiences, all while boosting agent productivity.

Top customer support challenges in the software industry



Poor product adoption

Customers use less than 50%¹ of software features, negatively impacting retention and renewal rates and increasing churn.



High customer support volume

Software companies find it challenging to manage a high volume of customer support requests, which average about 578² tickets daily.



Limited self-service options

Although 93% of customers prefer self-service, only 14%³ resolve issues independently.



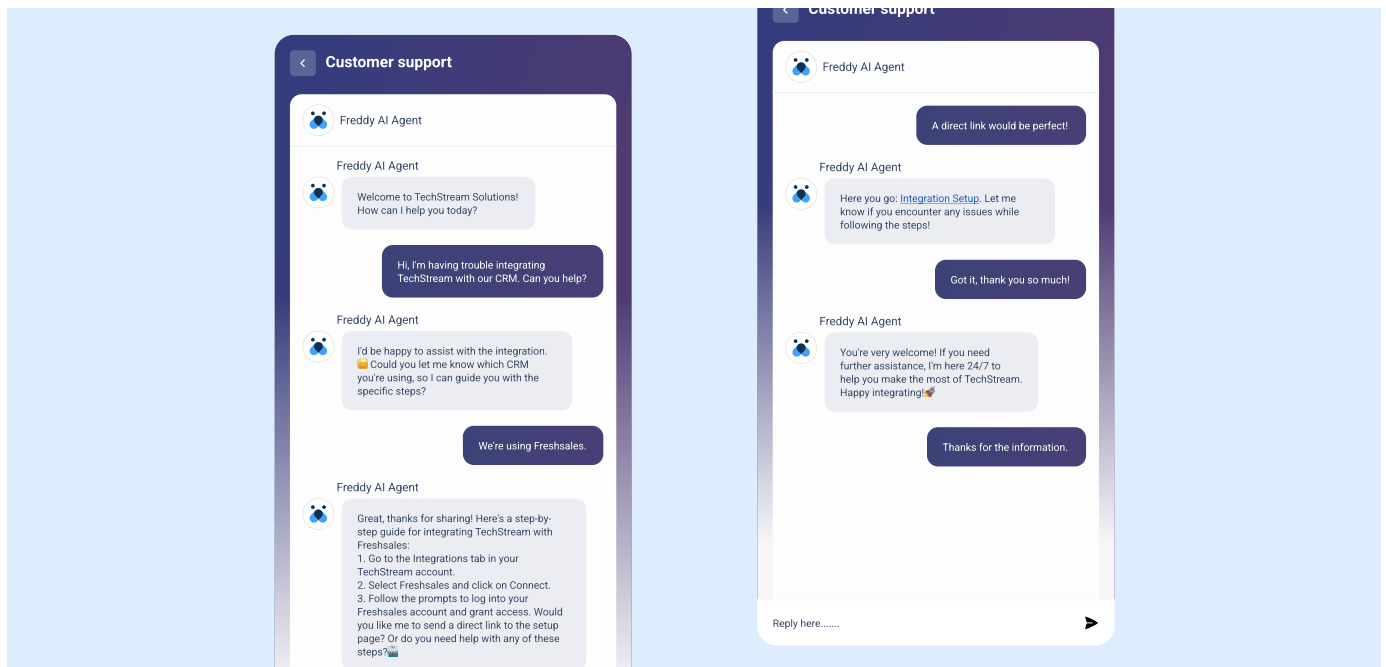
Response time delays

65%⁴ of customers have switched to a competitor after poor customer service, particularly due to long response times.

Supercharge support with Freshdesk, built for software teams

1. AI agents that deflect up to 45%* of repetitive tickets

Freddy AI Agent resolves common FAQs using your own data and your knowledge base, helping software companies **deflect up to 45%* of incoming queries**. This frees agents to focus on more complex issues without keeping customers waiting.



2. Fastest response rates powered by Freddy AI Copilot

Freddy AI Copilot speeds up ticket resolution by summarizing conversations, suggesting responses, and rewriting replies in real time. Top software teams using Freshdesk **reply to tickets in just 2 minutes and 20 seconds***, down from 6 hours*, and resolve them in just 38 minutes*.

3. Omnichannel conversations in one view

Freshdesk unifies conversations across email, live chat, phone, in-product widgets, and social channels, giving agents the full context to solve issues with speed and accuracy. **Software companies using Freshdesk have improved First Contact Resolution by 39%* and cut reopen rates down to just 1%*.**

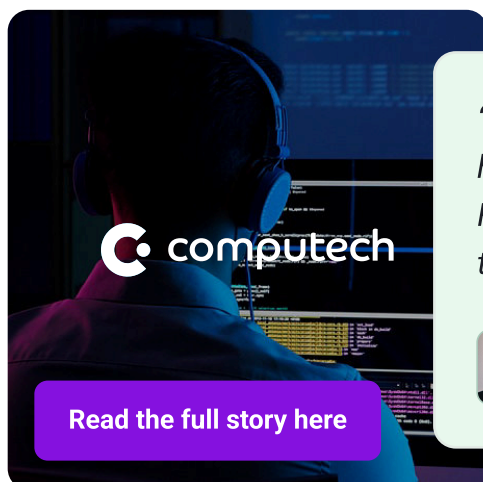
4. Seamless collaboration with internal teams

Agents can tag engineering, finance, or product teams and loop them into tickets via Threads and private conversations without leaving Freshdesk. This integrated collaboration **boosts resolution speeds by 35.18%***, a critical advantage for complex software queries.

5. Analytics that drive product and support improvement

With Freshdesk Analytics, software teams identify recurring issues and product gaps, helping both support and product teams improve. **These data-driven insights have helped software companies achieve a CSAT of 98.4%*, the highest across all industries.**

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



[Read the full story here](#)

"As a cloud-first company, we pursue a comprehensive and holistic approach to accompany our customers into the future. Freshdesk was one of the important cornerstones in fulfilling this aspiration for ourselves and driving it from within."



Tobias Linden

Owner and Managing Director

Join your peers in delivering flawless customer support



Freshdesk powers the fastest software support teams in the world

[Our 2025 Customer Service Benchmark Report](#) reveals how top-performing software companies 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	2m 20s	10s
Resolution Time	38m 6s	2m 34s
CSAT	98.4%	99.71%
First Contact Resolution	39%	96.64%
Response SLA %	41%	91.39%

Want to match or outperform the best? [Start with Freshdesk.](#)

FAQs

1. How does Freshdesk ensure data security and compliance?

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

2. How does Freshdesk support product lifecycle management?

Customizable workflows and feedback forms gather customer insights during each phase of software development, helping improve product quality.

3. How does Freshdesk facilitate support-development collaboration?

Freshdesk integrates with Jira and GitHub, enabling seamless communication between support and development teams for faster issue resolution.

[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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