



DATASHEET

Getting started with AI for customer service



Transform your customer service

AI delivers significant productivity and efficiency boosts for customer service teams. This guide helps customer service leaders quickly and easily get started with AI to enhance their operations.

Why AI for customer service?

Faster resolutions

85%

of customer queries can be resolved with AI chatbots*

Improved productivity

34%

reduction in average handle time**

Streamlined efficiency

56%

less time spent summarizing conversations**

* Freshworks Benchmark Report ** Freshworks Value Engineering Assessment of Freddy AI

Practical tips for getting started with AI

Determine your primary goal

Before implementing AI, **define** the main problem you want to solve. Are you looking to:

- 1 Automate repetitive questions to free up agents for more impactful work?
- 2 Boost agent productivity for quicker, more quality responses?
- 3 Achieve both?

Whatever your goals, follow the steps below to get started:

For AI copilots

For AI chatbots

Identify opportunities

Identify the key areas of your business where AI can have the most significant impact on productivity and performance.

Identify common use cases for automation and the best channels to deploy them. Focus on automating LO/L1 queries for maximum impact.

Evaluate security

Work with your security team to assess vendors for robust data protection and transparency in security and data governance.

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Set benchmarks

Define KPIs related to agent productivity, response accuracy, and response times. Establish baseline metrics for these areas.

Set benchmarks for response time, resolution rate, and customer satisfaction. Measure the current performance of these metrics to gauge AI impact.

Test your first AI project

Start small, focusing on a pilot group of internal agents first. Monitor performance closely to course-correct as needed.

Start by creating a test chatbot. Deploy it on a single channel and monitor its performance. Make adjustments as necessary based on feedback and data.

Expand

Expand to more agents once the initial deployment is successful.

Expand to more use cases and channels after refining the initial chatbot.

Best practices for surefire success

- 1 Align with leadership KPIs**
Ensure your AI initiatives align with broader company objectives and deliver quantifiable results.
- 2 Communicate benefits**
Keep all stakeholders informed about the benefits and progress of AI projects.
- 3 Focus on training**
Equip your team with the skills needed to work alongside AI tools.
- 4 Monitor and adjust**
Regularly review AI performance and make necessary adjustments.

Look at the impact AI can have on your business

30X

Increased ticketing capacity
with AI chatbots



300%

Faster responses to
customers with AI copilot



20%

Reduced resolution time
with AI copilot



About Freshworks

Freshworks Inc. (NASDAQ: FRSH) makes it easy for companies to delight their customers and their employees. Our AI-powered customer and employee-service solutions increase efficiency and improve engagement for companies of all sizes. The result is happier customers and more productive employees. Headquartered in San Mateo, California, Freshworks operates around the world to serve more than 68,000 customers, including American Express, Bridgestone, Databricks, Fila, Nucor and Sony.



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