

# Freshdesk - the modern customer service solution for the travel and hospitality industry



In travel and hospitality, customer experience is everything. No one wants their vacation spent talking to inefficient customer support teams.

With [Freshdesk](#), travel and hospitality brands can modernize support with AI-powered agents, messaging-first experiences, and effortless automation, delivering exceptional service from booking to check-out across every channel.

## Top customer support challenges in the travel and hospitality industry



### Quick first response

40%<sup>1</sup> of travelers expect a response within the first hour.



### Hyper personalization

71%<sup>2</sup> travelers now expect personalized services tailored to their preferences.



### Omnichannel customer support

73%<sup>3</sup> of customers expect consistency across channels, but only 29% feel they receive it.



### Poor feedback collection

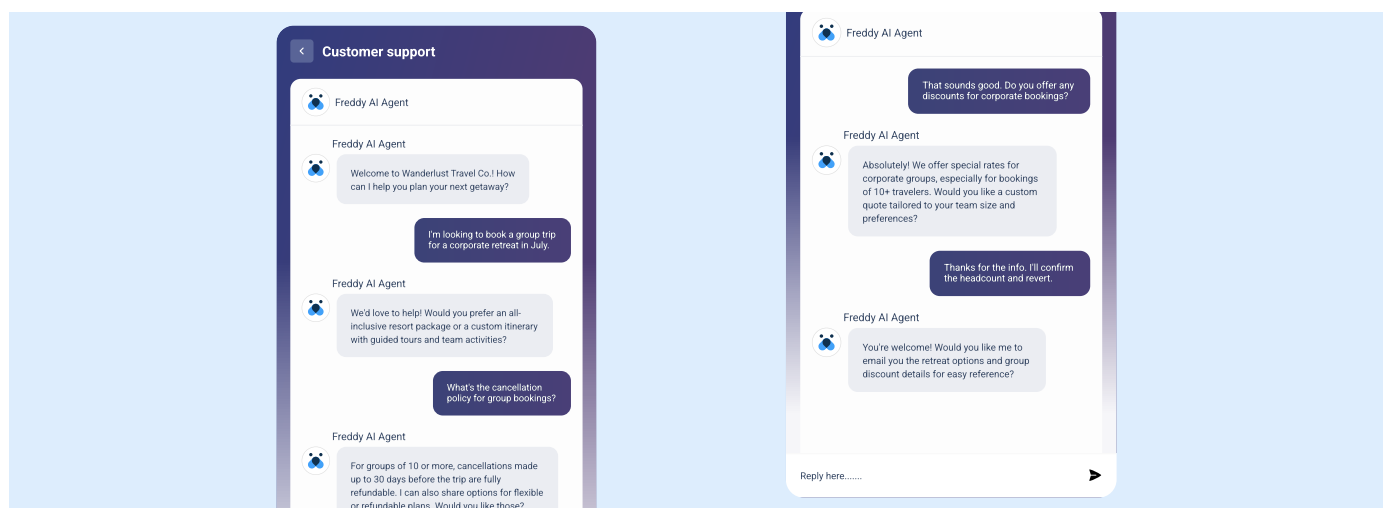
Since 2021, customer feedback has decreased by 7.2%<sup>4</sup> due to challenging feedback mechanisms.

## From takeoff to touchdown, solve every challenge with Freshdesk

### 1. AI agents that deflect up to 52%\* of incoming queries

Freddy AI Agent acts as a 24/7 digital concierge, resolving common queries like itinerary changes, flight delays, and lost baggage using historical data and help articles.

Travel companies using Freddy AI agents **deflect up to 52%\* of incoming queries** during high-volume travel periods.



## 2. Tailored support for every traveler, every time

With unified customer records and smart segmentation based on preferences, loyalty tier, or travel history, agents deliver personalized service from room upgrades to regional tips.

This level of customization supports the kind of personalized experiences that help top travel brands consistently achieve industry-leading CSAT scores - **95.1%\* in ticketing and 96.35%\* in chat**.

## 3. Efficient omnichannel support without a break

Freshdesk brings together support channels like email, chat, web, phone, WhatsApp, Instagram, and Messenger into a single inbox, helping agents respond with full context.

Top-performing travel companies using Freshdesk **resolve 25%\* of tickets and 96%\* of support conversations within the first contact**.

## 4. Proactive updates that keep anxious travelers informed

Automation in Freshdesk helps send real-time updates about delays, gate changes, or check-ins via email, WhatsApp, or SMS before travelers reach out.

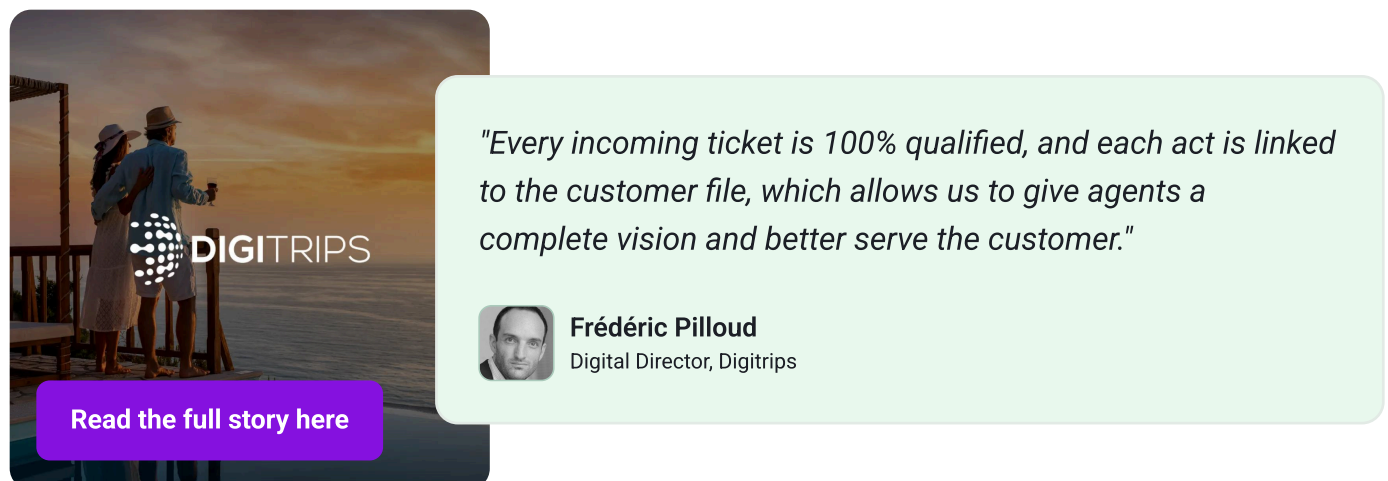
Automated routing and workflows are part of the efficient support operations that help top travel companies **resolve tickets in just 29 minutes\* and chat queries in as little as 2 minutes and 10 seconds\***.

## 5. Frictionless feedback that leads to smarter decisions

Post-trip surveys are tailored by booking type, whether it's a flight, cruise, or tour, and built-in analytics help teams spot trends and improve services.

Travel companies using Freshdesk maintain high CSAT and **only 2%\* non-feedback, despite a 7.2%\* industry-wide drop** in feedback response rates since 2021.


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



The graphic features a background image of a couple on a beach at sunset. Overlaid on this is a light green rounded rectangle containing a quote and a testimonial. The quote is in italics. Below the quote is a small circular profile picture of Frédéric Pilloud, followed by his name and title. A purple button with white text is positioned at the bottom left of the graphic.

**DIGITRIPS**

*"Every incoming ticket is 100% qualified, and each act is linked to the customer file, which allows us to give agents a complete vision and better serve the customer."*

 **Frédéric Pilloud**  
Digital Director, Digitrips

[Read the full story here](#)

Join leading teams delivering modern, AI-powered support



# Freshdesk enables five-star CX for the world’s top travel brands

[Our 2025 Customer Service Benchmark Report](#) reveals how top-performing travel companies, 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	5m 20s	10s
Resolution Time	29m 24s	2m 10s
CSAT	95.1%	96.35%
First Contact Resolution	25%	96.17%
Response SLA %	24%	87.6%

Want to close the gap and lead the pack?  
[Let's get you there, fast.](#)

## FAQs

### 1. How does Freshdesk handle high volumes during peak seasons?

Freshdesk uses automation and self-service options to manage high volumes of inquiries efficiently.

### 2. How can Freshdesk assist with booking-related issues?

Freshdesk integrates with reservation systems to provide real-time booking information, helping agents resolve issues faster.

### 3. How does Freshdesk manage communication during disruptions (e.g., delays)?

Freshdesk automates updates and notifications to keep travelers informed, boosting satisfaction and reducing frustration.

Sign up for free trial