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Revolutionizing
Employee Experience and Productivity with Generative-AI

Day | Date

Agenda

1. **Freshworks at a glance**

2. **Gen-AI in ITSM: Why should IT leaders care?**

3. **Gen-AI Opportunities and challenges**

4. **Applying Gen-AI to ITSM**

5. **Freddy AI for a high-performing workforce**

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Freshworks at a glance

2010

Founded

FRSH

IPO September 2021

$580M+

2023 Annual Revenue Guidance

5,000+

Employees

65,000+

Total Customers

Recognition

3 Gartner Magic Quadrants
Leader in 3 Major Peer Reviews

Data as May 2023

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Working with amazing brands around the globe

Retail, Logistics, & E-Commerce	Financial Services	Auto & Manufacturing	Media & Entertainment	High Tech	Hospitality & Transportation
TaylorMade	Klarna.	HONDA	MultiChoice	databricks	Thomas Cook
DECATHLON	DISCOVER	BRIDGESTONE	MARVEL	PitchBook	NAVBLUE
Blue Nile	PhonePe	TOSHIBA	Nielsen	SAVIYNT	AMERICAN EXPRESS / GLOBAL BUSINESS TRAVEL
Sotheby's	African Bank	CHAMPIONX	SAGE Publishing	INGRAM	Travix
STITCH FIX	S&P Global				ADDISON LEE
SWIRE COCA-COLA	Sterling bank & trust	WD-40	SPRINGER NATURE	CLOUDERA	FCM

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Generative-AI in ITSM: Why should IT leaders care?

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Where is your organization today in terms of offering bot-driven self-service to your employees?

A. Research phase

B. Testing a small pilot

C. It's a primary channel

D. We're advanced users

Poll time

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The real woes of today's workforce

Employees today expect *fast, personalized and interactive experiences* at the workplace today.
This sparks everyday woes that impact their productivity and efficiency.

Source

"

"I need to talk to an IT agent to fix this issue immediately to get my job done."

- Employees

"

"There are high-priority issues that need my attention, but I need to get these mundane tasks out of my way."

- Agents

"

"I do not have the time, resources or technical expertise to create and consume multiple reports to get insights."

- Decision-makers

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Top priority for CIOs in 2023

Improving productivity and employee experience continues to be a priority for CIOs in 2023*

Objectives of Digital Investments Over Past Two Years
Percentage of respondents

Top-Line Impact

Improve Customer/Citizen Experience	45%
Grow Revenue	27%
Introduce New Products/Services	22%

Bottom-Line Impact

Improve Operational Excellence	53%
Increase Employee Productivity	25%
Increase Cost-Efficiency	22%
Improve Employee Experience	14%

0%   50%   100%

n = 2,200 CIOs and technology executives answering, excluding "not sure"
Q. How would you describe the primary objectives of your enterprise's (i.e., your business's or government's) digital technology investments in the last two years?
Source: 2023 Gartner CIO and Technology Executive Survey

*The CIO agenda for 2023

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Embracing AI - a helping hand for all

IT leaders have started leaning on AI-first solutions, and with the introduction of Generative-AI it's now an inevitable leap to future-proof service management strategies.

25%
IT Decision Makers
Investing in 'generative AI' in 2023.

Source

93%
IT Practitioners
Already deploying or exploring AI to enhance their ITSM and ITOM modernization efforts.

Source

84%
IT Leaders
Either exploring or already using AI.

Source

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Employees with positive employee experiences have 16 times the engagement level of employees with a negative experience*.

And that they are **8** times more likely to want to stay at a company...

"

Generative-AI is expected to achieve 30% of the overall AI market—or approximately $60 billion of the total addressable market—by 2025

Boston Consulting Group

Name, date

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Getting started with generative-AI in IT

86%

of IT pros report that their organizations are already using generative-AI

71%

of IT staff already use AI tools in some form to boost personal productivity

39%

report that Gen-AI tools free up time to focus on higher-level tasks

What stage of the gen AI journey is your organization in right now?

A. Far from it

B. Exploring use cases

C. Testing live applications

D. On the cutting edge

Poll time

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Generative-AI:
The opportunities

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"

95% of IT professionals see benefits to employees using generative AI for work as it frees up teams from mundane, repetitive tasks to focus more on strategic responsibilities.

Source: Freshworks - Can AI solve the tech overload problem?

Name, date

Organizations need the help of generative-AI to empower and build a **high-performing workforce.**

Building a **high-performing workforce**

Generative AI can assist and empower IT teams to humanize employee experiences and build reliable, high-performing service management teams.

1 **High-performing employees**

Enhanced Self Service: Round-the-clock support to improve employee productivity

2 **High-performing agents**

Eliminate Repetitive Tasks: Automated ticket handling/routing to improve agent productivity

3 **High-performing decision makers**

Improved Decision Making: Right insights at the right time without bulky report tracking

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Generative-AI:
The challenges

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What modern IT leaders are troubled with

87%

of IT pros said they have concerns with employees using generative-AI

73%

cited potential privacy issues

59%

cited worries about rude or inaccurate communication

Challenges with generative-AI

While Generative AI offers numerous benefits to ITSM, there are some challenges that businesses need to address.

1

Data quality & availability

Ensure relevant data is accurate and accessible

2

Complex integrations

Requires strong technical expertise

3

Ethical considerations

Concerns around data privacy, bias, and transparency

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What if you could have **right-sized** service management powered by Gen-AI?

What is right-sized service management?

AI-powered experiences

Capabilities that scale

Automation beyond IT

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Introducing **Freshservice**

The right-sized service management solution for every stage of your business

Intuitive

Delivering end-to-end, consumer-grade, end-user and employee experiences

Intelligent

Providing agility through AI to create contextual and intelligent service delivery

Scalable

Easy integrations through our marketplace built upon an open and secure platform

Your Partner for Success

Drive customer success by focusing on value realization

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Right-sized cloud platform for service operations

Finance　　HR　　IT　　Facilities　　Legal

| ITSM | ITOM | ITAM | Project Management | ESM |

| Analytics | Automated Workflow | Orchestration |

| APIs & SDKs | Security | Collaboration | Marketplace |

| Freddy AI |

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What AI-powered solutions would you like to see implemented in your IT support strategy?

A. Chatbots and Virtual Agents

B. Automated Alert Grouping and Issue Routing

C. Smart Suggestions

D. Conversational Support

E. Predictive Analytics and Insights

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Freddy AI: AI-powered experiences

For employees

For agents

For leaders

Automatically resolve incidents and service requests

Increase productivity and drive consistency of service

Gain performance insights with conversational prompts

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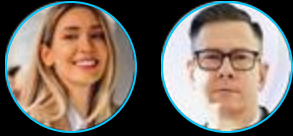
Freddy AI in Freshservice

Employees

IT Admins **Supervisors** **IT Agents** **Developers**

Business Leaders, Managers, Admins

Freddy Self Service

Resolve incidents and service requests with intelligent virtual agents that are ready to start helping on day one.
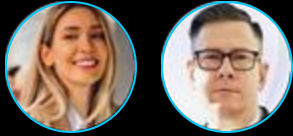
Freddy Copilot

AI-assist to increase agent productivity, automate responses, and drive consistency of service across the team.

Freddy Insights

Gain visibility into IT performance with AI-powered conversational inquiries and auto- generated insights.

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Freddy AI in Freshservice

Employees

IT Admins   **Supervisors**   **IT Agents**   **Developers**

Business Leaders, Managers, Admins

Freddy Self Service

- Virtual agent on MS Teams and Slack
- Multi-turn & Multi-lingual conversations
- Formless conversational support

Freddy Copilot

- Reply suggestor
- Ticket summary generator
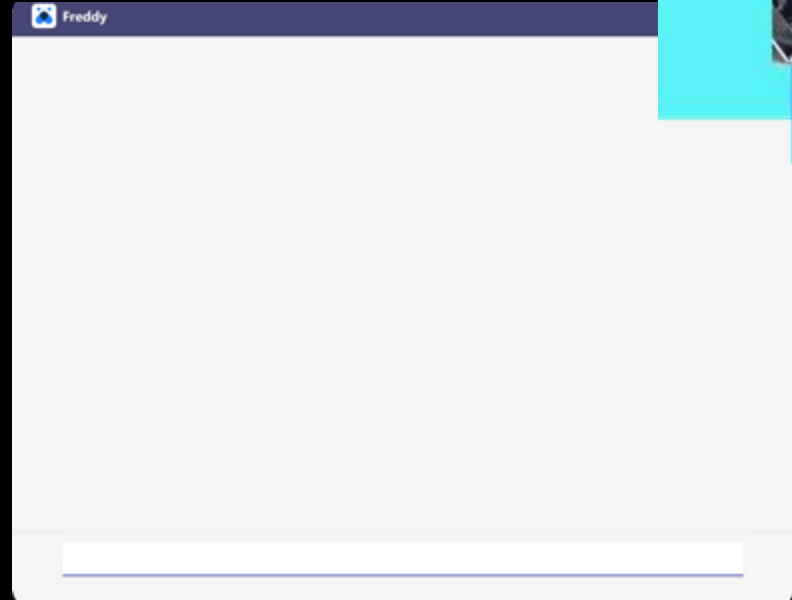- Help article generator

Freddy Insights

- Freddy Insights powered by Generative AI

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Humanizing **Employee Experience**

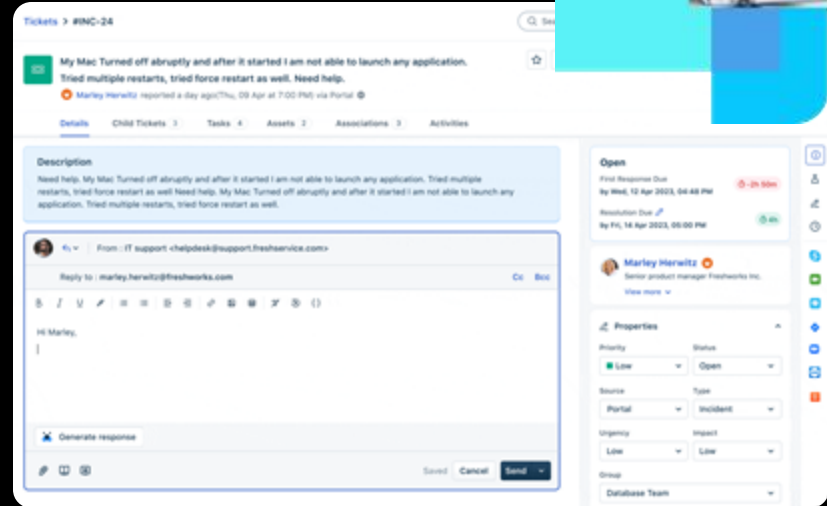High quality, zero-touch support

- Actionable response summaries
- Multi-turn conversations
- Multi-lingual conversations
- Formless conversational support

Freddy

Driving **Productivity**

Freeing-up agent time for high-value work

- Quicker, effective auto-generated responses
- Auto-suggested solution articles
- Improved quality of service

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Gaining **Visibility**

Complete visibility over service desk operations

- Intelligent insights
- Service desk trends to enable proactive actions
- Timely, actionable insights without bulky report tracking

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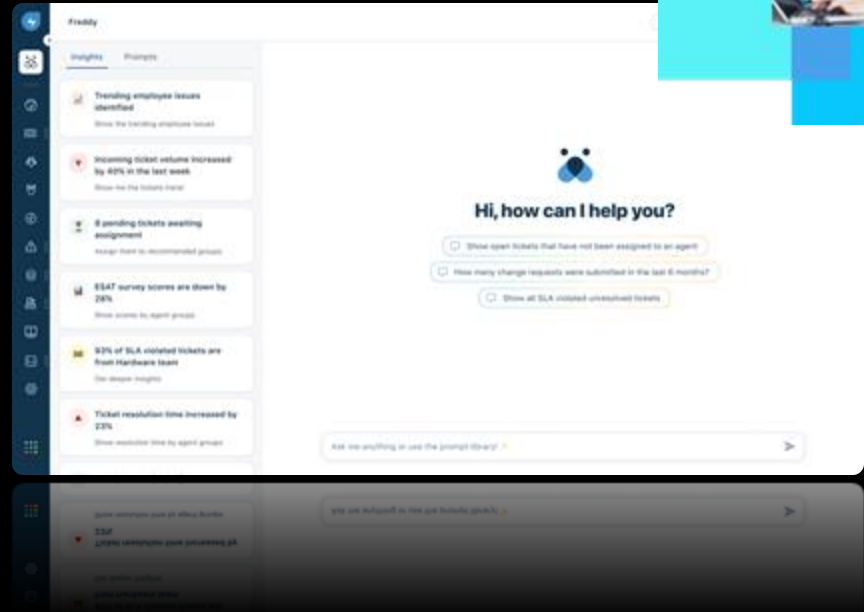
Freshservice benefits

Solve day-to-day challenges and use the savings for digital innovation

1 **Boost agent productivity**

40% increase in agent productivity

2 **Provide engaging employe**

46% ticket resolution with virtual agents

3 **Consolidate ESM to a single cloud platform**

356% ROI in less than 6 months

4 **Align work to business priorities**

96% average employee satisfaction score

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Office for Students experience ~77% ticket deflection with Freshservice's virtual agent

About the Customer

The Office for Students is an higher education regulator in England that governs Universities and other education providers to offer every student a fulfilling experience of higher education that enriches their lives and careers.

77% **EFFICIENCY**
Decrease in first response time

67% **PRODUCTIVITY**
Decrease in resolution time

100% **SATISFACTION**
No negative feedback

Business Challenge

- Streamline IT service delivery across the organization.
- Minimize the use of email as a support channel.
- Maximize the use of service management systems to transform employee experience.

Results

- ✅ 77% decrease in average first response time and 67% decrease in average resolution time on tickets raised via virtual agent.
- ✅ Significant improvement in service quality experienced by internal users without even connecting with a human.
- ✅ Zero negative feedback from employees/end-users.

"

The objective was always to move away from people emailing the service desk, and instead use the portal. The fact that the Virtual Agent was easily accessible within MS Teams, made it all the more convenient. Now our employees can fix issues on their own without the need to email us for everything."

Karen Spray, IT Service Support Manager at Office for Students

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Freshservice free 14-day trial

Explore Freshservice with a free trial or chat with me to know more at the Freshworks booth

Thank you!