

The Total Economic Impact™ Of Freshworks Customer Service Suite

Cost Savings And Business Benefits
Enabled By Customer Service Suite

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Consulting Team: Amelia Lau
Sruti Pegatraju

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Executive Summary

The Freshworks Customer Service Suite is an all-in-one omnichannel solution fueled by automation and generative AI (genAI), empowering firms to elevate their customer experience and improve agent productivity. This solution overcomes challenges in creating a unified customer journey view and improving accuracy in measurement and reporting by automating self-service across channels, streamlining operations for enhanced efficiency with AI-powered workflows, and enabling seamless collaboration.

Freshworks commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying their Customer Service Suite.¹ The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Freshworks Customer Service Suite on their organizations.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four representatives with experience using the Customer Service Suite. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single composite organization.

Prior to using the Customer Service Suite, these interviewees noted how their organizations either deployed a variety of disparate, point solutions limited to specific contact channels (e.g., phone and email) or did not have any technology investments in customer care with customer enquiries being processed and addressed manually. Beyond

**4x increase in
support tickets
resolved via self-
service**



KEY STATISTICS



Return on investment (ROI)
225%



Net present value (NPV)
\$1.40M

operational inefficiencies, agents from these organizations faced a lack of visibility into the complete customer profile and their concerns, while managers lacked visibility into how well their team of agents were delivering to service-level agreements (SLAs) and how resources could be better allocated. These limitations led to the scalability of the interviewees' organizations being stifled and were a key impetus for them seeking an alternative solution.

After the investment in the Customer Service Suite, the interviewees' organizations were able to swiftly integrate and streamline their customer service operations and provide seamless omnichannel support powered by automation and genAI. Key results from the investment include rapid and straightforward implementation and uptake, enhanced visibility for insight-driven decision-making, automation of self-service and time-consuming tasks, and improved agent productivity.

KEY FINDINGS

Quantified benefits. Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Cost savings of \$1.3 million from deflection to self-service and lower-cost channels.**

Customer Service Suite allows the composite organization to create and scale a streamlined self-service experience with minimal wait times for customers through the incorporation of features like an AI-powered chatbot, personalized customer portal, and a robust knowledge base of frequently asked questions. By leveraging these capabilities, the composite organization can steadily increase the proportion of tickets resolved with self-service from 5% to 20% by the end of the third year. During a three-year period, this results in close to half a million support tickets being deflected to self-service channels, thus freeing up capacity for agents to focus their attention on higher value tickets.

Customer Service Suite is equipped with the ability to provide omnichannel support across digital and traditional channels and enriched with AI-driven conversational engagement support. This provides the composite organization with increased flexibility to promote a transition towards cost-effective channels where customers may be serviced more efficiently at scale. Through the Customer Service Suite, the composite organization reduces the volume of calls on phone channels by 60% annually. While self-service channels handle a portion of the calls, a significant proportion is directed to more cost-effective web-based channels, such as live chat and email. Over three years, more than 2 million support tickets are deflected to such lower-cost channels.

By shifting tickets to self-service and lower-cost channels, the composite organization achieves a cost saving of \$1.3 million over three years.

- **Improved agent productivity and efficiency, resulting in a reduced agent headcount of 22 FTEs over three years.** Customer Service Suite empowers agents at the composite organization to communicate better with customers and resolve issues more efficiently through features such as customizable ticketing rules, advanced workflows, and Freddy Copilot. Agents can also view all customer interactions across channels on the Unified Agent Workspace, tapping into the wealth of insights garnered to personalize service for customers accurately and efficiently. With the Customer Service Suite, the composite organization reduces average handling time for email and phone tickets by 30% by the end of the third year. This results in a capacity improvement of more than 45,000 hours, which is equivalent to a reduced agent headcount of 22 FTEs over three years. Through enhancing agent productivity and efficiency, which lowers the hiring needs of agents, the composite organization achieves a cost saving of \$493,000 over three years.
- **Cost avoidance of administrative tasks and reporting of \$38,000.** By leveraging the automation and reporting capabilities in the Customer Service Suite, the composite organization streamlines and automates their operations by eliminating manual-based processes that involved repetitive work tasks and generating reports and are prone to human error, by approximately 78 hours per agent per year.

With the Customer Service Suite, customer service managers who previously had to take stock of and assign tickets to agents manually are now able to free up time associated with such tasks due to automated ticket assignment, resulting in more than 320 hours saved across managers annually. As compared to manual assignment, automated ticket assignment is also more accurate, reducing the need for tickets to be rerouted in the case of misassignment.

The reduction in manual and repetitive administrative tasks and reporting hence results in a cost saving of \$38,135 over three years.

- **Cost savings of \$95,000 through increased agent retention.** With capabilities like the Unified Agent Workspace and streamlined workflow, Customer Service Suite empowers the composite organization's agents to resolve tickets effectively and efficiently while enabling collaboration and a transparent flow of information. These factors improve agent experience and reduce agent turnover by up to 9% annually, contributing to a cost saving of \$95,000 over three years.
- **Annual cost savings of \$142,000 through replacing legacy solutions with Freshworks Customer Service Suite.** The composite organization experiences a cost saving of \$142,000 over three years when it retires its legacy tools. This is due to the Customer Service Suite is more cost-effective relative to its legacy tools due to an average price differential of \$40 per license monthly.

Unquantified benefits. Benefits that provide value for the interviewees' organizations but are not quantified in this study include:

- **Elevated customer service and support.** The interviewees mentioned that the Customer Service Suite helped their organizations improve metrics around customer satisfaction significantly by providing flexible, proactive, and immediate support. It also ensures that positive customer experience is delivered consistently across channels.

Costs. Three-year, risk-adjusted PV costs for the composite organization include:

- **Freshworks Customer Service Suite license fees of \$513,000.** This includes the license fees paid to Freshworks based on a per-agent enterprise plan.

- **One-off implementation and training costs amounting to \$65,000.** This includes the resources (i.e., employees' time and effort) spent on planning and deploying the solution, as well as initial training for agents.
- **Ongoing solution management costs of \$44,000.** This includes the internal staff cost for ongoing support and management of the Customer Service Suite over three years.

The representative interviews and financial analysis found that a composite organization experiences benefits of \$2.02 million over three years versus costs of \$622,000, adding up to a net present value (NPV) of \$1.40 million and an ROI of 225%.



ROI
225%



BENEFITS PV
\$2.02M

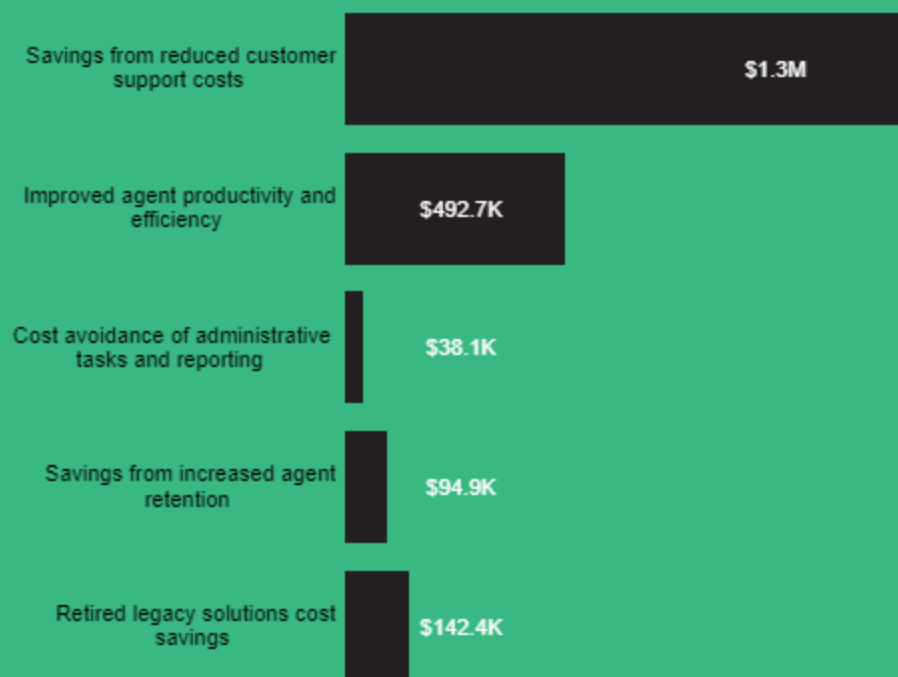


NPV
\$1.40M



PAYBACK
<6 months

Benefits (Three-Year)



“Customer Service Suite is the heart of our customer support operations and pivotal to our overall digital-first support strategy.”

— Director of sales and marketing, technology

TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Freshworks Customer Service Suite.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Customer Service Suite can have on an organization.

DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Freshworks and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Customer Service Suite.

Freshworks reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Freshworks provided the customer names for the interviews but did not participate in the interviews.



DUE DILIGENCE

Interviewed Freshworks stakeholders and Forrester analysts to gather data relative to Customer Service Suite.



INTERVIEWS

Interviewed four representatives at organizations using Customer Service Suite to obtain data with respect to costs, benefits, and risks.



COMPOSITE ORGANIZATION

Designed a composite organization based on characteristics of the interviewees' organizations.



FINANCIAL MODEL FRAMEWORK

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.



CASE STUDY

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

The Freshworks Customer Service Suite Customer Journey

■ Drivers leading to the Customer Service Suite investment

Interviews			
Role	Industry	Region	Number Of Agents
Director of sales and marketing	Technology	Headquartered in Europe	120
General manager of business process management	Printing services	Headquartered in North America	270
Head of customer experience and logistics	Consumer goods	Headquartered in Europe	28
Vice president of member services	Entertainment	Headquartered in North America	25

KEY CHALLENGES

Prior to investing in the Customer Service Suite, the interviewees noted their organizations generally lacked a dedicated customer service solution that enabled them to address customer needs seamlessly across platforms. Many were either deploying a variety of disparate point solutions limited to specific contact channels or lacked technology investments in customer care with customer tickets being processed and addressed manually.

The interviewees noted how their organizations struggled with common challenges, including:

- **High complexity and cost of managing multiple solutions.** Most interviewees said their organizations operated multiple solutions for customer support (e.g., one dedicated solution for phone channels and using shared inboxes for email channel), which complicated processes and was costly. Additionally, it was challenging for managers to track and assign tickets and for agents to provide cohesive customer service and support.
- **A lack of a unified view of the omnichannel customer journey.** As customers move across channels and interact with the interviewees' companies through a myriad of service channels, the interviewees' companies' ability to provide a seamless omnichannel experience is crucial to

“Giving agents visibility of all interactions in one view is a huge part of our strategy to drive efficiencies because we want to be conversational-centric, not ticketing focused.”

Head of customer experience and logistics, consumer goods

customer satisfaction. Interviewees noted that their inability to view customer context across channels in a single view necessitated customers to repeat their service history, which not only extended service interactions but — more importantly — damaged customer experience. The general manager of business process management at a printing services company said, “Previously, with everything not coming together in a single view, agents could not access information on the customer, and we could not garner a holistic timeline of the enquiries.”

- **Inaccurate measurement and reporting.** Interviewees reported that their organizations had

faced limitations in terms of accessing and monitoring contact center metrics and agents' workloads, which made it impossible to identify key areas for improvement. The challenge of measuring customer support performance was especially acute as the interviewees' organizations expanded their contact center operations as they scaled. For instance, the head of customer experience and logistics at a consumer goods company stated, "I think the

"Previously, agent productivity was not tracked. While the data was available per ticket, exporting and consolidating the data was time-consuming."

General manager of business process management, printing services

way that we had been operating meant that we didn't have any visibility at all into KPIs or SLAs and we had no way of tracking or improving them."

SOLUTION REQUIREMENTS

The interviewees' organizations searched for a solution that could:

- Enable agents to resolve tickets more effectively and efficiently with improved visibility, contextual insights, and automation features that eliminated repetitive and time-consuming tasks.
- Support developers with integrations that are easy to configure for greater flexibility and productivity.
- Be implemented and expanded quickly and easily to allow for faster time to value.

COMPOSITE ORGANIZATION

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the four interviewees, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

Description of composite. The composite organization is a fast-growing, business-to-consumer service organization headquartered in North America with \$500 million in annual revenue. As a fast-growth global business, the composite organization receives a high volume of customer service interactions and averages 100,000 tickets per month, which grows at a steady rate of 10% year over year. The organization employs 120 customer service agents who serve customers through phone and web-based (e.g., email and web-based chat) channels. These agents are located across geographies that the composite operates in North America and EMEA.

Deployment characteristics. The composite organization begins the Customer Service Suite investment with 120 customer service agents.

Key Assumptions

- **120 agents**
- **100,000 tickets monthly (average)**
- **Support cases divided across phone, web-based, and self-service channels**

Analysis Of Benefits

■ Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Savings from reduced customer support costs	\$278,896	\$530,422	\$749,684	\$1,559,002	\$1,255,156
Btr	Improved agent productivity and efficiency	\$178,500	\$212,353	\$206,225	\$597,077	\$492,710
Ctr	Cost avoidance of administrative tasks and reporting	\$14,912	\$15,359	\$15,820	\$46,090	\$38,135
Dtr	Savings from increased agent retention	\$29,835	\$40,333	\$45,895	\$116,064	\$94,938
Etr	Retired legacy solutions cost savings'	\$51,840	\$58,320	\$62,640	\$172,800	\$142,388
Total benefits (risk-adjusted)		\$553,983	\$856,787	\$1,080,264	\$2,491,033	\$2,023,327

SAVINGS FROM REDUCED CUSTOMER SUPPORT COSTS

Evidence and data. With the implementation of the Customer Service Suite, the interviewees noted their organizations quickly experienced deflection savings with automation and self-service. The solution's conversational engagement capabilities also allowed the interviewees' organization to direct more tickets toward lower-cost channels.

- The Customer Service Suite allowed the interviewees' organizations to create and scale an efficient self-service experience with minimal wait times for customers through the incorporation of features such as an AI-powered chatbot, personalized customer portal, and a robust knowledge base of frequently asked questions. These capabilities contributed to a dramatic rise in deflection to self-service channels that were more cost-efficient while reserving agent capacity for more complex enquiries and meaningful conversations. Additionally, this allowed customers a greater degree of freedom, giving them control over when and how they engaged with the

interviewees' organizations. The head of customer experience and logistics of a consumer goods company explained: "The bot capabilities in the Customer Service Suite allows more customers to completely self-serve which is in line with our wider strategy. Deflecting level-one support queries that don't need an agent gives our agents more room to have meaningful conversations with our customers on the more complex queries."

- The interviewees noted that Customer Service Suite empowered their organizations to lean more on lower-cost channels that were more efficient and could process higher volumes of contacts concurrently. This equipped the interviewees' organizations with the ability to provide omnichannel support across digital and traditional channels and enriched them with AI-driven conversational engagement support.
- Despite some calls being routed to self-service channels, interviewees noted that a large portion shifted to lower-cost, web-based channels like live chat and email.

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- The composite organization receives 1.2 million support tickets in Year 1 with ticket volumes growing 10% per year as the operations of the organization expand.
- Capabilities like automated chatbots powered by AI to enable deflection and deliver personalized resolutions are implemented over three years. By leveraging these capabilities, the composite organization steadily increases the proportion of tickets resolved with self-service from 5% to 20% by the end of Year 3. During a three-year period for the composite organization, this accounts for close to half a million support tickets that are deflected to self-service channels.
- Over a period of three years, the composite organization rolls out omnichannel support that allows up to 60% of ticket volumes to be directed toward lower-cost, web-based channels like chat.
- The cost of servicing a ticket on phone is \$2.67. The cost on web-based channels is \$0.89. The blended cost of servicing a ticket is \$1.34.

Risks. The benefit varies among organizations depending on the following factors:

- The total volume of tickets and distribution across channels.
- The nature and complexity of customer enquiries.
- Prior solutions and capabilities.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 15%) of \$1.3 million.

**20% of tickets
automatically
resolved through
self-service**



Savings From Reduced Customer Support Costs					
Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Number of support tickets received annually	Composite	1,200,000	1,320,000	1,452,000
A2	Percent of support tickets resolved with self-service before Freshworks Customer Service Suite	Composite	5%	5%	5%
A3	Percent of support tickets resolved with self-service after Freshworks Customer Service Suite	Composite	10%	15%	20%
A4	Number of support tickets deflected to self-service channels	$(A3-A2)*A1$	60,000	132,000	217,800
A5	Number of support tickets deflected to self-service channels due to Freshworks Customer Service Suite	$A4*70\%$	42,000	92,400	152,460
A6	Saved cost per ticket (blended cost of servicing each ticket)	Composite	\$1.58	\$1.41	\$1.34
A7	Subtotal: Cost savings through deflection to self-service channels	$A5*A6$	66,453	130,610	203,534
A8	Percent of support tickets received on phone channels before Freshworks Customer Service Suite	Composite	50%	50%	50%
A9	Percent of support tickets received on web-based channels before Freshworks Customer Service Suite	Composite	45%	45%	45%
A10	Number of support tickets received on phone channels before Freshworks Customer Service Suite	$A1*A8$	600,000	660,000	726,000
A11	Number of support tickets received on web-based channels before Freshworks Customer Service Suite	$A1*A9$	540,000	594,000	653,400
A12	Percent of support tickets received on phone channels after Freshworks Customer Service Suite	Composite	35%	25%	20%
A13	Percent of support tickets received on web-based channels after Freshworks Customer Service Suite	Composite	55%	60%	60%
A14	Number of support tickets received on phone channels after Freshworks Customer Service Suite	$A1*A12$	420,000	330,000	290,400
A15	Number of support tickets received on web-based channels after Freshworks Customer Service Suite	$A1*A13$	660,000	792,000	871,200
A16	Cost of servicing each ticket on phone channels	Composite	\$2.67	\$2.67	\$2.67
A17	Cost of servicing each ticket on web-based channels	Composite	\$0.89	\$0.89	\$0.89
A18	Total customer support costs before Freshworks Customer Service Suite	$(A10*A16)+(A11*A17)$	\$2,082,600	\$2,290,860	\$2,519,946
A19	Total customer support costs after Freshworks Customer Service Suite	$(A14*A16)+(A15*A17)$	\$1,708,800	\$1,585,980	\$1,550,736
A20	Attribution to Freshworks Customer Service Suite	Composite	70%	70%	70%
A21	Subtotal: Cost savings through shift to lower-cost channels	$(A18-A19)*A20$	261,660	493,416	678,447
At	Savings from reduced customer support costs	$A7+A21$	\$328,113	\$624,026	\$881,981
	Risk adjustment	↓15%			
Atr	Savings from reduced customer support costs (risk-adjusted)		\$278,896	\$530,422	\$749,684
Three-year total: \$1,559,002			Three-year present value: \$1,255,156		

IMPROVED AGENT PRODUCTIVITY AND EFFICIENCY

Evidence and data. Interviewees noted that the Customer Service Suite empowered agents at their organizations to communicate better with customers and resolve issues more efficiently through features like customizable ticketing rules, advanced workflows, and Freddy Copilot. Customizable and automated assignment rules that run upon ticket intelligently prioritized and assigned tickets to the right agents based on skill set and availability, ensuring that the most suitable agent was matched to each ticket. Agents could also view all customer interactions across channels on one singular interface through the Unified Agent Workspace. The greater visibility into the customer journey allowed agents to tap on the data and contextual information garnered to accurately and efficiently personalize service for customers, making for improved customer service and support and enhanced customer satisfaction.

- The general manager of business process management for a printing services company told Forrester, “[With Customer Service Suite], customer experience has improved because with all the customer interactions available on one interface, agents can easily check the history to address enquiries without customers needing to repeat their scenarios.”
- The director of sales and marketing of a technology enterprise shared, “Having one set of tools with all the information in one place has helped our agents to be more productive as

agents can refer to the history, thus saving the customer from explaining everything from the beginning again and potentially leading to frustration.”

Modeling and assumptions. For the purposes of the composite organization, Forrester assumes the following:

- By leveraging the Customer Service Suite, the composite organization reduces the average handling time (AHT) for each email and phone ticket from 10 minutes to 7 minutes (30% reduction).
- Seventy percent of time savings from lower AHT is captured for higher agent capacity.
- Assuming 70% of productivity is captured from this saving, there is a net capacity improvement of 45,416 hours. Over a three-year period, this translates into a reduced agent headcount of 22 FTEs.

Risks. The benefit varies among organizations depending on the following factors:

- The nature and complexity of customer issues.
- The pay rate of agents.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV of \$493,000.

**30% decrease in
AHT for email
and phone tickets**



Improved Agent Productivity And Efficiency					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Average handling time for emails and phone before Freshworks Customer Service Suite (minutes)	Composite	10	10	10
B2	Average handling time for emails and phone after Freshworks Customer Service Suite (minutes)	Composite	8	7	7
B3	Average handling time saving for emails and phone (minutes)	B1-B2	2	3	3
B4	Percent of support tickets received on email and phone after Freshworks Customer Service Suite	Composite	50%	35%	30%
B5	Total time savings for emails (hours)	$(A1*B4)*B3/60$	20,000	23,100	21,780
B6	Productivity capture rate	TEI standard	70%	70%	70%
B7	Additional capacity due to time savings (hours)	$B5*B6$	14,000	16,170	15,246
B8	Reduced agent headcount (number of FTEs)	$B7/2,080$ hours	7	8	7
B9	Average loaded salary of support agent	TEI standard	\$39,000	\$40,170	\$41,375
B10	Attribution to Freshworks Customer Service Suite	Composite	80%	80%	80%
Bt	Improved agent productivity and efficiency	$B8*B9*B10$	\$210,000	\$249,827	\$242,617
	Risk adjustment	↓15%			
Btr	Improved agent productivity and efficiency (risk-adjusted)		\$178,500	\$212,353	\$206,225
Three-year total: \$597,077			Three-year present value: \$492,710		

COST AVOIDANCE OF ADMINISTRATIVE TASKS AND REPORTING

Evidence and data. The interviewees noted their organizations eradicated manual-based processes centered around repetitive work tasks and report generation by leveraging the automation and reporting capabilities built into the Customer Service Suite. Capabilities like intelligent workflow automation, smart detectors and triggers, and report builders reduced agent workflows related to manual and time-consuming tasks. Additionally, features like automatic ticket assignment eliminated the need for managers to manually take stock of and assign tickets to each agent daily, allowing them to save administrative time and effort that could be channeled towards more value-added tasks. As compared to manual assignment, automated ticket assignment was also more accurate, reducing the need for tickets to be rerouted in the case of misassignment.

- The head of customer experience and logistics at a consumer goods company stated: “Freshworks allows us to automate a lot of processes which generate efficiencies. For example, Freshworks has a feature called Thank You Detector — tickets where customer replies with a thank you get automatically resolved. During times like Black Friday when ticket volumes increase exponentially, having such features to resolve tickets fast is very helpful.”
- The director of sales and marketing at a technology enterprise shared with Forrester: “The most valuable part [of Customer Service Suite] is the automation that enables automatic ticket assignment. Because we are supporting several regions and languages, manual ticket assignment would have been a challenge operationally as managers would have had to manually source, sort, and assign tickets to the right agent if it was not for the tool.”

“Before, we had two team leaders spending 40% of their time solely on manual ticket assignment. Now, this is out of their responsibilities and that time can be allocated toward higher-value tasks.”

General manager of business process management, printing service

Modeling and assumptions. For the purposes of the composite organization, Forrester assumes the following:

- The composite organization has four support agents who spend a total of 312 hours annually on administrative tasks and reporting duties, all of which have been made obsolete due to automations embedded in the Customer Service Suite.
- Three managers were responsible for manual ticket assignment in the composite organization with an annual total of 468 hours spent on this task.
- Seventy percent of time savings is recaptured.
- Assuming 70% of productivity is captured from this time savings, the composite organization saves 218 hours from agents’ reporting and 328 hours from managers’ manual ticket assignment.

Risks. The benefit varies among organizations depending on the following factors.

- The degree of automation integrated into agent workflows.

- The organization's current analytics and reporting capabilities.
- The organization's current process for ticket assignment.
- The pay rate of agents and managers.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV of \$38,000.

Cost Avoidance Of Administrative Tasks And Reporting					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Number of support agents responsible for reporting	Composite	4	4	4
C2	Average number of hours spent on admin tasks per week	Composite	1.0	1.0	1.0
C3	Average number of hours spent on reporting per week	Composite	0.5	0.5	0.5
C4	Average number of hours spent on admin tasks and reporting per week	C2+C3	1.5	1.5	1.5
C5	Total time spent on reporting annually	C1*C4*52	312	312	312
C6	Productivity capture rate	TEI standard	70%	70%	70%
C7	Total time savings (hours)	C5*C6	218	218	218
C8	Average loaded hourly wage of support agent	TEI standard	\$19	\$19	\$20
C9	Subtotal: Cost avoidance of support agents' reporting	C7*C8	\$4,095	\$4,218	\$4,344
C10	Number of customer service managers	Composite	3	3	3
C11	Average number of hours spent on manual ticket assignment per week	Composite	3	3	3
C12	Total time spent on manual tasks and reporting annually	C10*C11*52	468	468	468
C13	Productivity capture rate	TEI standard	70%	70%	70%
C14	Total time savings (hours)	C12*C13	328	328	328
C15	Average loaded hourly wage of customer service manager	TEI standard	\$47	\$48	\$50
C16	Subtotal: Cost avoidance of customer service managers' manual ticket assignment	C14*C15	\$15,397	\$15,859	\$16,335
C17	Attribution to Freshworks Customer Service Suite	Composite	90%	90%	90%
Ct	Cost avoidance of administrative tasks and reporting	(C9+C16)*C17	\$17,543	\$18,069	\$18,611
	Risk adjustment	↓15%			
Ctr	Cost avoidance of administrative tasks and reporting (risk-adjusted)		\$14,912	\$15,359	\$15,820
Three-year total: \$46,090			Three-year present value: \$38,135		

SAVINGS FROM INCREASED AGENT RETENTION

Evidence and data. With capabilities such as the Unified Agent Workspace and streamlined workflows, Customer Service Suite empowered agents at the interviewees' organizations to resolve tickets effectively and efficiently while enabling collaboration and a transparent flow of information.

The vice president of member services of an entertainment company stated: "Turnover in call centers is always a challenge. [With Customer Service Suite], our agents can provide support flexibly over multiple different channels, which contributes to less burnout. I can say we have avoided at least 10% in agent turnover due to it. And recruitment takes time and effort — we typically spend an average of 8 hours just to recruit someone."

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- The composite organization employs 120 agents with a modest annual growth rate.
- As more features and integrations from Customer Service Suite are implemented, these factors improve agent experience and reduce agent turnover by up to 9% annually, culminating in a reduction of 28 replacement FTEs who would otherwise have needed to be recruited, onboarded, and trained.
- The cost of replacing an agent (recruiting, onboarding, and training) would be 50% of the annual loaded salary of an agent.

"Before [Customer Service Suite], agent turnover would have been around 10% annually but now, it is around 5%."

General manager of business process management, printing services

- Attribution ratio to Customer Service Suite is 30% before tapering off to 20% by Year 3 due to other factors (such as internal processes) that could have contributed to a reduction in agent turnover.

Risks. The benefit varies among organizations depending on the following factors:

- The organization's current state of agent experience.
- Agent training and flexible use of Customer Service Suite.
- The average cost of replacing an agent.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV of \$95,000.

Decline in agent turnover rate

15% to 6%



Cost Savings Through Increased Agent Retention					
Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Percent of agent turnover before Freshworks Customer Service Suite	Composite	15%	15%	15%
D2	Percent of agent turnover after Freshworks Customer Service Suite	Composite	10%	8%	6%
D3	Reduction in agent turnover rate due to improved agent experience	D1-D2	5%	7%	9%
D4	Number of support agents	Composite	120	135	145
D5	Reduction in number of agents needing to be recruited, onboarded, and trained	D3*D4	6	9	13
D6	Average cost of recruiting, onboarding, and training an agent	Composite	\$19,500	\$20,085	\$20,688
D7	Attribution to Freshworks Customer Service Suite	Composite	30%	25%	20%
Dt	Cost savings through increased agent retention	D5*D6*D7	\$35,100	\$47,451	\$53,995
	Risk adjustment	↓15%			
Dtr	Cost savings through increased agent retention (risk-adjusted)		\$29,835	\$40,333	\$45,895
Three-year total: \$116,064			Three-year present value: \$94,938		

RETIRED LEGACY SOLUTION COST SAVINGS

Evidence and data. The interviewees' organizations reported that the Customer Service Suite was more cost-effective relative to their legacy tools. The vice president of member services of an entertainment company shared: "One of the bigger drivers to migrate from the system we were on [to Customer Service Suite] is that there was a big price difference. Freshworks was much more cost-effective and offered a lot more capabilities than we had previously."

Modeling and assumptions. For the composite organization, Forrester assumes the average monthly price difference between Customer Service Suite and the composite organization's legacy solutions is \$40.

Risks. The benefit varies among organizations depending on the following factors:

- The organization's prior use of a legacy solution.
- The average price difference between legacy solution and Freshworks Customer Service Suite.
- The number of agents in the organization.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of \$142,000.

Retired Legacy Solutions Cost Savings'

Ref.	Metric	Source	Year 1	Year 2	Year 3
E1	Monthly price difference per license between legacy solution and Freshworks Customer Service Suite	Composite	\$40	\$40	\$40
Et	'Retired legacy solutions cost savings	$D4 \times E1 \times 12$	\$57,600	\$64,800	\$69,600
	Risk adjustment	↓10%			
Etr	Retired legacy solutions cost savings '(risk-adjusted)		\$51,840	\$58,320	\$62,640
Three-year total: \$172,800			Three-year present value: \$142,388		

UNQUANTIFIED BENEFITS

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- **Elevated customer service and support.** The interviewees mentioned that the Customer Service Suite helped their organizations improve metrics around customer satisfaction significantly through access to flexible, proactive, and instantaneous support. It also ensured that the interviewees' organizations delivered positive customer experiences consistently across channels.

A 360-degree view of customer data empowered agents to anticipate customers' needs, proactively address them, and personalize interactions based on context. The head of customer experience and logistics at a consumer goods company stated: "Our CSAT [customer satisfaction] scores have improved from 70% to 90%. Freshworks has enabled us to see what we need to change or add to our tech stack to make life easier for our customers."

FLEXIBILITY

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement the Customer Service Suite and later realize additional uses and business opportunities, including:

- **Unified control of service channels.** With the Customer Service Suite, the interviewees' organizations benefited from complete visibility and unified control across the spectrum of service channels they operate. This allowed them to toggle the use of channels up or down flexibly in line with their customer support strategies and market environment.
- **Ability to quickly scale with business growth.** Interviewees noted that the solution allowed their organizations to be nimble in reacting to change

and scale up their customer support operations as their businesses grew. One example was the ability to scale up customer support operations swiftly during seasons of heavy ticketing traffic, such as Black Friday.

- **Expansion of internal workflow use cases.** Although the use of Customer Service Suite had been primarily tied to customer support, interviewees shared that their organizations were exploring integrating the solution with other systems, such as order management, to unlock further efficiencies.
- **Accelerating the testing and expansion of AI and automation use cases.** Although interviewees said their organizations already deployed some AI-based automation features, several mentioned that they plan to expand usage with the customization of AI-based chatbots, implementation of voice correctors, and summary tools.

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in [Appendix A](#)).

Analysis Of Costs

■ Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Ftr	Freshworks Customer Service Suite license fees	\$0	\$186,754	\$210,098	\$225,661	\$622,512	\$512,953
Gtr	One-off implementation and training costs	\$64,676	\$0	\$0	\$0	\$64,676	\$64,676
Htr	Ongoing solution management costs	\$0	\$17,389	\$17,910	\$18,448	\$53,747	\$44,470
	Total costs (risk-adjusted)	\$64,676	\$204,142	\$228,008	\$244,108	\$740,935	\$622,099

FRESHWORKS CUSTOMER SERVICE SUITE LICENSE FEES

Evidence and data. The interviewees noted their organizations pay a licensing fee per agent for the usage of the Customer Service Suite. Payments were billed either monthly or annually based on the interviewees' organizations' preferred model.

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- A rate of \$1,415 per agent annually for an Enterprise license.
- An initial agent count of 120, which increases by an average of 10% per year as the composite organization expands.

Risks. This cost varies among organizations depending on the following factors:

- Organizational growth.
- The choice of monthly or annual billing cycle. A longer billing cycle (e.g., annual) results in a per-user price that is slightly lower than shorter cycles (e.g., monthly billing).

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$513,000.

Freshworks Customer Service Suite License Fees						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
F1	Number of support agents	Composite		120	135	145
F2	Average licensing cost per agent per year	Composite		\$1,414.80	\$1,414.80	\$1,414.80
Ft	Freshworks Customer Service Suite license fees	F1*F2		\$169,776	\$190,998	\$205,146
	Risk adjustment	↑10%				
Ftr	Freshworks Customer Service Suite license fees (risk-adjusted)		\$0	\$186,754	\$210,098	\$225,661
Three-year total: \$622,512			Three-year present value: \$512,953			

ONE-OFF IMPLEMENTATION AND TRAINING COSTS

Evidence and data. For the interviewees' organizations, implementation of the Customer Service Suite ranged from less than a month to two months depending on the degree of configuration, customization, ticket migration from legacy solutions, and testing required. Most of the interviewees shared that because deployment was easy, their organizations realized fast time to value. In addition, minimal training was required as the solution was easy to adopt and use.

The general manager of business process management at a printing services company stated: "[Customer Service Suite is] intuitive when it comes to UI and UX, which is why any layman can understand it within a couple of days and can start operating it, which is a differentiator from other solutions which might be more complex to adopt."

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- Two internal resources support the migration and manage the configuration and deployment with an average of 260 hours each.
- A full agent workforce of 120 FTEs completes training on the Customer Service Suite over a week on a part-time basis.

Risks. This cost varies among organizations depending on the following factors:

- The number of internal resources needed to support with the migration, configuration, and deployment.
- The number of mistakes in implementation that could result in delays.

Results. To account for these risks, Forrester adjusted this cost upward by 15%, yielding a three-year, risk-adjusted total PV of \$65,000.

"Everything is intuitive, and it has a good UX, so the agents find the system easy to use."

Head of customer experience and logistics, consumer goods

One-Off Implementation And Training Costs						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
G1	Number of employees involved in planning and implementation	Composite	2			
G2	Number of hours spent per employee on implementation	Composite	260			
G3	Total hours spent on planning and implementation	G1*G2	520			
G4	Average loaded hourly wage of employees	TEI standard	\$38			
G5	Number of agents involved in training	Composite	120			
G6	Duration of training per agent (hours)	Composite	16			
G7	Total hours spent on training	G4*G5	1,920			
G8	Average loaded hourly wage of support agents	TEI standard	\$19			
G9	Total implementation costs	G3*G4	\$19,760			
G10	Total training costs	G7*G8	\$36,480			
Gt	One-off implementation and training costs	G9+G10	\$56,240	\$0	\$0	\$0
	Risk adjustment	↑15%				
Gtr	One-off implementation and training costs (risk-adjusted)		\$64,676	\$0	\$0	\$0
Three-year total: \$64,676			Three-year present value: \$64,676			

ONGOING SOLUTION MANAGEMENT COSTS

Evidence and data. Interviewees noted that once the Customer Service Suite was fully deployed, there was minimal ongoing management and maintenance needed. Most of the interviewees said their organizations had one or two full-time internal resources who spend a portion of their time weekly to manage the solution.

Modeling and assumptions. For the composite organization, Forrester assumes that two FTEs are involved in the ongoing solution management with an average of 4 hours spent weekly.

Risks. This cost varies among organizations depending on the following factors:

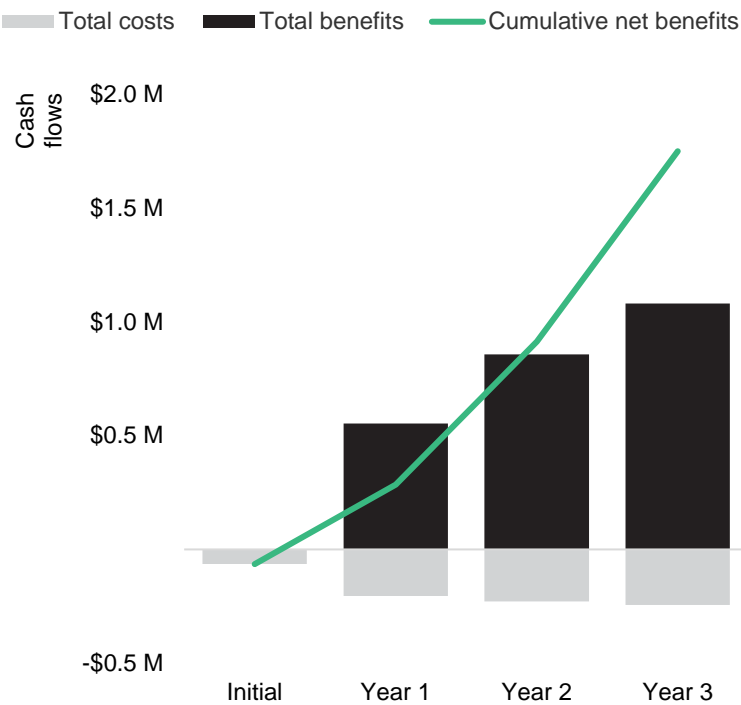
- Operational complexity of maintenance.
- The number of FTEs required for ongoing solution management.
- Pay rate of FTEs.

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV of \$44,000.

Ongoing Solution Management Costs						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
H1	Number of FTE employees involved in ongoing solution management	Composite		2	2	2
H2	Average number of hours spent on solution management per week	Composite		4	4	4
H3	Total hours spent on managing Freshworks Customer Service Suite annually	$H1 \times H2 \times 52$		416	416	416
H4	Average loaded hourly wage of employees	TEI standard		\$38	\$39	\$40
Ht	Ongoing solution management costs	$H3 \times H4$	\$0	\$15,808	\$16,282	\$16,771
	Risk adjustment	↑10%				
Htr	Ongoing solution management costs (risk-adjusted)		\$0	\$17,389	\$17,910	\$18,448
Three-year total: \$53,747			Three-year present value: \$44,470			

Financial Summary

Cash Flow Chart (Risk-Adjusted)



The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

Cash Flow Analysis (Risk-Adjusted Estimates)						
	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$64,676)	(\$204,142)	(\$228,008)	(\$244,108)	(\$740,935)	(\$622,099)
Total benefits	\$0	\$553,983	\$856,787	\$1,080,264	\$2,491,033	\$2,023,327
Net benefits	(\$64,676)	\$349,840	\$628,779	\$836,155	\$1,750,098	\$1,401,228
ROI						225%
Payback						<6 months

Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

TOTAL ECONOMIC IMPACT APPROACH

Benefits represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.

Costs consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.



PRESENT VALUE (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.



NET PRESENT VALUE (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.



RETURN ON INVESTMENT (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.



DISCOUNT RATE

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.



PAYBACK PERIOD

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

Appendix B: Endnotes

¹ Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

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