freshcaller
by freshworks

What makes a phone system
Dependable?

Index

Introduction

Your customers contact you through a variety of channels today — email, phone call, chat or social media. The mode of communication a customer chooses, says a lot — a customer who sends out an email or raises a ticket is willing to wait. On the other hand, a customer who calls you is not. They want their problems solved immediately and if not, what follows is a nasty tweet.

A phone call stands for urgency. The phone system you use must be dependable and trustworthy. It is this that makes voice communication critical for businesses.
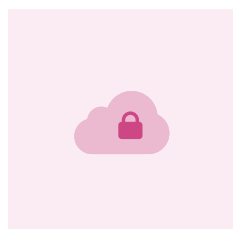
There are three factors that make a phone system dependable:
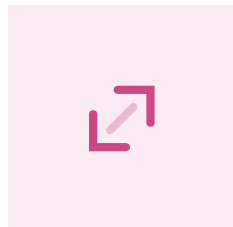
Scalability
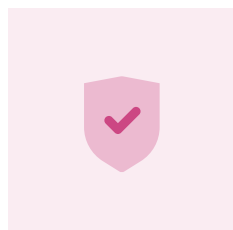
Reliability

Security

What makes Freshcaller Scalable?

Freshcaller is a product by Freshworks and Freshcaller is the phone system that is used within Freshworks too. Freshworks has grown as a company in the last two years. Freshcaller has enabled Freshworks to scale its phone operations from a few users to 1500+ users over a period of 2 years.

Overall Freshcaller stats:

45,000+ Users	7500+ Businesses	60M+ Phone Calls

Freshcaller is used by businesses of all sizes — we handle one-person businesses to 1000+ users. Freshcaller is also flexible and is used by businesses belonging to a variety of industries such as eCommerce, Healthcare, Software, Advertising, and Finance to name a few.

> **As a software company, we appreciate good design and ease of use; so these were key factors in our search for a new provider — it had to feel slick to use. We could set a new member of staff on Freshcaller in less than 30 seconds — it couldn't be easier.**

RallySocial

James Krappe, Managing Director, Really Social

You could be a small business looking to grow or even an enterprise with thousands of users — you can be assured that with Freshcaller, scaling won't be a problem — you can add a new user in under a minute.

Why you can rely on Freshcaller

Substandard connectivity is simply not acceptable for voice communication — you cannot have calls dropping midway or voices being muffled. When a customer calls they want something done urgently, it is not the same when they raise a ticket or send out an email — in those cases, they may be willing to wait longer.

A phone system must always be up and running, it is the lifeline of your business. You cannot afford to take risks with it.

⊙ **99.97%**   Freshcaller had an uptime of 99.97% in 2020

status.freshcaller.com

From 2018 to 2020, in just 2 years, we have handled 90+ million minutes worth of talktime — the equivalent of 62,500 days or 171 years. The quality of our calls are rated 4.7 out of 5 by our customers.

> *Freshcaller is extremely intuitive and easy to use. New agents only require a short introduction. It is quick, reliable and the quality of the connection is very high. Also, it is very easy to configure. You don't need to be an expert on virtual PBX to be able to set different call queues and other features to suit your needs.*

Mike Black, Customer Service Manager, Ziptransfers

What are our security practices?

Freshcaller is GDPR compliant

We have taken care to ensure our compliance with the GDPR regulations. Freshcaller is committed to adhering to the highest standards of data privacy and security.

All call data including call recordings are in an encrypted format

Your phone data including your call metrics, notes, and recordings are stored on our server in a fully encrypted format.

Account deletion means deletion of all associated data

If you wish to move on after deleting your current Freshcaller account, all phone-related data including your call notes and recordings are removed from our database. All data associated with your account is wiped clean.

Convenient deletion of call notes & call recordings

Administrators and supervisors can delete call notes and phone call recordings. Easy deletion capability in your phone system ensures that you remove conversations that are no longer relevant to your business. Customer requests catering to data deletion can be handled easily in Freshcaller.

Record phone calls after obtaining explicit consent

GDPR regulations are clear about using personal data including conversations only after obtaining explicit consent from your customer/prospect. Freshcaller provides manual call recording options to allow your teams to record conversations post consent.

☑ Automated redaction of sensitive payment related information

If your business handles sensitive payment related information, Freshcaller can be easily integrated with the VoiceBase PCI redaction app to automatically detect and redact sensitive customer information such as credit card details or social security numbers from call recordings.

For more information, you can refer to our **GDPR FAQ here.**

Freshworks
Security Practices

Over 150,000 businesses across the globe trust Freshworks with their data security. We back ourselves up with robust data security and privacy practices that form an integral part of our product engineering and service delivery principles. Following the tenets of security by design, security is at the heart of how we build our products, secure your data and provide high resiliency.
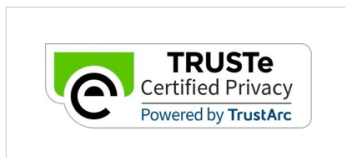
Read more on Freshwork's security practices here — https://www.freshworks.com/security/

Freshcaller in numbers

(Data as of Oct 2020)

7,500+
Businesses

45,000+
Agents

90M+
Minutes

60M+
Phone calls

IVR menus
8,500+
IVR menus in use

500K+
Call transfers made

15,000+
Numbers purchased

3.5M+
Voicemails

About Freshcaller

Freshcaller is a modern-day reimagining of our everyday phone system for customer support, sales, IT, and HR teams. With its cloud-based architecture, Freshcaller brings together the best of legacy features like IVR and advanced capabilities like Smart Escalations, Customizable Performance Reporting to help you set up state-of-the-art phone operations. Freshcaller offers phone numbers in 90+ countries, requires zero phone hardware, and is extremely easy to use.

Freshcaller features:

Best in class supervisor controls

Service level monitoring

Set and monitor your team's service level performance in real time.

Call monitoring and Barging

Monitor ongoing calls in real-times and barge in at any point to speak to the callers and the agents simultaneously.

Reports

Filter based on call details, status, and other metrics. Effectively analyze the overall performance of your call center with real-time data.

Easy number management

Local, toll-free, and vanity numbers

Buying phone numbers has never been simpler, purchase numbers in 90+ countries using the Freshcaller dashboard.

Port-in

Quickly and easily migrate your existing phone numbers to Freshcaller without having to notify customers.

BYOC

Switch your phone system without having to switch your phone carrier or port your numbers.

Advanced Routing Engine

IVR

Set up a fully flexible PBX system with capabilities to easily route calls to your agents or teams, along with the ability to include self-service options.

Holiday and business hours routing

Create and manage special routing plans to handle incoming calls during holidays or after your working hours.

Queue Call back

Give your customers the option to request for a callback, instead of making them wait for an agent or rep to answer their calls.

Smart Escalations

Choose from a variety of fall back methods to redirect phone calls when your team is unavailable.

Routing Automation

Create custom routing rules based on inputs from third-party systems such as your CRM or Helpdesk.

About Freshworks

Freshworks provides innovative customer engagement software for businesses of all sizes, making it easy for teams to acquire, close, and keep their customers for life. Freshworks SaaS products provide a 360 degree view of the customer, are ready to go, easy to use and offer quick return on investment. Headquartered in San Mateo, Calif., Freshworks' 2,500+ team members work in offices throughout the world.

40,000+ customers trust Freshworks

TOSHIBA	BRIDGESTONE	unicef
BUYING SHOW	CARAT LANE	Travix
CISCO	JEANSWEST	HONDA
forest — Earn smarter, live better.	lenskart.com	BOSS — HUGO BOSS

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