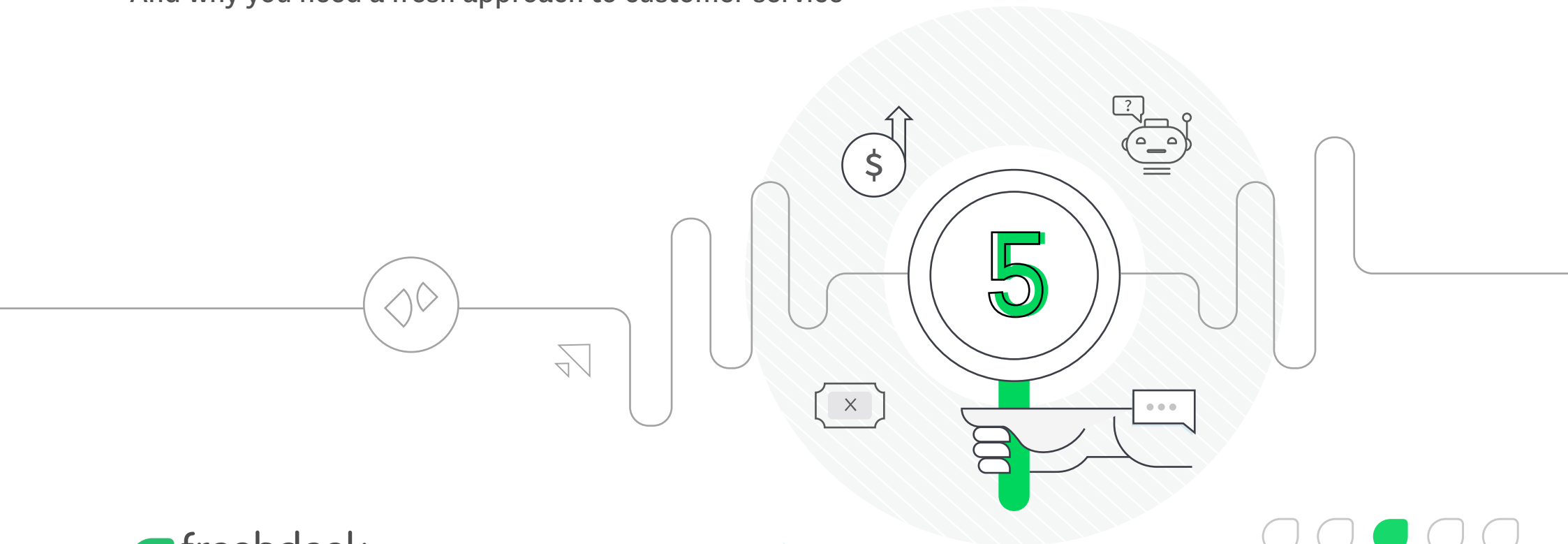


5 signs Zendesk is failing you

And why you need a fresh approach to customer service

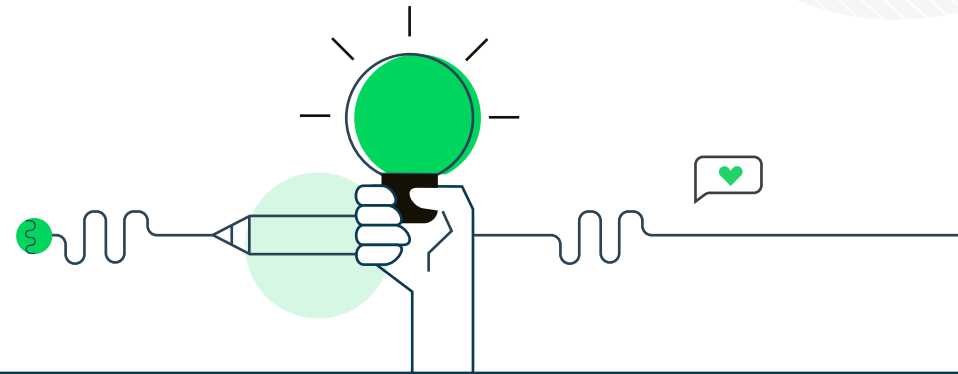


Introduction



Zendesk has created a legacy. But legacy software is bad for business. It comes with slowing innovation, increasing complexity, and complex licensing models that break the bank.

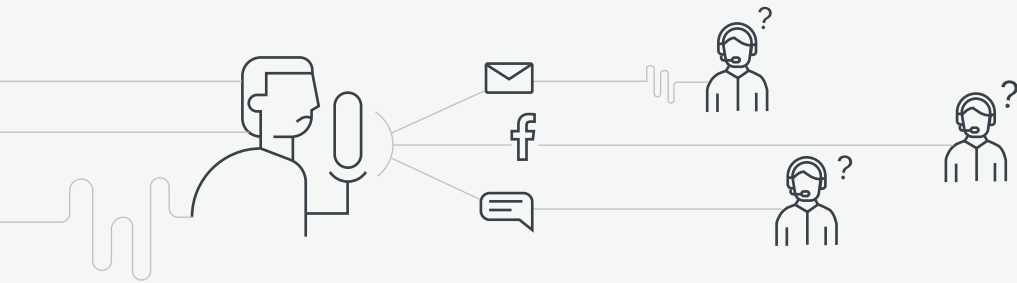
ZENDESK HAS BECOME THEN-DESK.



IT'S TIME TO THINK FRESH.

Here are 5 signs that Zendesk is failing you and why it's time to join the thousands of brands that switched to Freshdesk.

1. You have siloed channels & ticket queues



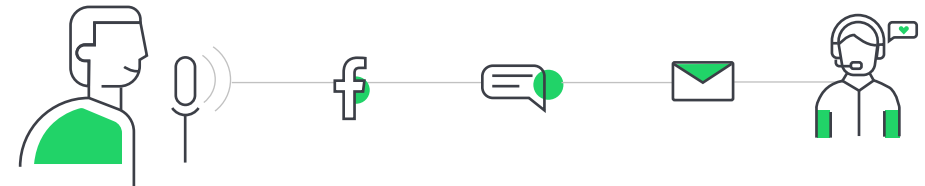
While Zendesk tries to help you deliver 'omnichannel' support, you actually end up with siloed, multi-channel service.

One customer, many tickets

Customers might start a conversation on chat and move to phone or social media if they want faster service. With Zendesk, each conversation is captured in a separate ticket. You might have multiple agents solving the same query, without the context.

Customers keep repeating themselves

Since separate teams are working on email, chat, and phone in isolation, there is no flow of context between them. Zendesk's live chat also times out every 30 minutes and history is lost. This means your customers have to repeat themselves to every new agent they speak to.



A Fresh approach

Excellent support is channel-less. With Freshdesk, Your team can have one continuous conversation with your customers, across channels of their choice. Agents always have the right context with a unified customer timeline. You can also manage queues effectively with omnichannel routing using our patent-pending Omniroute.

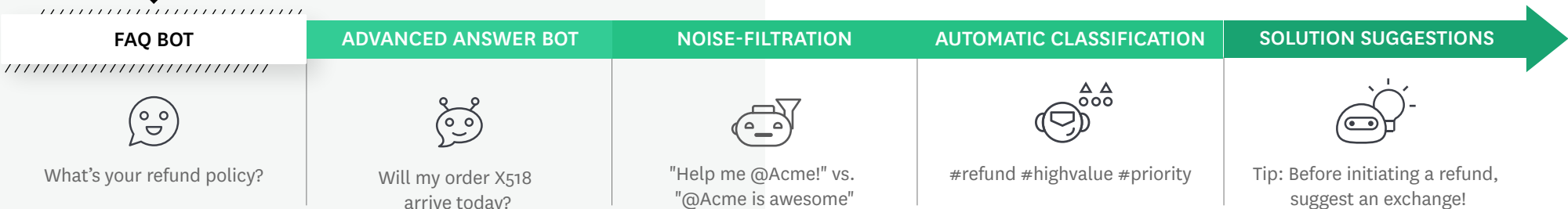
Travix

Customer Story

Online travel agency Travix operates five brands and 43 websites dealing with flight, train, and hotel bookings. By unifying cross-channel support on Freshdesk, agents have a single view of their customers and can personalize conversations like never before.

2. Your AI initiatives are not taking off

Zendesk is here



Automatic FAQs? That's a start, but a slow one. Zendesk has a limited vision for AI in customer service. Their Letter to Shareholders - Q4 2019 had zero mentions of AI and their Investor Day Report from March 2020 had only five mentions.

Limited bot capabilities

Zendesk's answer bots can only answer basic queries. User-specific queries like "where's my order" or "what's my refund status?" are beyond its capabilities. Your deflection rate will never match expectations and most customers will find the bot frustrating to interact with.

Getting it right is complicated. And expensive

Zendesk charges 1\$ per resolution, leaving you with unpredictable bills. For advanced capabilities, you need to leverage external partners which means more expenses, more dev work to integrate separate tools, and managing knowledge in multiple places.

A Fresh approach

AI that just works, across the ticket lifecycle. Our customers have seen ticket deflection as high as 75% with Freddy AI bots. You can answer user-specific queries like "where's my order?" by integrating with your ERP system.

But that's not all. Freddy AI also works for your team. From automatically categorizing tickets to suggesting next-best-actions, Freddy AI can help onboard agents faster and make them efficient by taking over repetitive tasks.



PhonePe

Customer Story

India's largest mobile payments app, PhonePe, has 225 million users transacting with 6.5 million businesses. With Freshdesk's AI, bots handle 850 decisions to solve 60% of queries without human intervention. AI also guides agents on next-best-actions to reduce ramp up times by 50%.



3. Your team is bogged down by routine work



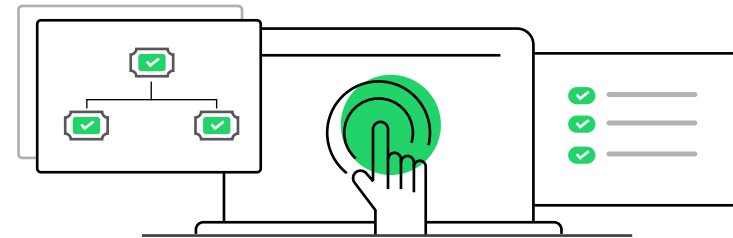
Your agents should be free to do what they do best - solve customer problems. However, some teams are too busy entering data and assigning tickets. Ask yourself this - does your helpdesk work for your team, or does your team work for the helpdesk?

Your agents are wasting time on routine processes

Refreshing the ticket queue, assigning owners manually, tagging properties, and constantly switching screens? Basics like automatic routing are exclusive to Zendesk's enterprise customers, and notifications go to your inbox, making you miss vital updates.

Your supervisors can't take a break

Picture this - it's late at night, and a payment failure is causing a backlog. The on-call team wants to create a filtered list, quickly deploy a macro, and get through the night. Guess what - they can't. Only supervisors can share lists or deploy macros. Your team is handcuffed without supervisors for the simplest of tasks.



A Fresh approach

A helpdesk that works for your team. Built with the end-user in mind, our superior agent experience can save each agent 1.2 hours a day. From automatic routing to AI-based ticket classification, agents can focus on answering questions, not entering data. In-app notifications, image annotations, quick actions, and powerful collaboration features can save 120 clicks a day.



Customer Story

ESS, a provider of staffing solutions for K-12 teaching positions, serves 700 school districts and 80,000 educators. With Freshdesk's automated workflows and collaboration features, ESS' response times have dropped by 69%, and agents can handle 50% more client conversations.

4. You're paying more than you know

Zendesk's complex, piecemeal pricing is designed to extract enterprise budgets. Even the most basic features are priced separately as add-ons.

Want to build your own reports? **Extra.**

Are you a European business? **You must pay for local-hosting.**

Want your internal teams to collaborate? **Here's another invoice.**

Test changes in a sandbox before you deploy? **That'll cost you.**

LICENSE FEES /user/month	ZENDESK SUITE Enterprise	FRESHDESK
Customer service platform	\$149	\$109
Custom reports	\$9	✓
Community forums	\$9	✓
Collaboration features	\$\$	✓
Proactive outreach	\$\$	✓
Sandbox	\$\$	✓
Custom datacenter	\$\$	✓
Answer bot	\$\$	✓
TOTAL	\$167 ++	\$109



Save up to 35% on your current invoice by switching to Freshdesk

With Freshdesk, what you see is what you get. Our omnichannel plan includes all service channels, custom reports, collaboration and all the bells and whistles - at no extra cost. And it doesn't matter where you are. We won't charge you for being in Europe. Our pricing is designed for the Fortune 5 million, not the Fortune 500.

travel counsellors →

Customer Story

Travel Counsellors, an independent travel agency and longtime Zendesk user, made the switch to Freshdesk because, in their own words, they saw “no business value or benefits” with them. Zendesk surprised them with incremental charges every year, without being able to offer the same scalability and innovation they now enjoy with Freshdesk.



5. They don't have your back

You're not in the market to buy software, you are buying peace of mind for your customers. You need a partner that supports you after the sale is made. Many users find that Zendesk is not this partner.

Transactions, not relationships

Zendesk's customers find it hard to get timely, responsive service for any post-implementation issues. Here's what some of them had to say:

"Poor customer service for a company that promotes customer service"

"Prepare yourself for the slowest customer support ever."

Source:g2.com

Customer service software, without the service

On Zendesk, 24*7 email, phone and chat support is only for those who can pay for it - which means users on the Enterprise or Elite plans. Need advice from Zendesk's customer success team? That's an add-on for all plans.

A Fresh approach

You need a partner, not just a vendor. We know that transactions are short-lived but relationships are for life. We invest in your success regardless of the size of your organization or which plan you're on. Our team of support, customer success, and engagement managers are with you every step of the way.

rightmove 

"From the outset, Freshworks set out to be a business partner and not just sell us a product - which has been a really refreshing experience."

 Pearson

"We recommend Freshdesk because it's great and they are determined to make it fit their customer's needs."

There is a better way.

Out with the old, and in with the new. Thousands of companies have made the switch to Freshdesk, the next-generation of customer service software that helps you win customers for life. With Freshdesk, you can:

- Deliver delightful, channel-less customer service and drive up your CSAT scores
- Leverage AI across the ticket life-cycle to improve contact center efficiency
- Free your agents from manual activities and allow them to focus on the customer
- Deliver better ROI for your business
- Lean on our world-class team to stay ahead of the competition

IT'S TIME TO MAKE THE SWITCH.

[REQUEST A DEMO](#)



www.freshdesk.com

