

Freshdesk – the modern customer service solution for the retail and e-commerce industry



Earn customer loyalty through effortless, modern customer support.

In retail and e-commerce, great CX isn't just a nice-to-have. It's your competitive moat. Customers expect fast, personal, 24/7 support, especially during peak seasons. With [Freshdesk's](#) modern, AI-powered support suite, you can deliver just that - at scale.

Top customer support challenges in the retail and e-commerce industry

Slow first response times

73%¹ of agents say delays are the top driver of customer dissatisfaction.

Lack of omnichannel support

62%² of customers find it difficult to switch between support channels.

Lack of personalization

76%³ of customers feel frustrated when support isn't tailored to them.

Seasonal surges

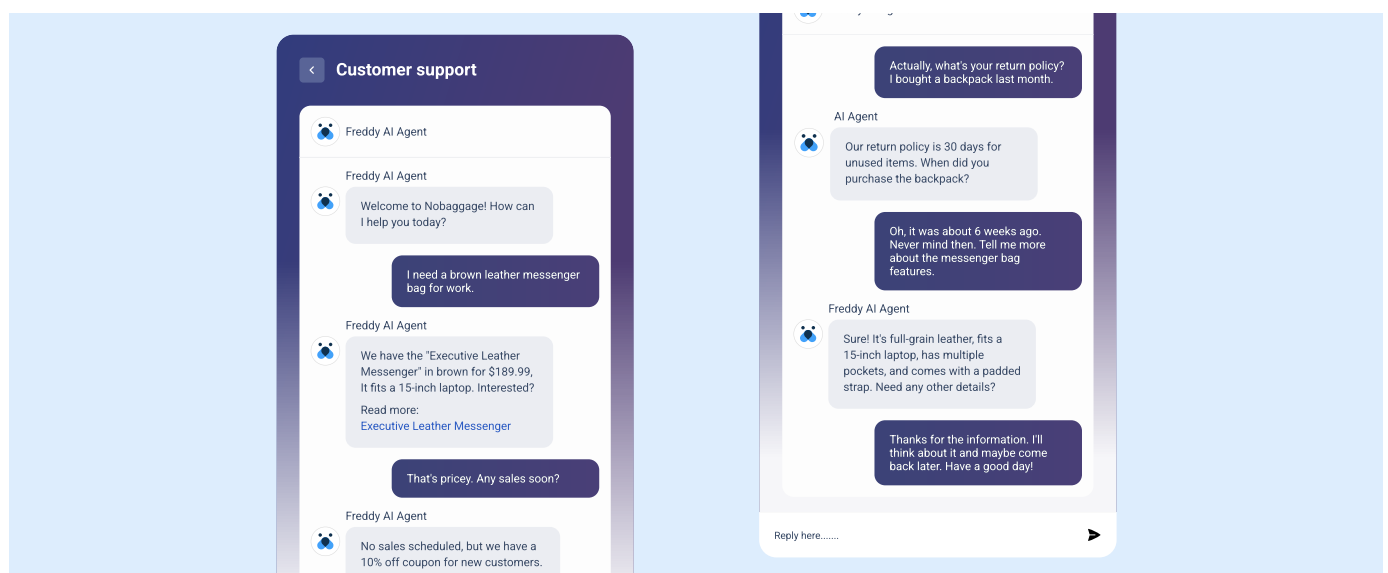
Ticket volumes spike up to 75%⁴ during holidays, putting teams under pressure.

Overcome the chaos and deliver modern support - only with Freshdesk

1. AI Agents that deflect up to 53%* of incoming queries

Freddy AI Agent handles common retail queries like order tracking, returns, and refunds before they reach your team.

Retail and eCommerce companies using Freddy AI agents see a **53.12%* deflection rate**, the highest across all industries, reducing ticket volumes and agent fatigue.



2. Instant responses across channels with AI-powered speed

Whether it's email or live chat, Freddy AI Copilot helps agents respond faster by summarizing issues, suggesting replies, and rewriting on the fly.

Top-performing companies using Freshdesk reply to tickets in just **3 minutes and 3 seconds***, and to chat in **just 12 seconds***.

3. Omnichannel support in one unified workspace

All customer conversations, including email, chat, socials, and phone, are displayed on a single screen. Agents never lose context, no matter the channel.

Top-performing retail teams using Freshdesk **resolve 38%* of tickets and 94%* of support conversations within the first contact**.

4. Personalized experiences at scale

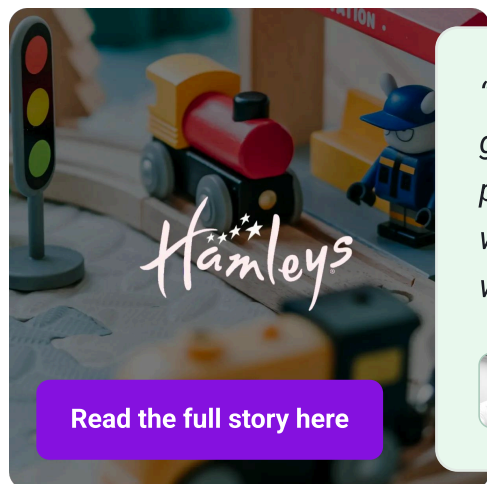
With Freddy AI Copilot and Unified Customer Records, agents automatically tailor tone and content for each interaction. This leads to highly personalized support, which is one of the main contributors to our top retail customers' **94.1%* CSAT** (ticketing) and **99.05%* CSAT** (chat), leading the industry in customer satisfaction.

5. Built-in e-commerce integrations for seamless resolution

Manage orders, refunds, and returns within Freshdesk by integrating with Shopify, Magento, WooCommerce, and more to ensure fast, seamless support even during the holiday season.

Resolve queries **35.18%* faster** and gain sharper analytics to improve both product and CX.

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



"We began looking for a new tool in autumn and were keen to get one in place and optimized ahead of the Christmas peak period. Freshdesk ensured that the implementation process was as smooth as possible, and the team was up and running within 48 hours."



Vaughan Potter

Head of Customer Services, Hamleys

[Read the full story here](#)

Join leading teams delivering modern, AI-powered support

Michaels



shopify

Alex Lee

MARK ANTHONY BRANDS
INTERNATIONAL

ZYIA
ACTIVE

Hamleys

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LONDON

D★Mart

TATA
DIGITAL

Flipkart

noise



REBEL
FOODS



FOREST ESSENTIALS™
LUXURIOUS AYURVEDA

Freshdesk powers the retail CX leaders of today

Our [2025 Customer Service Benchmark Report](#) reveals how top-performing retail brands, the trendsetters, 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	3m 3s	12s
Resolution Time	44m 16s	2m 3s
CSAT	94.1%	99.05%
First Contact Resolution	38%	93.95%
Response SLA %	40%	87.7%

Ready to level up your support?
[Choose Freshdesk](#), your modern CX partner.

FAQs

1. Can I customize Freshdesk to match my brand?

Yes, you can tailor the interface with your brand's logos, colors, and layout for a consistent customer experience.

2. How does Freshdesk ensure data security and compliance?

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

3. What training and support is available for retail teams?

Freshdesk provides onboarding, training, and ongoing support to help your team get the most out of the platform.

[Sign up for free trial](#)