freshworks

Six reasons to choose Freshdesk Estate

Tackling customer experience at scale is no easy task as your business expands to new brands, verticals, geographies, and time zones. You need to hire the right people, train them efficiently, make sure they have the necessary tools and processes to succeed. Here are a few challenges we've seen businesses like you face:

PAIN POINTS	WHAT YOU NEED
Do your agents find it difficult to collaborate with fellow agents and other external teams?	Enable agents to share ownership of tickets, split tasks among them, and link similar tickets, thus bringing down resolution times
Is there a delay in assigning tickets leading to increased resolution time?	Automatic ticket assignment that routes tickets to available agents, taking into account their workload
Are you dependent on third-party BI tools/ integrations for detailed reporting in order to come up with effective data-driven strategies?	Complete set of curated and custom reports that give a comprehensive overview of your team's performance
Are you unable to customize processes to suit your business requirements?	Customize your portal, ticket form, satisfaction survey, agent roles
Do you find it difficult to manage support across multiple time zones, brands, and types of customers?	Exclusive SLA policies for different agent groups, business hours for each time zone, multi-product support from one Freshdesk
Is there a lack of personalization for customers who speak different languages?	Multilingual knowledge base portal, help widget, ticket forms, dynamic email notifications, and satisfaction surveys

If you're facing these challenges, Freshdesk Estate is what your business needs right now.

With Freshdesk Estate, provide stellar customer support at scale through advanced collaboration, assignment automation, and helpdesk management features.

Inside Estate

1. Enable effective collaboration

- Enable your agents to share ownership of tickets with other teams without losing visibility and access to it so that they can stay in the loop regarding the progress on the ticket.

- Your agents can resolve tickets with multiple issues faster by splitting them into child tickets with smaller tasks that respective groups can work on in parallel.

New powers obtained: Shared ownership, Parent-child ticketing

Carryover powers: Linked tickets
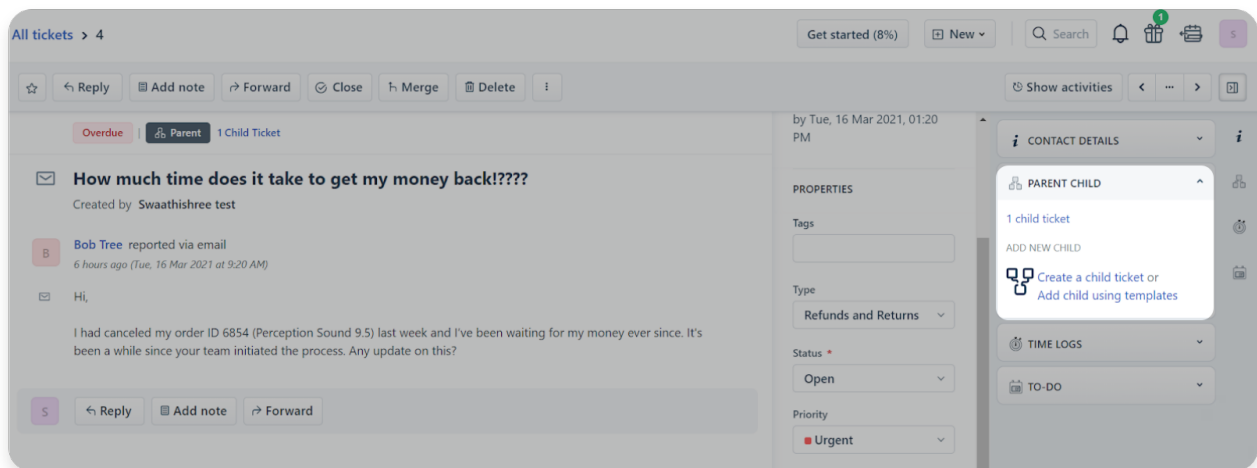
2. Automate your ticket assignment

- Automate the assignment of tickets within a group by assigning them in a round-robin fashion, ensuring that work gets distributed among your available agents. With no delays in assignments, your agents can get to work faster.

- Set a limit to the number of tickets that can be assigned to agents in a group when they're online. Using load based ticket assignment, assign tickets to online agents who have the bandwidth to handle these tickets, leading to faster responses.

- Automate the tasks of tickets in custom statuses and never stress again about missing out on a pending task or quantifying delays.

New powers obtained: Round robin ticket assignment, Load balanced ticket assignment, Time triggers based on custom statuses

Carryover powers: Time trigger rules, Ticket update rules

3. Inbuilt Analytics intelligence

- Get a 360-degree view of your support function's performance by having access to the complete pack of curated reports.

- Build and visualize customized reports based on your problem statement and make data-driven decisions with advanced filters and drill down

- Schedule data export of ticket information to help admins track the helpdesk's performance

- Create and customize dashboards for each group, or customer segment. Track only the relevant metrics in each dashboard and provide better feedback to agents.

New powers obtained: Knowledge base report, Ticket lifecycle report, Performance distribution report, Top customer analysis report, Custom reports, Widget level filters, Chart visualization, Text and report styling, Data export, Team dashboards, Three-level drill down

Carryover powers: Agent and group performance reports, Scheduling reports and widgets, Underlying data
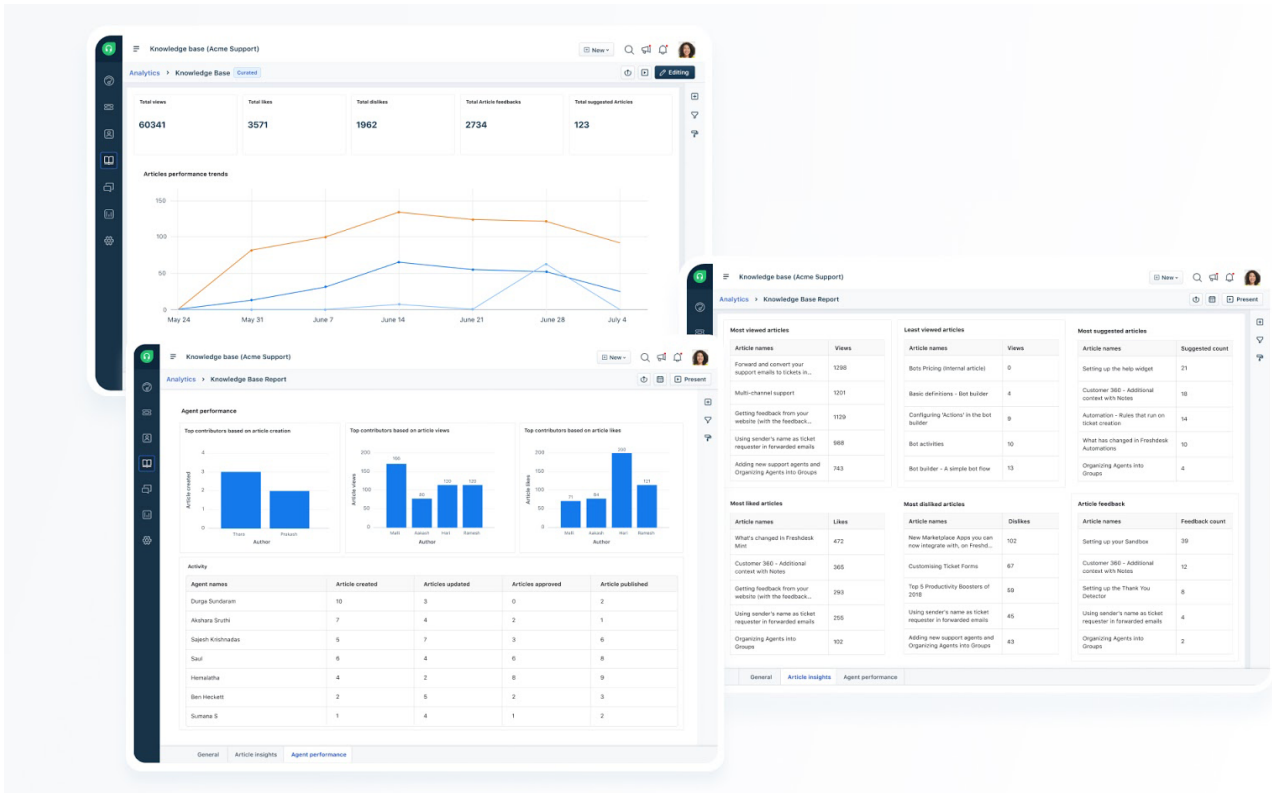
4. Customize your Freshdesk to your needs

- Push information about user activity from your website to Freshdesk's contact timeline. The activity API gives your agents a complete view of the customer's journey, thus, reducing the number of interactions.

- Customize the layout, look, and experience of your support portal to reflect your brand

- Collect customer information and feedback unique to your business by creating ticket forms and satisfaction surveys that match your requirements

- Segment your customers based on their plan, region, industry, etc and provide personalized support.

- Gather additional information about your customers and their issues with custom ticket fields. Use these to categorize tickets and route them to the right agents. Later, with reports, you can also get trends on problems raised by customers.

New powers obtained: Customer Timeline Activity APIs, Dynamic ticket form, Customer Segments, Customizable satisfaction surveys, Custom agent roles, Complete portal customization

Carryover powers: Custom ticket fields, Custom status, Canned forms, Agent portal language, Customer Journey, Widget APIs
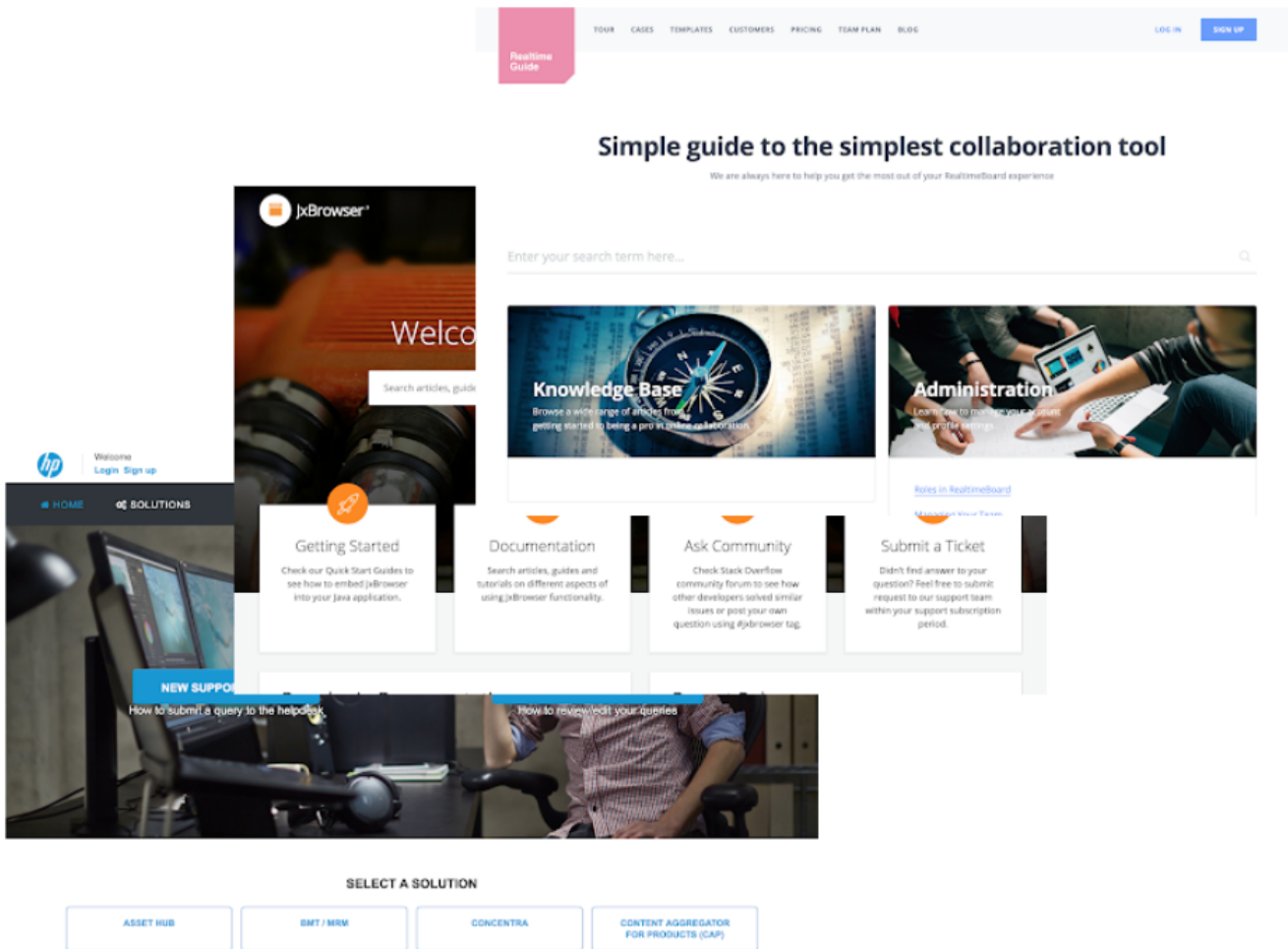
5. Scale your support

- Create multiple SLA policies to accommodate the expectations of various customers, agent shifts, products, business hours, etc

- Define the working hours and time zones of your global team so that the SLA policies in place set the right expectations with customers

- Offer customer support for multiple products in your company from one Freshdesk account.

New powers obtained: Time zone for agents, Multiple SLA Policies, SLA Reminder, SLA Violation Escalation, SLA for every response, Multiple Business hours, Multiple time zone, Multiple products, Link multiple companies to a contact, Multi-product content management

Carryover powers: SLA policy, Business hours

SLA Policies

Service Level Agreement(SLA) policies help you setup and maintain targets for the duration within which your teams respond and resolve tickets. Learn more

Reorder | Add policy

ⓘ The first matching SLA policy will be applied to tickets with matching conditions

1. Social media tickets
Shorter deadlines for tweets and Facebook messages

2. VIP customers
Shorter deadlines for tickets from customers on the premium plan

3. Order cancellation
SLA for any ticket that's about canceling an order

4. Default SLA Policy
default policy

6. Go global

- Translate your knowledge base content into multiple languages and enable your global customer base to find answers in their language.

- Setup translations for the ticket fields so that your agents and customers will be able to see their ticket pages in the corresponding mapped language.

- Send feedback surveys in your customers' language to increase your survey response rates.

- Customize your automated email notifications corresponding to each requester's language settings

New powers obtained: Multi-language customer portal, Multilingual satisfaction surveys, Multilingual knowledge base in the help widget, Multilingual ticket fields and forms

Carryover powers: Multilingual Knowledge Base, Satisfaction surveys, Dynamic email notification
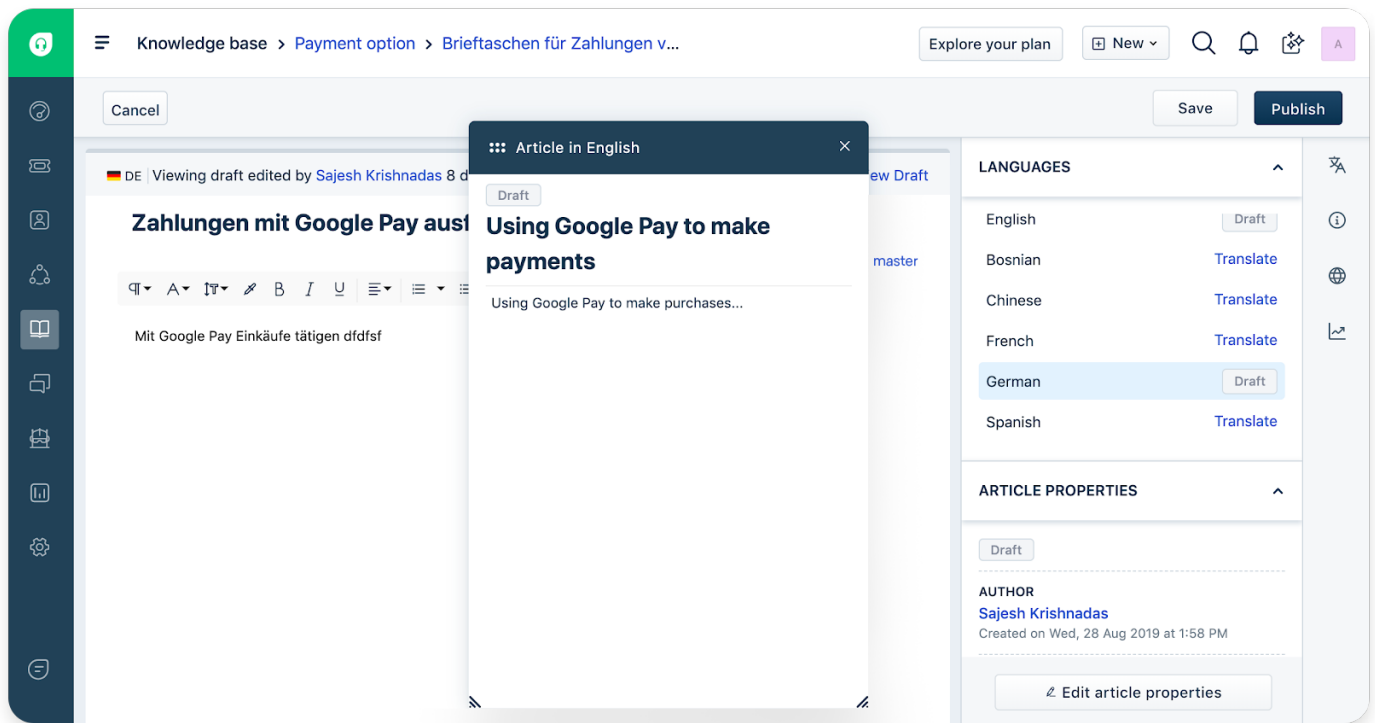
Both Established and Upcoming Brands love Freshdesk

A long-time leader in customer service technology, Freshdesk is the only visionary on the 2020 Gartner Magic Quadrant for CRM Customer Engagement Center. The product is highly rated by buyers and actual end-users of the software on many peer review sites such as G2Crowd, Gartner Peer Insights, and Capterra. From the fastest growing startup brands to well-established Fortune 500 companies, over 40,000 businesses worldwide trust Freshdesk.

With Freshdesk Estate, provide stellar customer support at scale through advanced collaboration, assignment automation, and helpdesk management features

"We have noticed increased levels of satisfaction from customers and our customer support staff are happier too. We now have multiple teams on Freshdesk and they are operating in a more joined-up way."

David Cray

Head of Customer Experience and Product Development

rightmove

Here's the complete list of Estate features that can level up your support game.

Features	Sprout	Blossom	Garden	Estate
Support channels				
Email ticketing	✅ (One mailbox)	✅	✅	✅
Portal	✅	✅	✅	✅
Twitter	✅	✅	✅	✅
Facebook	✅	✅	✅	✅
Website/ticket forms	✅	✅	✅	✅
Multilingual ticket forms	❌	❌	❌	✅
Knowledge base	✅	✅	✅	✅
Community forums	❌	❌	✅	✅
Proactive support via social tab	❌	✅	✅	✅
Twitter streams	❌	✅	✅	✅
Social attachment	✅	✅	✅	✅
Basic Freshcaller Integration	✅	✅	✅	✅
Advanced Freshchat & Freshcaller	❌	✅	✅	✅
Integration	❌	✅	✅	✅

Features	Sprout	Blossom	Garden	Estate
Ticketing				
Reply to tickets	✅	✅	✅	✅
Forward tickets	✅	✅	✅	✅
Add private notes	✅	✅	✅	✅
Add public notes	✅	✅	✅	✅
Watch tickets	❌	✅	✅	✅
Merge tickets	✅	✅	✅	✅
Split tickets	❌	✅	✅	✅
Set status	✅	✅	✅	✅
Set custom statuses	❌	✅	✅	✅
Set priority	✅	✅	✅	✅
Edit tickets	✅	✅	✅	✅
Print tickets	✅	✅	✅	✅
Mark tickets as spam	✅	✅	✅	✅
Delete tickets	✅	✅	✅	✅
View requester info	❌	✅	✅	✅
Filter tickets	✅	✅	✅	✅
Create custom ticket views	❌	✅	✅	✅

Features	Sprout	Blossom	Garden	Estate
Customize Table View	❌	✅	✅	✅
Perform bulk actions	✅	✅	✅	✅
Ticket Export	✅	✅	✅	✅
Using Tags	✅	✅	✅	✅
Shared canned responses	✅	✅	✅	✅
Personal canned responses	❌	✅	✅	✅
Ticket Templates	❌	❌	✅	✅
Insert solution articles	✅	✅	✅	✅
Agent collision detection	❌	✅	✅	✅
Traffic cop	❌	✅	✅	✅
Add a to-do	✅	✅	✅	✅
Add reminders to your to-do list	❌	✅	✅	✅
Add time to tickets	❌	❌	✅	✅
Public ticket URL	✅	✅	✅	✅
Auto refresh ticket list and details	❌	✅	✅	✅
Ticket activity log	✅	✅	✅	✅
Manual override due date and time	✅	✅	✅	✅

Features	Sprout	Blossom	Garden	Estate
Send outbound email	✅	✅	✅	✅
Filtered search	❌	✅	✅	✅
Add to response	❌	✅	✅	✅
Multi File attachments	✅	✅	✅	✅
Annotated Image Attachments	❌	❌	✅	✅
Quick Actions in Ticket Replies	✅	✅	✅	✅
Focus mode	✅	✅	✅	✅
Summary App	❌	✅	✅	✅
Session Replay	❌	❌	✅	✅
Undo Send	❌	✅	✅	✅
Sort ticket conversations	❌	✅	✅	✅
Canned Forms	❌	❌	✅	✅
Ticketing				
Linked tickets	❌	❌	✅	✅
Shared ownership	❌	❌	❌	✅
Parent child ticketing	❌	❌	❌	✅
Contextual collaboration with Freshconnect	✅	✅	✅	✅

Features	Sprout	Blossom	Garden	Estate
Automations				
Automations that run on ticket creation	✅	✅	✅	✅
Time-triggered automations	❌	✅	✅	✅
Event-triggered workflow automation	❌	✅	✅	✅
Scenarios	❌	✅	✅	✅
Automatic email notification	✅	✅	✅	✅
Dynamic email notification	❌	❌	✅	✅
In-product smart notification	❌	✅	✅	✅
Time Triggers based on custom statuses	❌	❌	❌	✅
Round robin ticket assignment	❌	❌	❌	✅
Load balanced ticket assignment	❌	❌	❌	✅
Out of office scheduler	❌	❌	❌	✅
Auto response detector	❌	✅	✅	✅
Helpdesk Management				
Service Level Agreement (SLA)	❌	✅	✅	✅
Multiple SLA Policies	❌	❌	❌	✅
SLA Reminder	❌	❌	❌	✅

Features	Sprout	Blossom	Garden	Estate
SLA Violation Escalation	❌	❌	❌	✅
SLA for every response	❌	❌	❌	✅
Business hours	❌	✅	✅	✅
Multiple Business hours	❌	❌	❌	✅
Multiple time zone	❌	❌	❌	✅
Custom ticket fields	❌	✅	✅	✅
Dependent fields	❌	✅	✅	✅
Dynamic ticket form	❌	❌	❌	✅
Multiple products	❌	❌	❌	✅ (Upto 5 products)
Agent Management				
Agent groups	✅	✅	✅	✅
Agent roles	✅	✅	✅	✅
Custom agent roles	❌	❌	❌	✅
Agent scope	✅	✅	✅	✅
Time zone for agents	❌	❌	❌	✅
Agent portal language	❌	❌	✅	✅
Occasional agents	Not Applicable	✅	✅	✅

Features	Sprout	Blossom	Garden	Estate
Agent signature	✅	✅	✅	✅
Assume identity	❌	❌	✅	✅
Agent reply template	✅	✅	✅	✅
Customer Management				
Create contacts	✅	✅	✅	✅
Create companies	✅	✅	✅	✅
Contact and company fields	✅	✅	✅	✅
Custom contact and company fields	❌	✅	✅	✅
Merge contacts	❌	✅	✅	✅
Satisfaction surveys - Standard	❌	❌	✅	✅
Satisfaction surveys - Customisable	❌	❌	❌	✅
Multilingual satisfaction surveys	❌	❌	❌	✅
Link multiple companies to a contact	❌	❌	❌	✅
External ID support	❌	❌	❌	✅
Customer Journey	❌	❌	✅	✅
Customer 360	❌	❌	✅	✅
Customer Segments	❌	❌	❌	✅

Features	Sprout	Blossom	Garden	Estate
Customer Timeline	✅	✅	✅	✅
Customer Timeline Activity APIs	❌	❌	❌	✅
Self Service				
Email to Knowledge Base	✅	✅	✅	✅
Private Knowledge Base	✅	✅	✅	✅
Auto suggest solutions	❌	✅	✅	✅
Multilingual Knowledge Base	❌	❌	✅	✅
Image annotation in knowledge base	❌	❌	✅	✅
Interlinking articles	❌	✅	✅	✅
Advanced article bulk actions	❌	❌	✅	✅
Automatic article reordering	❌	✅	✅	✅
Advanced article filtering	❌	✅	✅	✅
Multi-product content management	❌	❌	❌	✅
Article Versioning	❌	❌	❌	✅
Article Templates	❌	❌	❌	✅
Embeddable contact form and solution articles	✅	✅	✅	✅
Appearance customization in the help widget	❌	✅	✅	✅

Features	Sprout	Blossom	Garden	Estate
Widget APIs	❌	✅	✅	✅
Frustration prediction in the help widget	❌	❌	✅	✅
Multilingual contact form in the help widget	❌	❌	✅	✅
Multilingual knowledge base in the help widget	❌	❌	❌	✅
Page specific solutions	❌	❌	❌	✅
Customer journey in the help widget	❌	❌	✅	✅
Customization				
Public portal customization	✅	✅	✅	✅
Dynamic Placeholders	✅	✅	✅	✅
Custom domain mapping	❌	✅	✅	✅
CSS customization	❌	❌	✅	✅
Multi-language customer portal	❌	❌	❌	✅
Complete portal customization	❌	❌	❌	✅
Freshthemes	❌	❌	❌	✅
Automatic site map generation	❌	❌	✅	✅
Analytics and Reporting				
Agent and Group Performance	❌	❌	✅	✅

Features	Sprout	Blossom	Garden	Estate
Helpdesk in-depth	❌	✅	✅	✅
Performance Distribution	❌	❌	❌	✅
Ticket volume trend	✅	✅	✅	✅
Customer Analysis	❌	❌	❌	✅
Ticket Lifecycle Report	❌	❌	❌	✅
Time Sheet Summary report	❌	❌	✅	✅
Satisfaction survey report	❌	❌	✅	✅
Knowledge base report	❌	❌	✅	✅
Custom Reporting	❌	❌	❌	✅
Report level filters	✅	✅	✅	✅
Widget level filters	❌	❌	❌	✅
Saving Reports	❌	✅	✅	✅
Saving widgets	❌	❌	❌	✅
Change chart (Visualization)	❌	❌	❌	✅
Clone report	❌	✅	✅	✅
Present	❌	✅	✅	✅
Text widgets	❌	❌	❌	✅
Widget page styling	❌	❌	❌	✅

Features	Sprout	Blossom	Garden	Estate
Three-level drill down	❌	❌	❌	✅
Underlying data	❌	❌	✅	✅
Add to reports	❌	❌	❌	✅
Deleting reports	❌	✅	✅	✅
Deleting widgets	❌	❌	❌	✅
Data Export	❌	❌	❌	✅
Scheduling Reports and widgets	❌	❌	✅	✅
Export Ticket Activities	❌	❌	❌	✅
Default Dashboard	✅	✅	✅	✅
Team Dashboards	❌	❌	❌	✅
Gamification				
Arcade	❌	✅	✅	✅
Security				
SSO	✅	✅	✅	✅
SSO with SAML	✅	✅	✅	✅
Domain whitelisting (Help-desk restriction)	❌	❌	❌	✅
Custom email servers	❌	✅	✅	✅
SSL	✅	✅	✅	✅

Features	Sprout	Blossom	Garden	Estate
Custom SSL	❌	✅	✅	✅
Password policy for agents and customers	❌	❌	✅	✅
DKIM/DMARC	✅	✅	✅	✅
Data center	✅	✅	✅	✅
Freshdesk Marketplace				
Apps	❌	Limited	✅	✅
Custom Apps	❌	❌	✅	✅
Email marketing and CRM apps	❌	✅	✅	✅
Survey & feedback apps	❌	❌	✅	✅
Time tracking and invoicing tools	❌	❌	✅	✅
Cloud telephony integration app	❌	✅	✅	✅
API Access	❌	Rate Limit - S (100 calls/min)	Rate Limit - M (200 calls/min)	Rate Limit - L (400 calls/min)
Mobile Apps				
Freshdesk Mobile app	✅	✅	✅	✅

Estate Pricing for /agent/month
▼

Estate Pricing for /agent/month

Currency	Annual	Monthly
USD	$49	$69
Euro	€49	€69
INR	Rs 3,599	Rs 4,999
ZAR	R 729	R 999
GBP	£37	£54
AUD	A$69	A$99