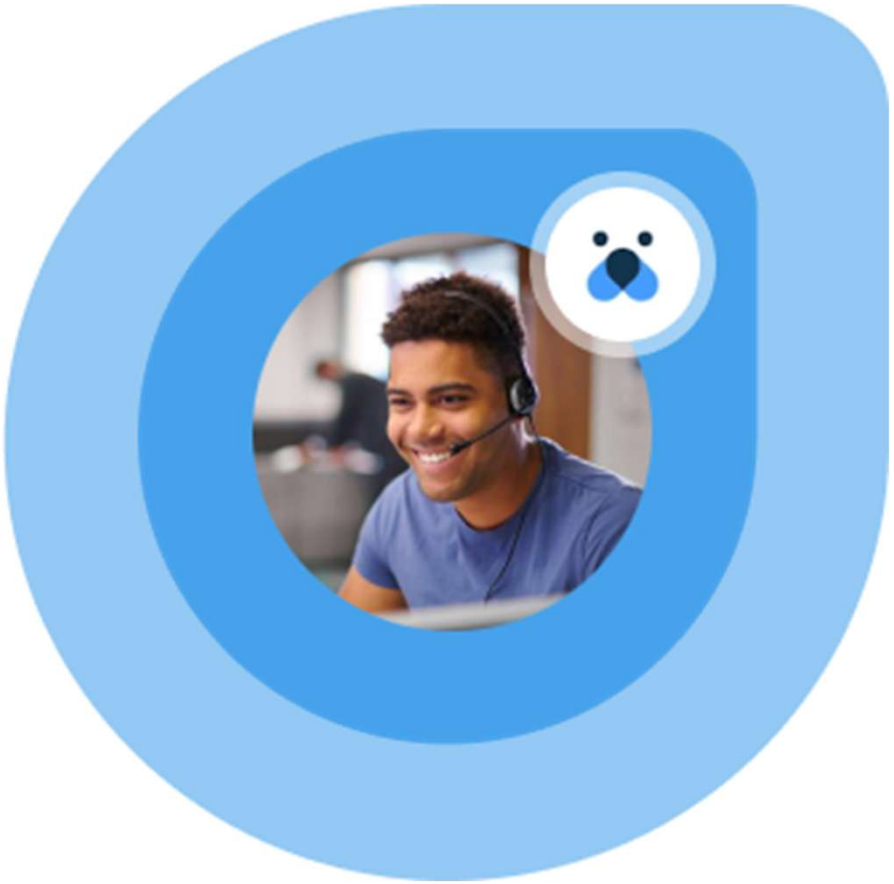
Integrating Human and AI Teams to Optimize Customer & Employee Experience



13 Aug 2025

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Evolving Service Expectations

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The real woes of today's workforce

Employees today expect *fast, personalized and interactive experiences* at the workplace. 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 and take decisions."*
>
> **- IT Leaders**

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Service management needs a helping hand

CIOs are already grappling with modern challenges arising with these growing demand and conflicting realities

Growing Employee Expectation	+	Poor Service Experiences	+	Surge in Issues
Limited agent availability		Rote everyday routines		Lack of timely insights
vs		vs		vs
Need for 24/7 humanized support		**Need for high staff productivity**		**Need for proactive decision-making**

The Employee Problem	The Agent Problem	The CIO Problem
Impacted Employee Satisfaction	Overwhelmed and Burnt Out Agents	Inability to Meet Demand
Impacted Employee Productivity	**Increased Agent Turnover**	**Dented Budgets**

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Embracing AI - a helping hand for all

The answer we are looking for is already a reality. IT leaders have started leaning on AI-first solutions, and with the introduction of Agentic AI, it's now an inevitable leap to future-proof service management strategies.

75%

IT Decision Makers

Adopted generative AI in their organisations

Source

48%

IT Organisations

Already deploying at least one AI Agent, going beyond the first phase of generative AI

Source

87%

IT Leaders

Redefining success with agentic AI and upskilling workforce for modernization

Source

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Traditional

Reactive service management

- Disjointed resolution
- Higher downtime
- Impacted workforce productivity

A third of employees are living with problems their service desk cannot fix.

Forrester, State of service desk report 2024

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Agentic AI-driven

Proactive service management

- Issue pre-emption
- Intelligent resolution
- Personalized employee support

By 2028, at least 15% of day-to-day work decisions will be made autonomously through agentic AI, up from 0% in 2024.

Gartner, Inc. - Top Strategic Technology Trends for 2025

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Introducing Freddy AI from Freshworks

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Freddy AI - your step forward

IT & Employee Service

Freshservice

Freshservice for Business Teams

Customer Service

Freshdesk

Freshchat

Freshworks CS Suite

Sales & Marketing

Freshsales

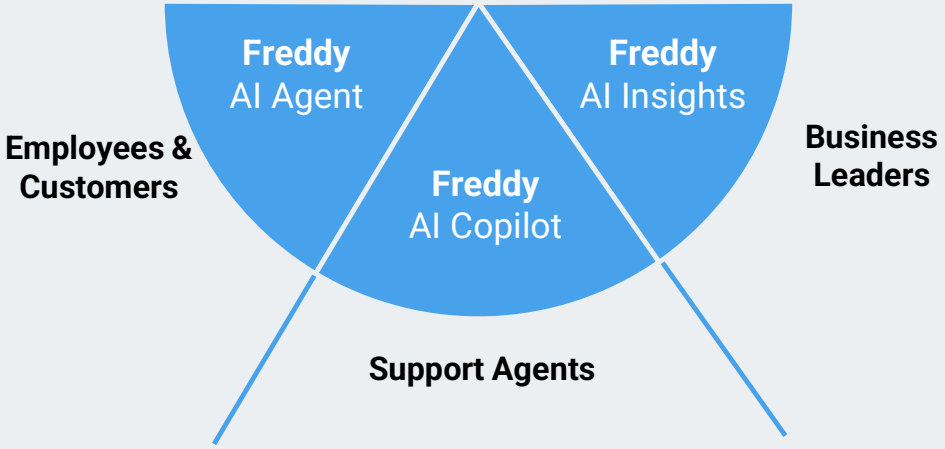
Freshmarketer

Freddy AI Platform

Uncomplicated AI
Enterprise grade operational maturity

Trusted and Secure
Full data control & zero data leakage

Innovation at scale
Intuitive & configurable experience



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Why Freddy AI: Enterprise grade without enterprise complexity

The Freddy AI difference

1. **UNCOMPLICATED**
2. **LOW TCO & FAST ROI**
3. **TRUSTED AI**
4. **PERSONALIZED**
5. **HUMAN CENTRIC**

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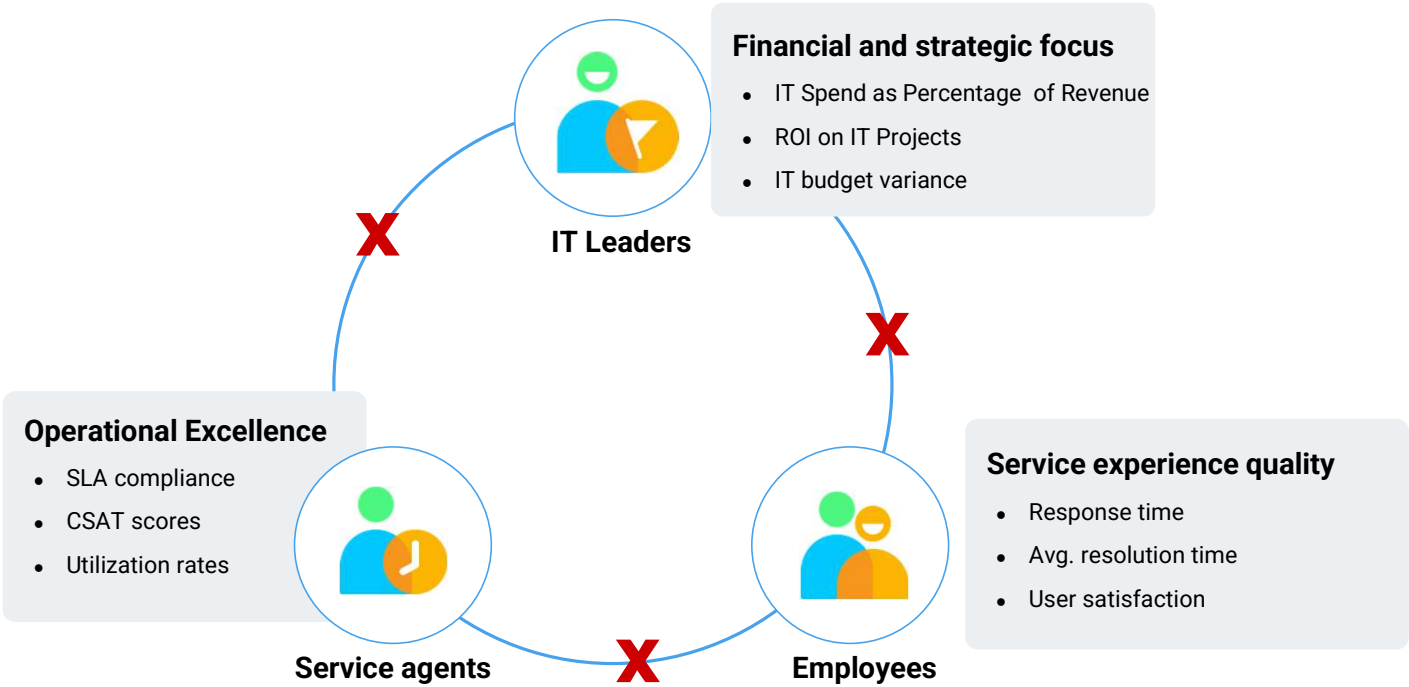
To truly democratize AI in ITSM, we must connect stakeholders despite their diverse work patterns



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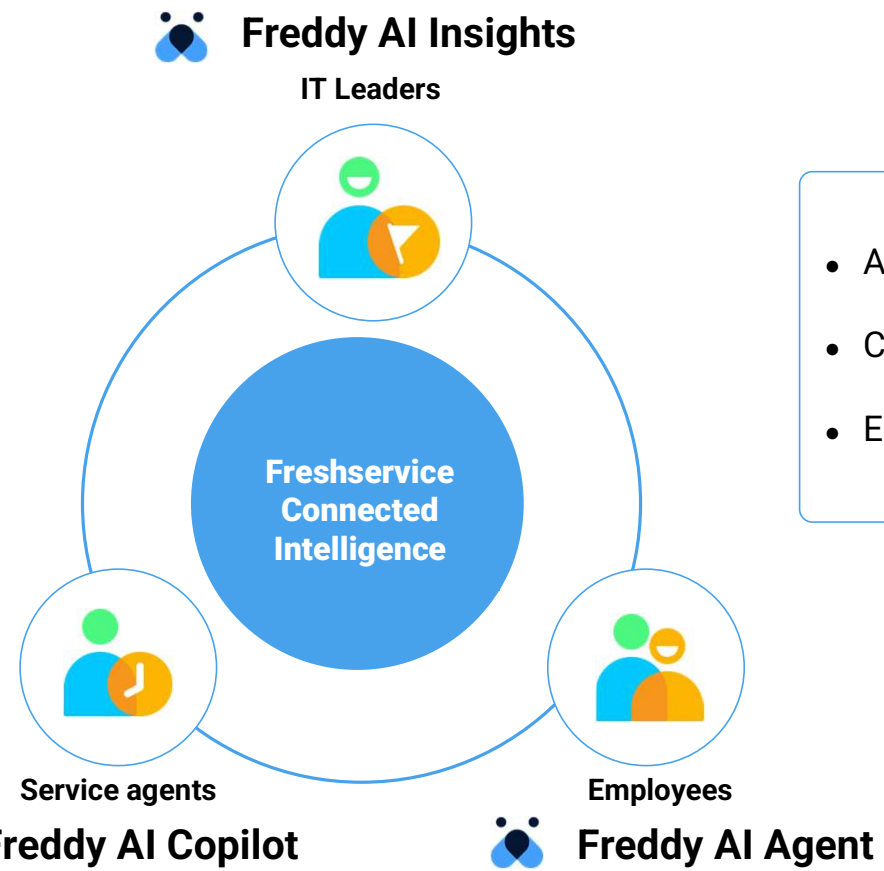
Our vision: Connected Intelligence that learns and evolves across all stakeholder interactions



Benefits

- Allows AI benefits to flow across stakeholders
- Creates network effect opportunities
- Enables continuous organizational learning

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Unify Employee Experience with Freshservice

My VPN is not working

I need to reimburse my expenses

I haven't received my onboarding kit

I need to submit a patent

I lost my ID card

Conversational intelligence

Unified experience

- Facilities
- HR
- IT
- Finance
- RevOps

Extensible platform

FMS

HRMS

Collaboration tools

Document management

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Freddy AI Capabilities

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Key Freddy AI Product Capabilities

Agents & Admins

Employees

Customers

Leaders & Managers

Freddy AI CoPilot

Supercharge productivity with contextual and conversational assistance

- Article Generator & Writing Assist ✓
- Ticket Summary & Reply Suggester ✓
- Similar ticket & field suggester ✓
- Post incident report generator ✓
- Change suggester & auto-triage ◐

Freddy AI Agent

24*7 self service with rapid delivery of personalized resolutions and smart automations with specialized AI Agents deployed in popular end user channels

- Actionable & trusted summaries ✓
- Multilingual & Multiturn Conversations ✓
- Zero-touch formless service requests ✓
- Integrated search for AI Agent ✓
- Controlled rollout of AI Agents ✓
- AI Agent Analytics ✓
- Agentic Actions with APIs ◐
- AI Agent Skill builder ◐
- Collaborative/bi-directional handoff ✓
- AI Agent Persona & Customizations ◐

Freddy Insights

Take informed decisions with proactive & contextual insights

- Proactive Insights ✓
- RCA for insights ✓
- Prompt-based analytics ✓

✓ Available for all

◐ Partially available

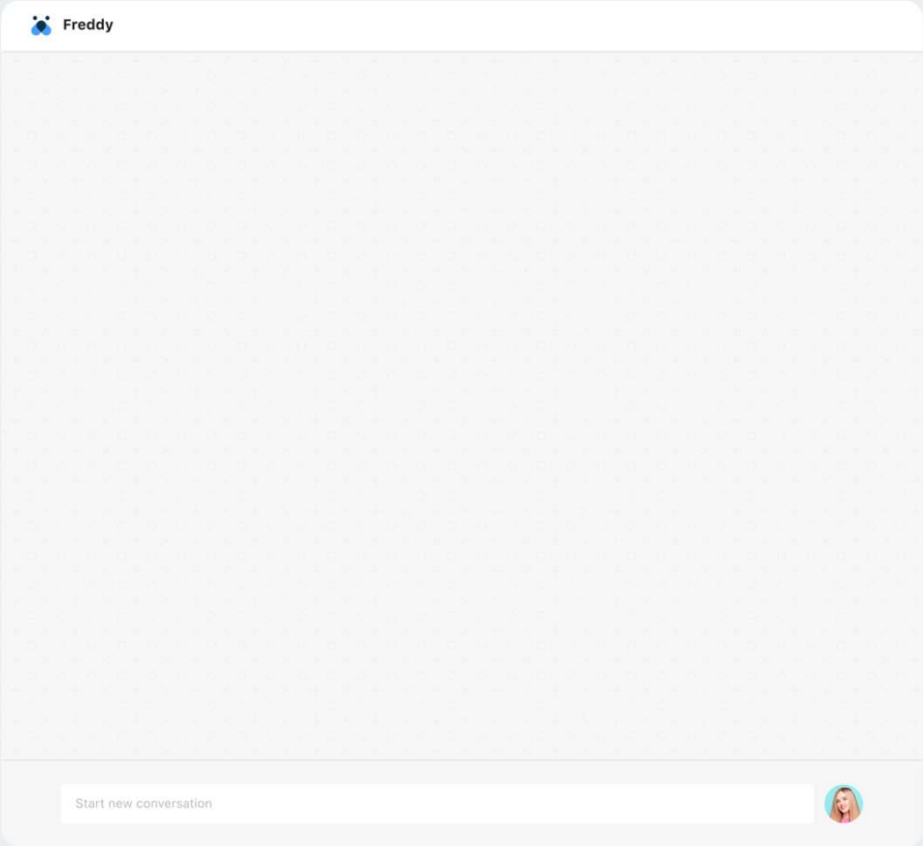
Freddy AI Agent

Available now

Dialogue style conversations with summarized responses

Self-serve with actionable dialogue.

- Enable two-way, dialogue with Freddy AI Agent to unearth complete context with back and forth conversations.
- Obtain AI-generated summarized, pointed responses from help articles.
- Enjoy public channel availability on channels like MS Teams and Slack.



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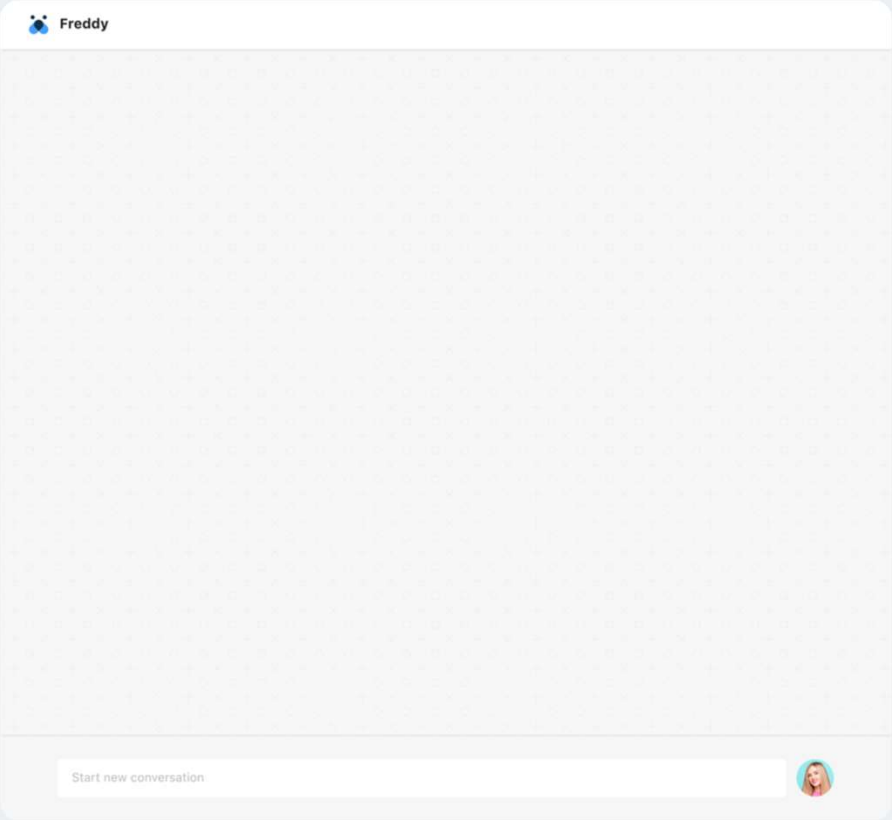
Freddy AI Agent

Available now

Formless Service Requests

Skip forms to request services using Freddy AI Agent.

- Get Freddy AI Agent to fill out forms for you through a dialog.
- Auto-create service requests using the context shared by employees in a conversation with Freddy AI Agent.
- Instant fulfilment with Freshservice workflow engine



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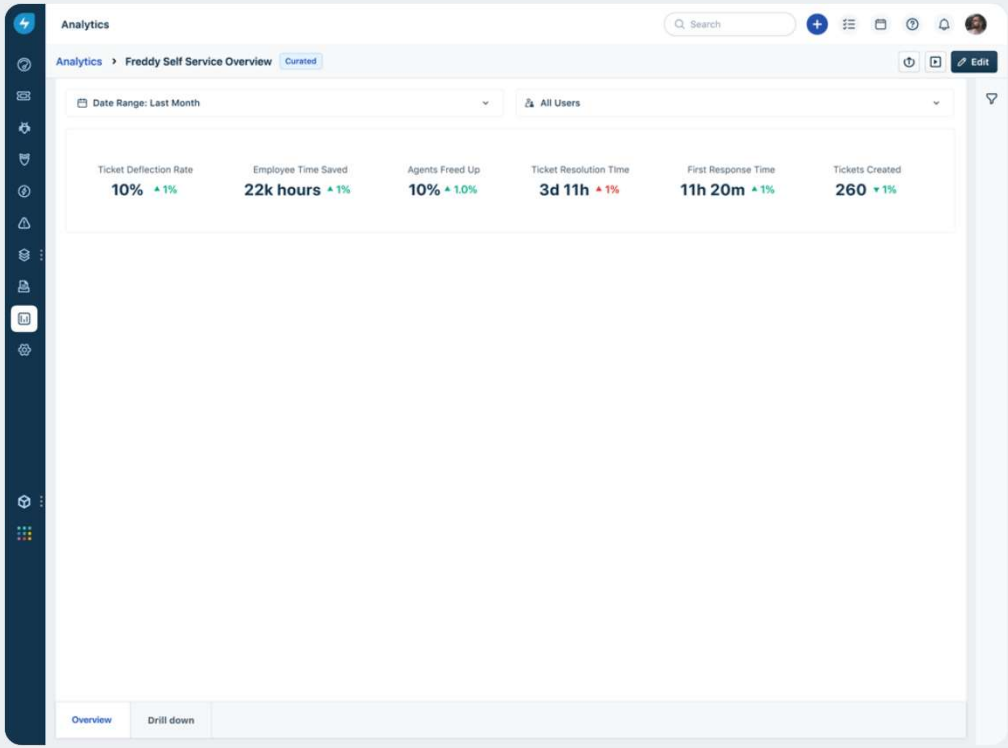
Freddy AI Agent

Available now

ROI and usage reports

Stay on top of the business impact of Freddy AI Agent.

- Report on tickets deflected with Freddy AI Agent.
- Report on the number of helpful solution articles and service items that were served for employee queries.
- Conduct root cause analysis on queries that were not given a helpful response to understand the action that can be taken to deflect them.



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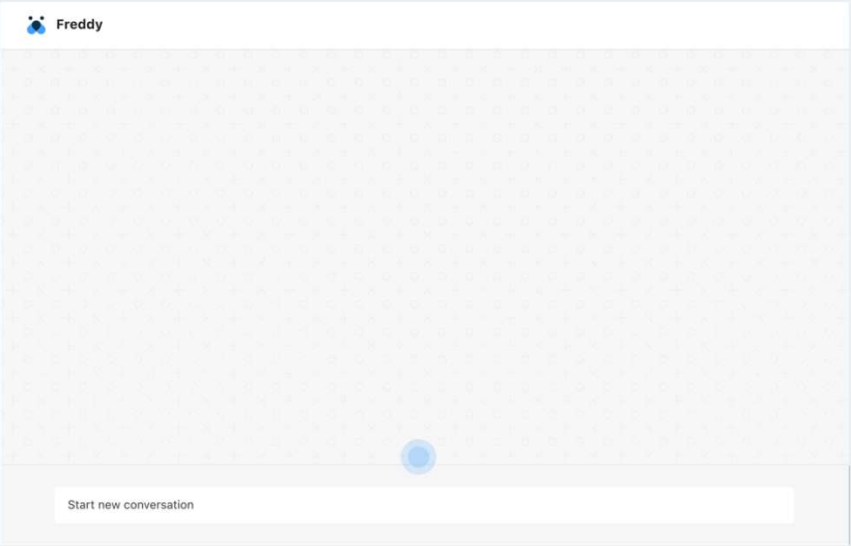
Freddy AI Agent

Available Now

Universal knowledge discovery

Enable responses from external knowledge sources

- Leverage a comprehensive search solution that retrieves information from multiple knowledge sources in your workplace.
- Enhance Freddy AI Agent's responses with intelligent search across external knowledge sources like SharePoint, Google Drive, Confluence
- Honour access privileges across external knowledge sources as well



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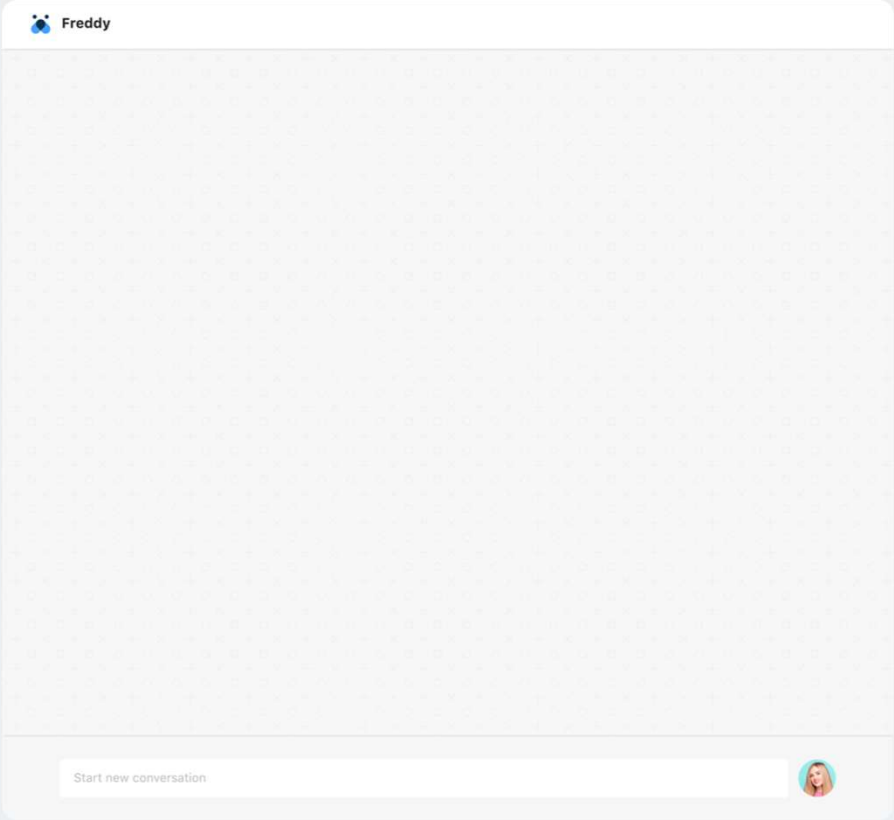
Freddy AI Agent

Available now

Localized, multi-lingual support

Support a global workforce in 41+ languages.

- Ask questions and receive responses in any language.
- Get translated responses sourced from the knowledge base and service catalog in the language of your choice.
- (Coming Soon) Phase 2: Enjoy public channel availability on channels like MS Teams and Slack.



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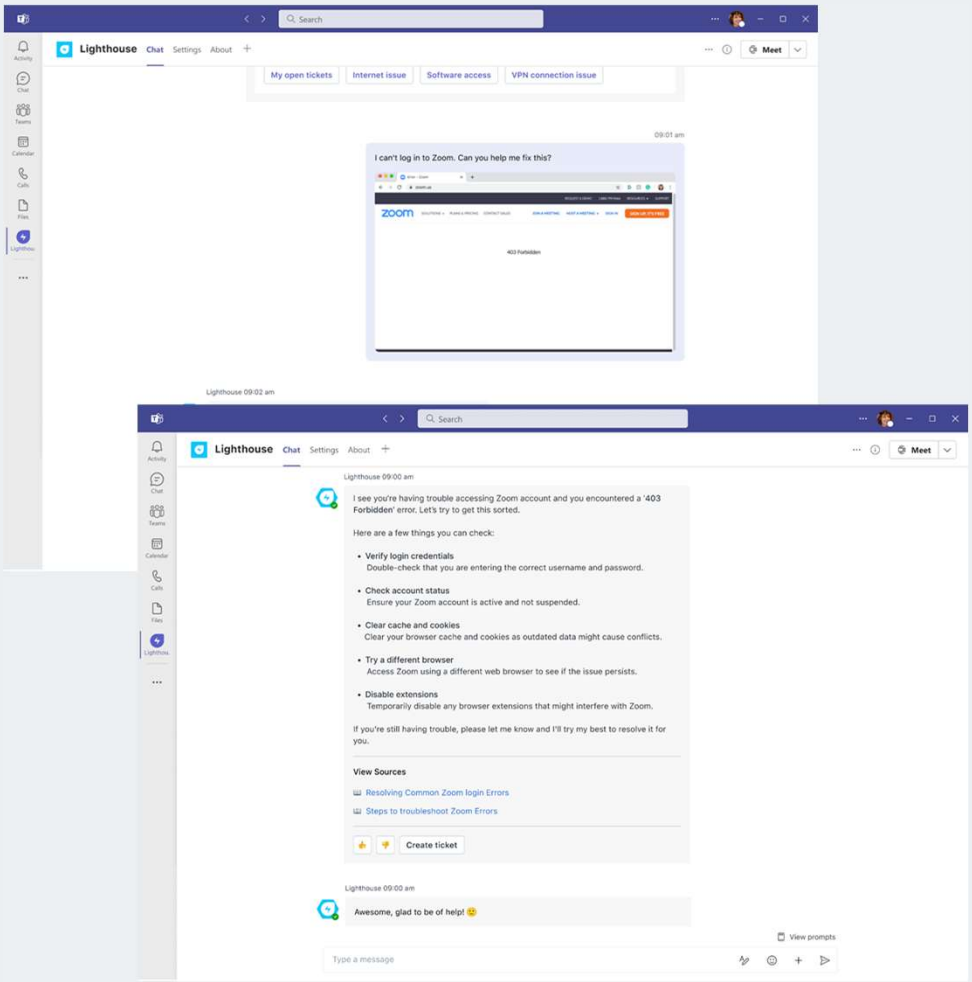
Freddy AI Agent

Available Now

Multi modal support with Images/Attachments

Enhance interactions with Freddy understanding rich media inputs

- Empower Freddy AI Agent to efficiently process rich media as information to provide assistance.
- More powerful two-way dialogues with Freddy AI Agent, now with context from rich media in queries and underlying knowledge sources
- Get Freddy AI Agent to consume rich media like hyperlinks, images and PDFs assist employees with information.



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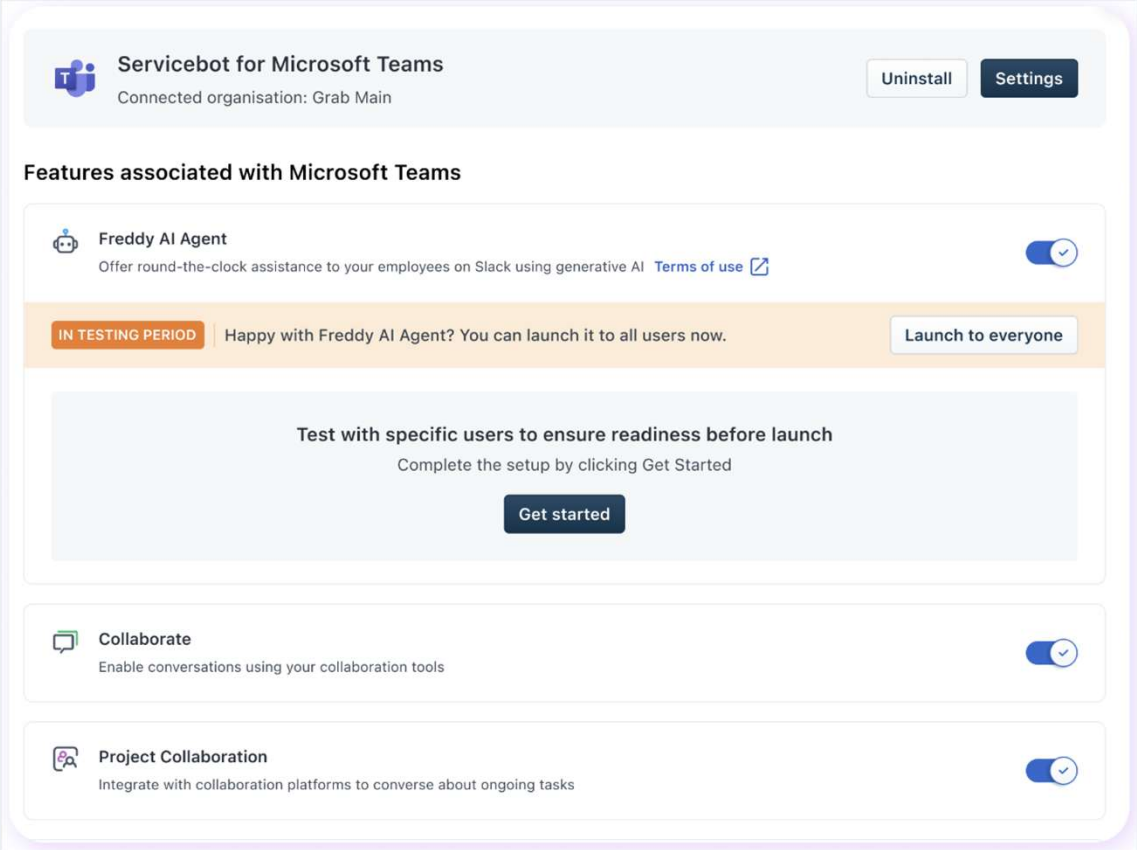
Freddy AI Agent

Available now

Limited rollout support

Test Freddy AI Agents before org-wide rollouts.

- Test Freddy AI with selected users in a controlled environment.
- Validate the AI Agent's behavior in a low-risk setting before scaling up.
- Set up test channels to replicate real-world workflows and fine-tune processes.
- Manage org-wide rollouts, maintaining control over when the AI Agent is adopted by the broader workforce.



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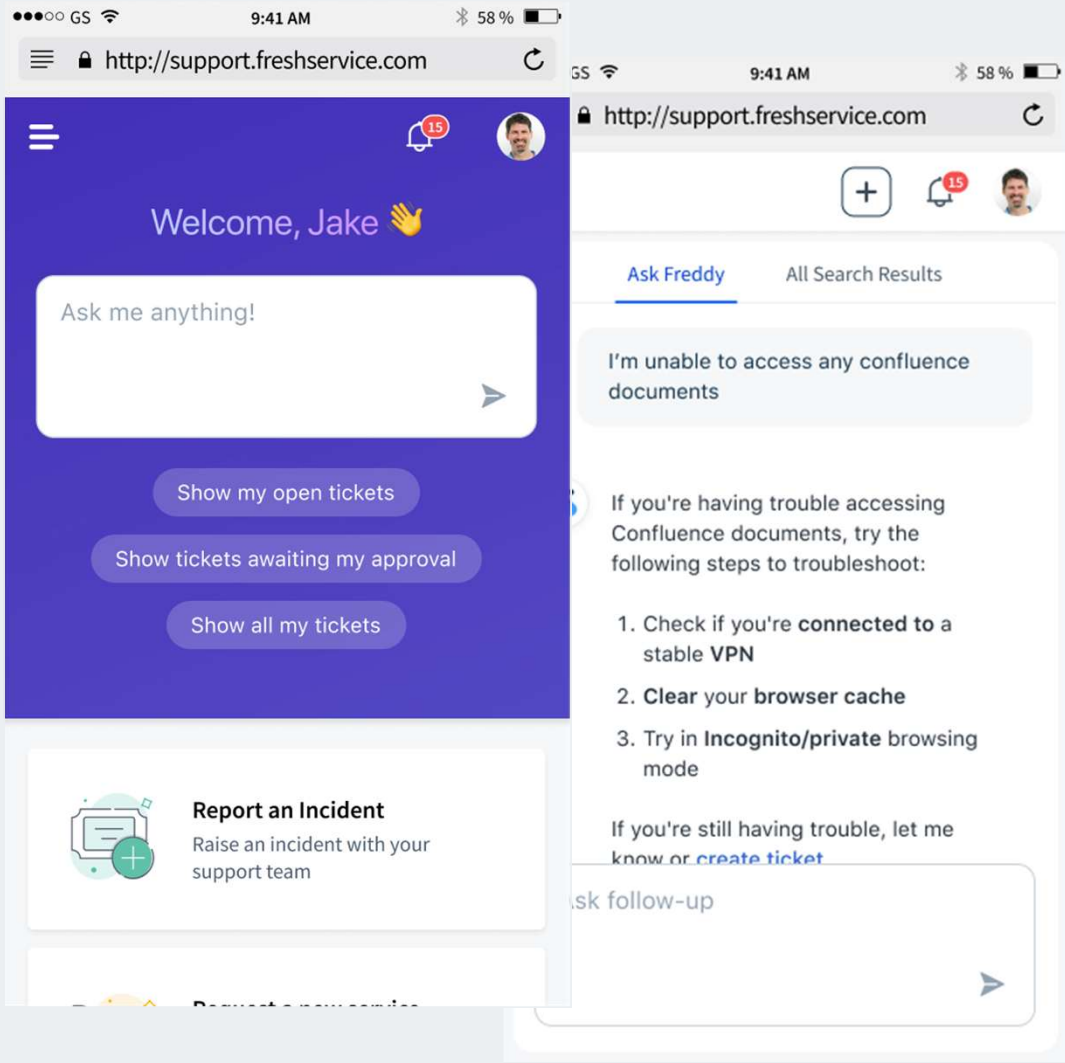
Freddy AI Agent | Coming Soon

Freddy AI Agent on End user portal

Enable AI agent on end user portals.

- Be where the user is to offer 24*7 assistance on channels of their choice
- Enable employees to receive front-line assistance from Freddy AI Agent on Freshservice end user portals.
- Reduce reliance on collaboration apps to receive conversational assistance.



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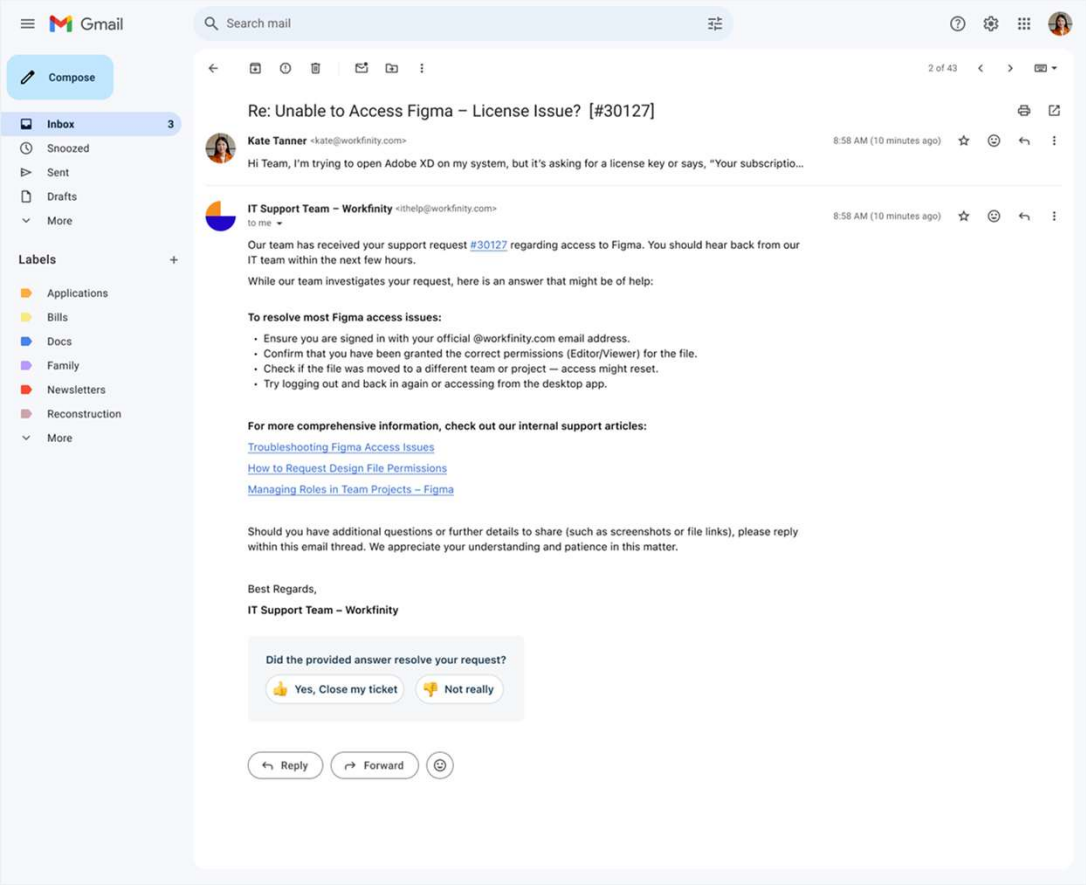
Freddy AI Agent

Coming Soon

Freddy AI Agent on Email

Deflect email queries through self service.

- Cater to the most high volume channel across service desks with Freddy AI Agent deployed on email as first-line of defense
- Auto-respond to simple email queries with relevant help articles to self-serve.
- Deflect tickets raised through email as a channel with relevant help articles.



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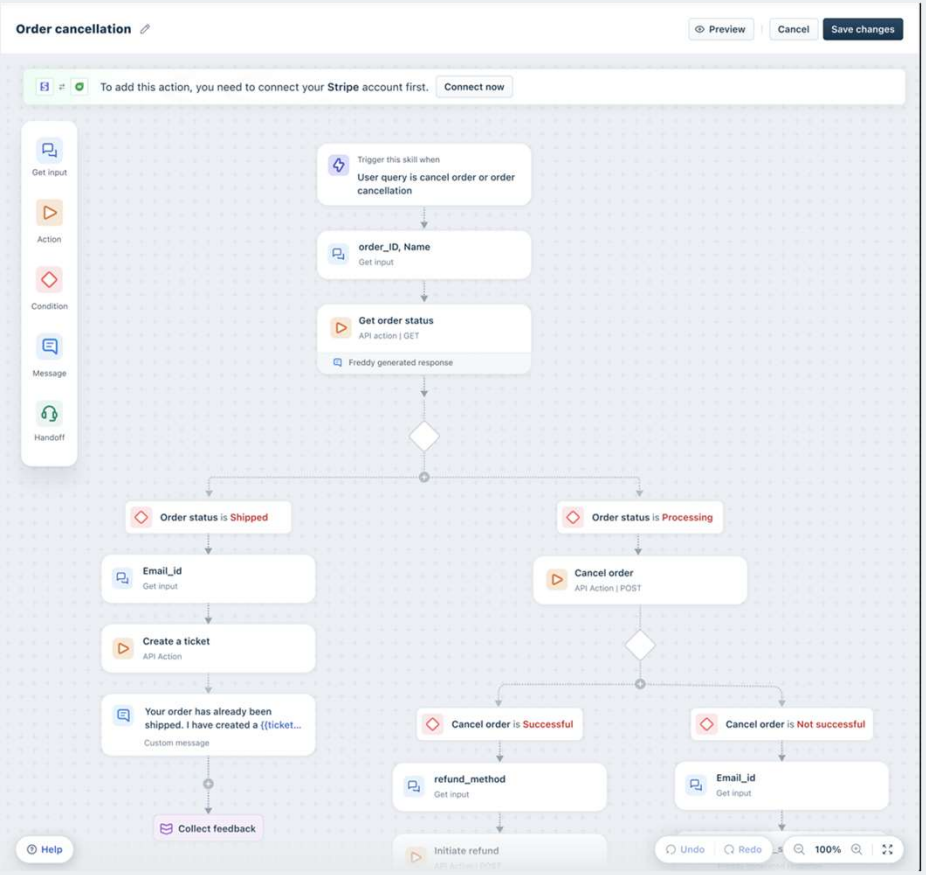
Freddy AI Agent

Coming Soon

Custom bot flows with skill builder

Build org-specific context into the Freddy AI Agent experience.

- Enable Freddy AI Agent to understand unique requirements of each account with AI-assisted custom bot flow configurations.
- Build highly tailored and efficient conversational experiences by setting up custom intents and corresponding actions to be performed.
- Generate custom bot flows for repetitive requests with AI assistance.



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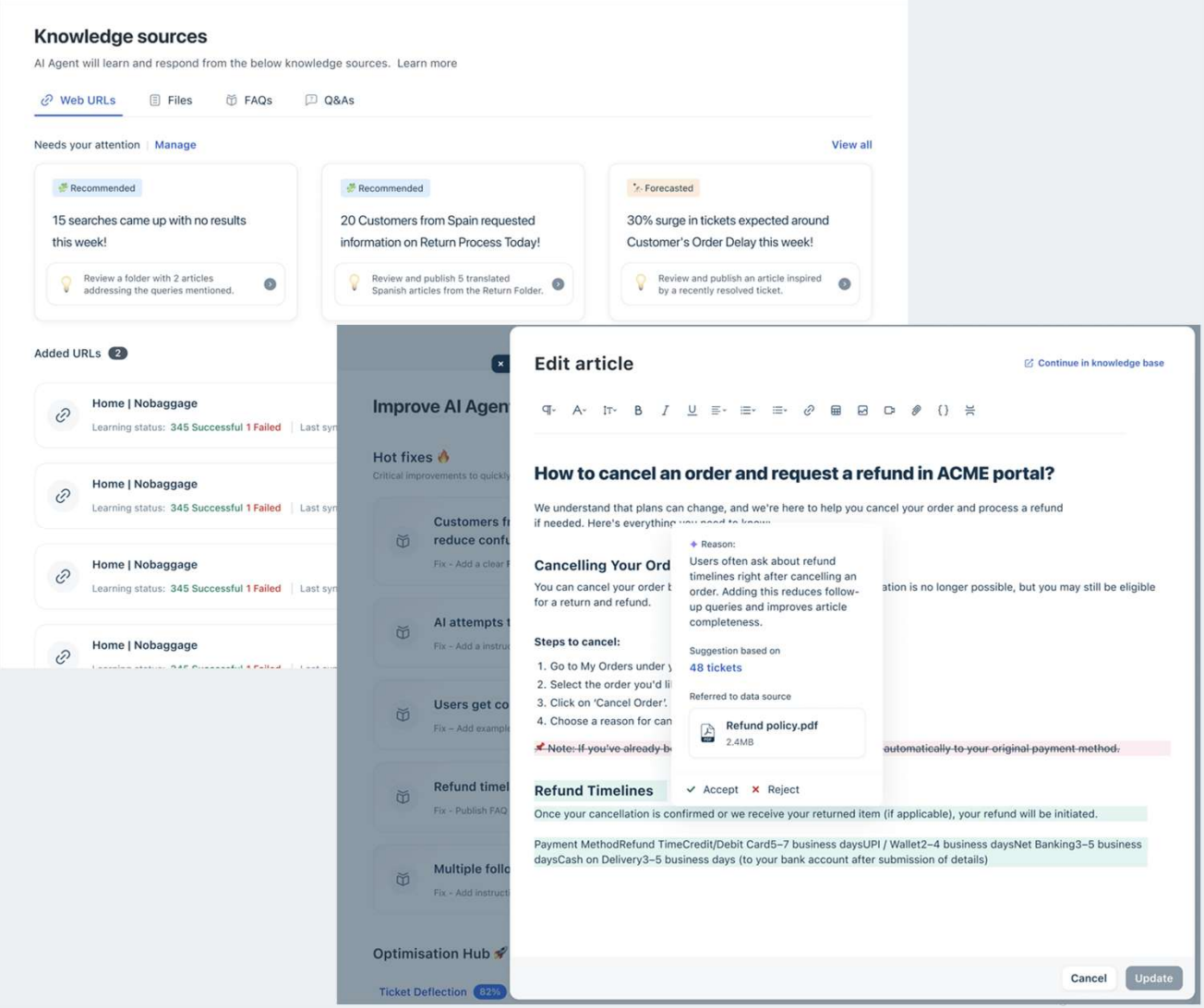
Freddy AI Insights

Coming Soon

Proactive Knowledge Gap Assessment

Improve deflection and self service by addressing knowledge gaps.

- Identify knowledge gaps by analyzing incoming tickets and existing help articles.
- Leverage actionable insights to update and create articles that effectively bridge these gaps.
- Simplify updation and creation of articles based on insights with GenAI.



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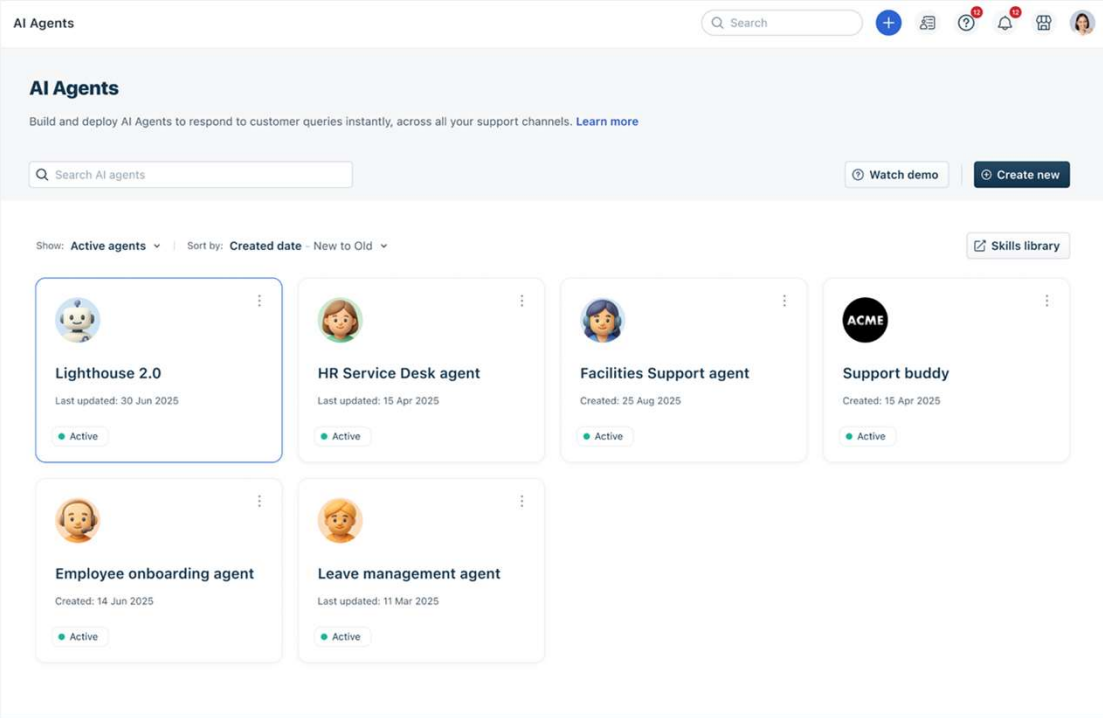
Freddy AI Agent | Future

Vertical Specific OOTB AI Agents

Build, configure, deploy OOTB vertical specific AI agents tailored to support specific actions.

- Quickly deploy pre-built vertical specific AI agents, for unique business specific needs like IT and HR support
- Tailor agents and workflows to align with unique policies or integrating specific compliance rules.
- Create AI agents from scratch, like a procurement bot interacting with custom ERP systems, to address specialised workflows and backend integrations



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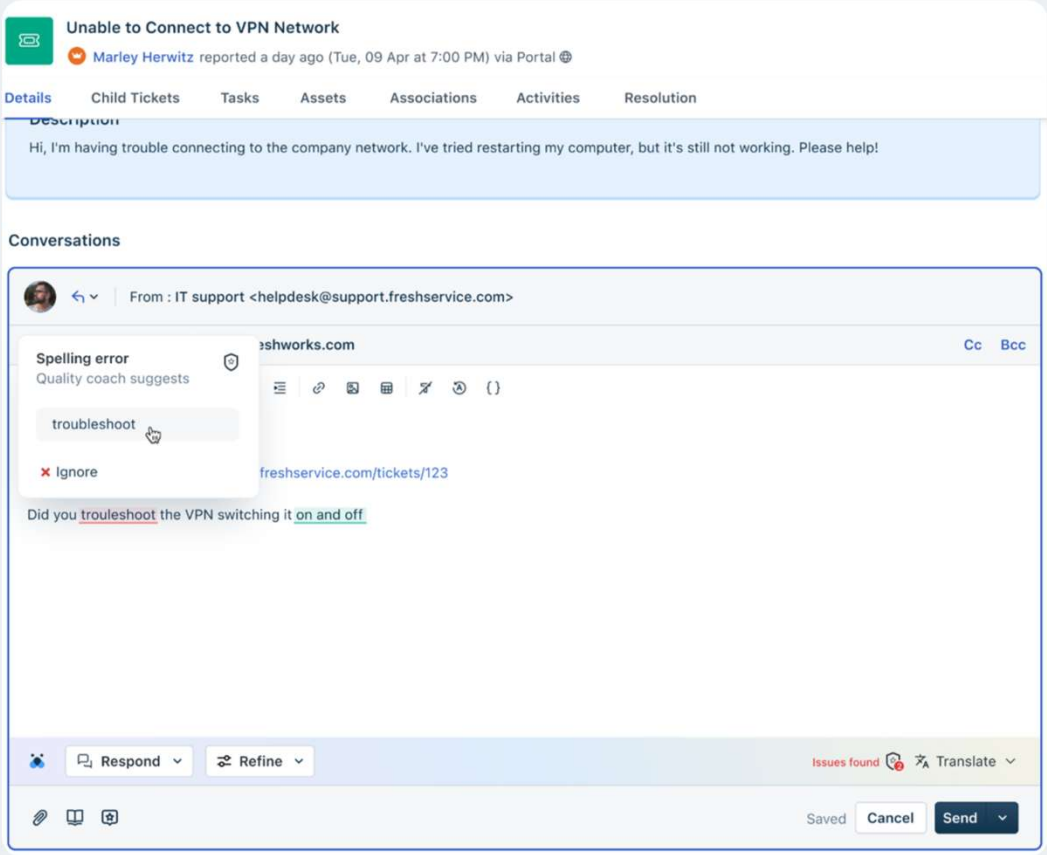
Freddy AI Copilot

Future

Proactive quality coach

Enhance responses with proactive quality and tone suggestions.

- Enable Freddy AI to review and correct responses for consistent, high-quality communication.
- Understand message tones and filter out abusive words and errors proactively.



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Freddy AI Copilot

Future

Ambient Copilot experience

Get proactive ticket assistance through a seamless conversational experience.

- Offer contextual assistance to agents across different modules without the need for manual input.
- Provide advanced insights and proactive help.
- Streamline daily tasks seamlessly through conversational interactions.
- Facilitate personalized responses and customized assistance.

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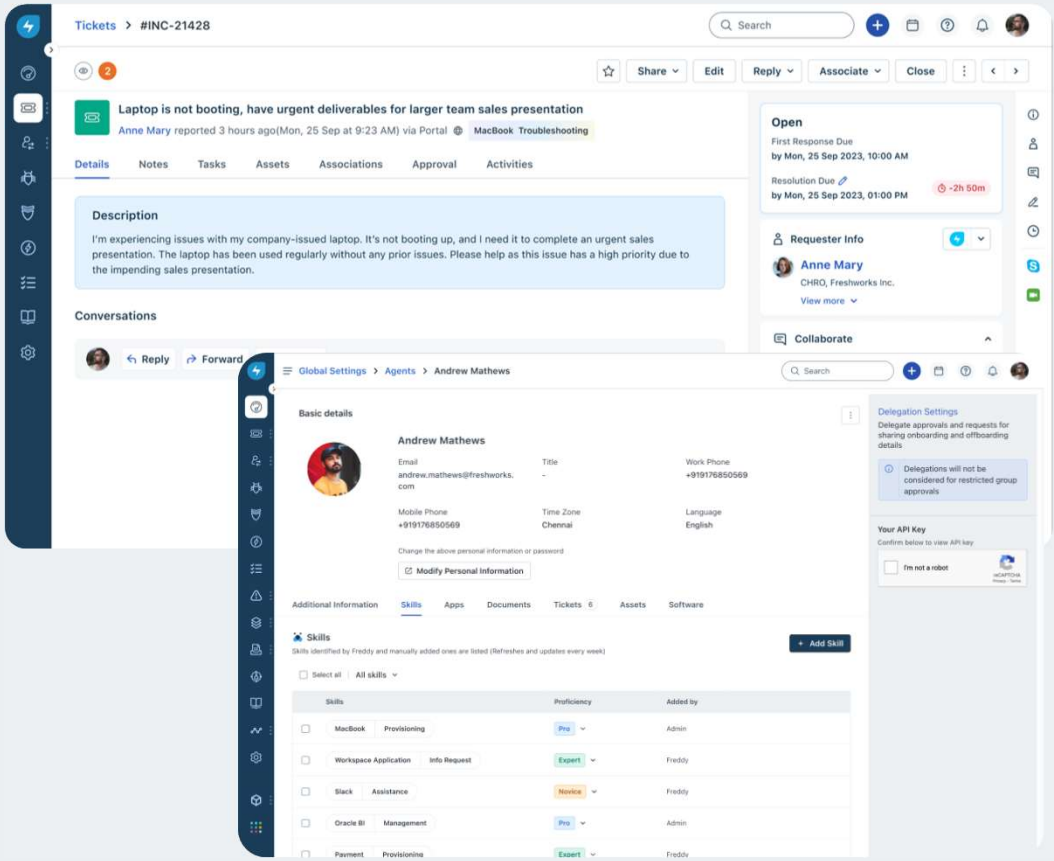
Freddy AI Copilot

Coming Soon

Intelligent agent routing

Improved routing mechanism for enhanced efficiency.

- Route tickets based on the timezone, shift, current load, and skill sets of agents.
- Assign the right agent for every ticket for improved resolution times and optimized workload.



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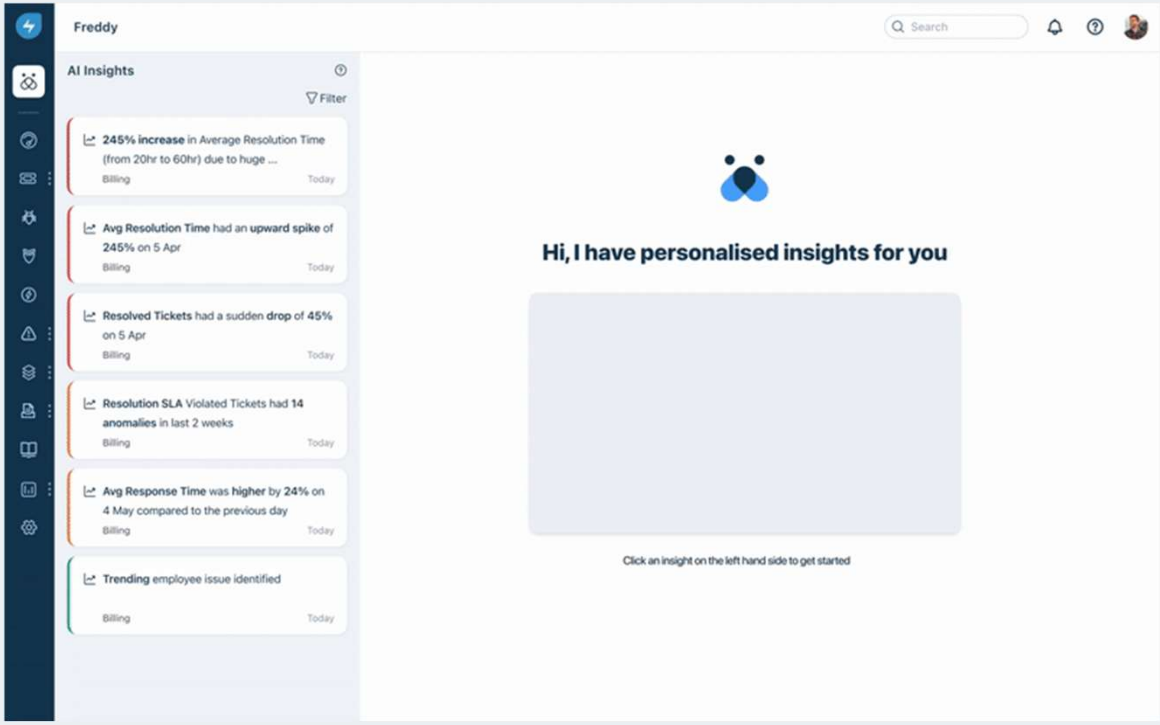
Proactive Insights

Freddy AI Insights **Available Now**

Enable quick decisions without report tracking.

- Monitor and analyze your service desk to flesh out timely insights for you with Freddy.
- Stay on top of insights about trends, outliers, and top increasing/decreasing metrics and take action as needed.



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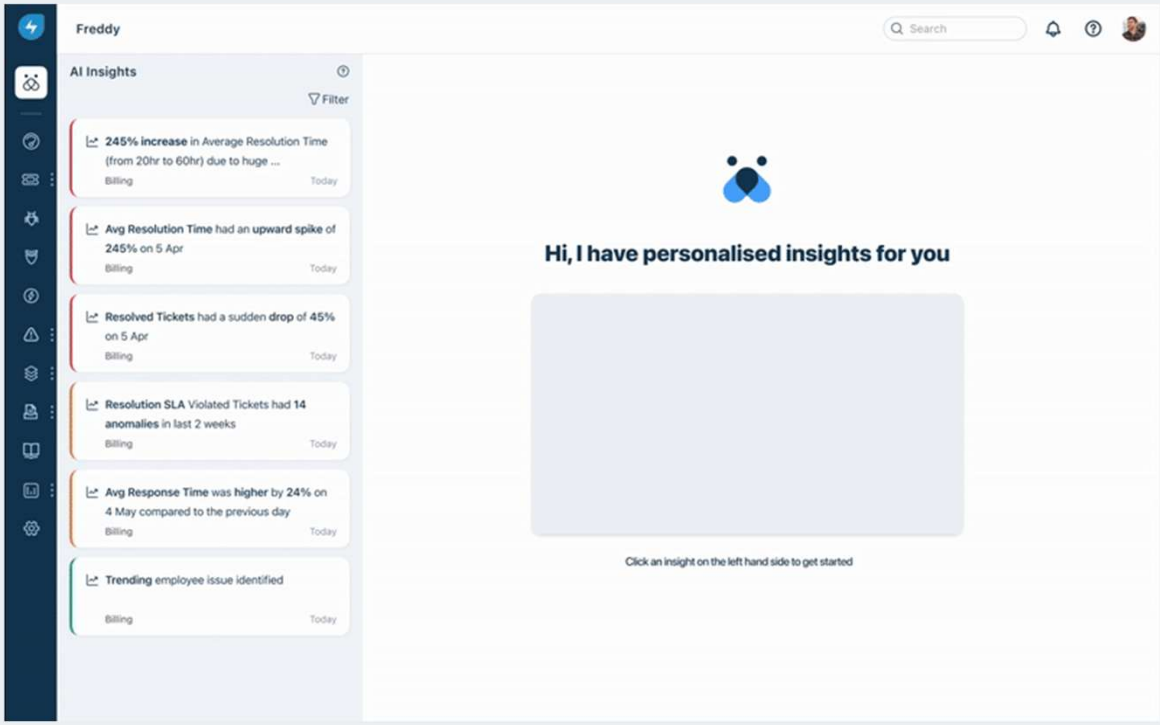
Root Cause Analysis (RCA) for Proactive Insights

Freddy AI Insights **Available Now**



Take precise next steps by identifying root cause.

- Identify the factors and events that influenced a particular trend, anomaly or other insights.
- Drill down into root cause maps to take precise, proactive actions and resolve challenges at their source.
- (Long-Term) Identifies patterns in unstructured data for root cause analysis. For example: Surge in complaints about a newly released product feature.

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Customer Stories

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	Live Oak Bank	TaylorMade	Porsche eBike
Customer	A digital bank that provides SBA 7(a) loans to small businesses across the United States	Premier golf equipment manufacturer	A Porsche subsidiary pioneering electric drive systems for e-bikes
Key Problems	- Inefficient email based ticketing - Lackluster support lacking coordination - Complex historical solutions	- Operations across 12 time zones - Manual ticketing was inadequate for surge in demand (250% spike)	- Fast growing company with multilingual base - Revamping IT setup for modern scale
Freshworks Solution	Freddy AI Agent on Teams & intuitive self-service portal for instant support	Freddy AI powered Caddy bot for raising requests 24*7	Freddy AI Agent & AI Copilot with orchestration workflows for rapid productivity gains
Outcome	90% ticket volume moved away from tickets to modern channels with instant self service	50% lower response times & 90% SLA adherence with round the clock AI powered assistance and automations	Scaled operations with CoPilot & supported multilingual assistance with AI Agent on MS Teams

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Driving Tangible Outcomes

freshworks

"**Simpler queries are answered through Freddy AI Agent** instead of a human agent, thus saving their time. Trigger automation set in the background through Orchestration for service ticket fulfillment saves turnaround time for ticket resolution and agent reduction."

Siddhartha Deb
Project Manager, Kent

10
NPS

freshworks

"Before Freddy AI, the first response by the frontline support team was 2 to 4 hours. With the implementation of Freddy AI, instant response **reduced the first response by 80-90%**, and the first response was sent within approximately **30 seconds**. With Freddy AI, ticket resolution is also getting faster. For travel desk general queries, support takes 2 to 4 hours to resolve them. Agent workload is also reduced by auto-assigning the tickets to the available agents. "

Manager
Large Enterprise Diversified Financial Services Company

10
NPS

freshworks

"Freddy AI Agent has helped agents in the organization by **at least 10%**. The AI features help improve ticket response and cut down on ticket time. AI Agent also helps create a bot to provide easier support to more people in the future."

Service Desk Analyst
Large Enterprise Professional Services Company

9
NPS

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"Because of the Freddy AI virtual bot, we could **deflect 65% of the tickets**. Copilot is helping us be consistent and accurate with the resolution description. It **saves 200 hours per month**. Insight/analytics is helping to find the gaps and fix them so that Freddy can further improve. "

Shalindra Singh
Director of Enterprise Applications, Five9

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NPS

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"The **Freddy AI Agent** has positively impacted my service experience by providing quick responses, especially for basic inquiries. It has **reduced response times significantly**, improving efficiency and saving time. For example, what used to take 5–10 minutes to resolve with a human agent can now be addressed in under 2 minutes using Freddy."

Lama Salloum
Engineer, Mawarid Holding

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NPS

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A lot of repetitive type interactions are quite easy for the AI agent to deliver results on, and employees are more than happy to do it themselves given the instantaneous responses they're getting from the AI agent interaction.

adapthealth

Joey Russell
VP, IT Operations
Adapt Health

freshworks + iQor

The **search functionality is better** now. I no longer have to type in multiple queries to find the right article, and the AI helps tie everything together much faster.

iQor

La Monique Bates
iQor

The CIO Framework

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	Live Oak Bank	TaylorMade	Porsche eBike
Customer	A digital bank that provides SBA 7(a) loans to small businesses across the United States	Premier golf equipment manufacturer	A Porsche subsidiary pioneering electric drive systems for e-bikes
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Five Pillars for adopting Agentic AI solutions

	Strategic Alignment & Use Case Prioritization	Architecture & Platform Fitment	Data & AI Governance	Change Management & Adoption	Value Realization & Metrics
Questions to consider	❑ **Business Fit** - Are AI Agents aligned to our IT goals? ❑ **Use Case Scope** - Which areas are most suited for it? ❑ **Persona** - Which personas can derive most benefit ? ❑ **Goals** - Categorize, triaging or resolve?	❑ **System of Record**- Should it take up record store from existing tools? ❑ **System of Engagement** - Which channels to engage on? ❑ **Platform readiness**- How interoperable is the platform?	❑ **Knowledge management**- What data sources to consider? ❑ **Data Residency & Compliance** - Does the platform support relevant compliance expectations? ❑ **Data Security**- Security measures to be employed?	❑ **IT Readiness** - Are service desk teams ready to adopt it? ❑ **Training** - How to ramp up the teams on AI Agents? ❑ **End User Readiness** - How should the end users be informed with expectation setting?	❑ **Tracking Adoption**- How can you understand usage patterns? ❑ **Understanding RoI**- How can you quantify the value delivered by AI? ❑ **User Satisfaction** - Are users happy & getting more productive?
Outcome	Prioritized Agentic AI use cases with core KPIs	Expected Architecture flow for Agentic AI in your platform	AI Risk & Compliance checklist	Change management plan to launch AI Agents	Real-time dashboards with periodic reviews

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Recap

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High-performing workforce fuels Business growth

Challenges today	AI-assisted workforce	Business impact
Limited agent availability for 24/7 employee support	Enable **high-performing employees** with instant, zero-touch, conversational support (Freddy AI Agent)	Enhance employee satisfaction and productivity with 24/7 accelerated issue resolution and deflection
Rote routines plaguing agent's work	Empower **high-performing IT staff** with productivity and efficiency tools (Freddy AI Copilot)	Achieve service operations excellence with productive and happy agents
Delayed decisions due to reporting burden	Equip **high-performing leaders** with actionable insights (Freddy AI Insights)	Improve operational efficiency by gaining visibility into the state of service operations and making timely decisions

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