



# Freshservice Data Sheet

**Presented by:**  
B-TRNSFRMD Consulting LLC.  
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Transform the way you manage IT and support employees with Freshservice—where simplicity meets efficiency. Automate workflows, leverage AI agents, boost productivity, and deliver exceptional employee experiences, all in one intuitive ITSM platform. Ready to elevate your service game?

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# Customer Problems Solved

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**IT Inefficiency:** Simplifies IT operations with streamlined workflows.

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**Manual Workload:** Automates repetitive tasks with AI.

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**Service Delays:** Enables faster resolution of tickets and service requests.

4

**Shadow IT Risks:** Tracks and manages unauthorized SaaS applications.

5

**Data Silos:** Provides a unified view of communications and operations.



# Key Product Modules

## Information Technology Service Management (ITSM)

- **Purpose:** Streamlines service management using AI and automation.
  - **Incident Management:** Tracks and resolves IT issues via a robust ticketing system.
  - **Service Request Management:** Simplifies user requests with a self-service portal and service catalog.
  - **Problem Management:** Identifies and addresses the root causes of recurring issues.
  - **Change Management:** Manages IT changes with structured workflows and minimal risk.

## IT Operations Management (ITOM)

- **Purpose:** Maintains the health of IT systems and resolves issues quickly with AI-powered tools.
  - **System Monitoring:** Tracks servers, networks, and applications.
  - **Alerts and Notifications:** Flags potential issues before they escalate.
  - **Dependency Mapping:** Visualizes relationships between systems for better impact analysis.

## Asset Management (ITAM)

- **Purpose:** Tracks hardware, software, and SaaS assets in real-time.
  - **CMDB (Configuration Management Database):** A centralized database for asset relationships and details.
  - **SaaS Management:** Monitors cloud-based software subscriptions.
  - **Lifecycle Management:** Tracks assets from purchase to disposal.

# Key Product Modules

## IT Modernization

- **Purpose:** Automates IT operations, reduces repetitive tasks, and enables data-driven decisions.
  - **Process Automation:** Eliminates manual workflows to save time.
  - **Data Insights:** Provides actionable reports to improve IT strategies.
  - **Scalability:** Ensures IT systems can grow with the organization's needs.

## Freddy AI

- **Purpose:** Empowers self-service for customers, quicker resolutions for agents, and actionable insights for managers.
  - **AI-Driven Ticketing:** Automates ticket routing and prioritization.
  - **Agent Assistance:** Suggests solutions for faster issue resolution.
  - **Predictive Analytics:** Analyzes trends to prevent recurring issues.

## Omnichannel Communication

- **Purpose:** Combines text, email, tickets, and Microsoft Teams into a single view for seamless collaboration.
  - **Unified Dashboard:** Centralizes communication from all channels.
  - **Real-Time Updates:** Keeps all parties informed of ticket progress.
  - **Collaboration Tools:** Integrates with apps like Microsoft Teams and Slack for better teamwork.

## Analytics & Reporting

- **Purpose:** Provides comprehensive insights to measure performance, improve decision-making, and optimize IT operations.
  - **Performance Metrics:** Tracks key indicators like ticket resolution times, agent efficiency, and customer satisfaction.
  - **Trend Analysis:** Identifies recurring issues or areas for improvement over time.
  - **Customizable Reports:** Generates tailored reports for management to align IT goals with business strategies.



# Unique Features

- **Freddy AI:** Delivers advanced automation and actionable insights.
  - **Unified Omnichannel View:** Consolidates all communications in one platform.
  - **Comprehensive IT Asset Management (ITAM):** Tracks assets in real-time with an auto-updating CMDB.
  - **Enhanced ITOM:** Provides AI-powered collaboration for faster resolutions.
  - **Onboarding & Offboarding:** Automates employee lifecycle processes for IT resource management.
  - **Orchestrations:** Integrates workflows across IT and business systems to eliminate repetitive tasks.
  - **Advanced Discovery:** Identifies and tracks hardware, software, and SaaS applications automatically.
  - **Marketplace Integrations:** Connects with third-party apps for customizable IT solutions.
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# How does Freshservice use AI?

- **Freddy AI:** Automates service tickets, self-service, and task prioritization.
- **AI-Powered Insights:** Offers data-driven recommendations for operational improvements.
- **Process Automation:** Streamlines workflows by automating repetitive tasks.





# Freddy AI Agent

## Key Features:

- **Conversational Support:** Freddy AI Agent engages with customers naturally, understanding and responding to their needs in real-time.
- **Autonomous Operations:** It handles routine inquiries independently, freeing up your team to focus on complex issues.
- **24/7 Availability:** Always on, ensuring your customers receive timely assistance whenever they need it.

Elevate your service experience with Freddy AI Agent!

Hello, I need access to Zoom



I've got you covered! Are you looking for a Basic or Pro license?

Pro plan should do.



Awesome! I've raised a request for you. You will hear from me soon on the status.



Hello Jane, you now have access to Zoom. Have a nice day!

Thank you



# Freddy AI Copilot

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## Key Features:

- **Automated Responses:** Assists IT agents by drafting replies, summarizing tickets, and creating help articles to ensure consistent and high-quality communication.
- **Task Automation:** Handles routine IT tasks, allowing agents to focus on complex issues and improving overall service efficiency.
- **Incident Insights:** Analyzes incident data to identify patterns, document root causes, and generate post-incident reports for better problem management.
- **Collaboration Integration:** Works seamlessly with tools like Slack and Microsoft Teams to track similar incidents and facilitate team coordination.
- **Secure and Scalable:** Built with robust security measures, ensuring quick and reliable AI-powered assistance for organizations of all sizes.

Boost your IT service management with Freddy AI Co-Pilot and achieve faster resolutions with smarter automation!



# Freddy AI Insights

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## Key Features:

- **Proactive Insights:** Identifies trends, anomalies, and patterns in service desk data, enabling teams to address potential issues before they escalate.
- **Conversational Analytics:** Simplifies data analysis by allowing users to create reports, charts, and apply filters using natural language prompts.
- **Root-Cause Analysis:** Pinpoints underlying issues in performance metrics, helping teams implement effective solutions to improve customer satisfaction.
- **Recommendations for Automation:** Suggests repetitive tasks and scenarios that can be automated, streamlining workflows and reducing manual effort.
- **Customizable Dashboards:** Offers personalized views for tracking critical metrics, ensuring managers have the data they need at a glance.

Unlock smarter decision-making and elevate your operations with Freddy AI Insights—your key to actionable intelligence and operational excellence!

# Industry Analyst Reviews



Freshservice earned the "Challenger" position for its ability to execute and deliver a user-friendly, scalable ITSM platform that simplifies service management for businesses of all sizes. Its modern features, like AI-powered workflows and robust incident and asset management, make it highly adaptable and easy to implement. Freshservice stands out by providing an innovative, efficient ITSM solution without the complexity of traditional platforms.



The Customers' Choice award for 2024 from Gartner Peer Insights highlights Freshservice's strong reputation among end users. Customers have praised its ability to streamline IT operations, provide advanced automation for workflows, and ensure smooth integrations with other business tools, making it a trusted choice for businesses of all sizes.



Freshservice was recognized on the Capterra Shortlist for 2024 due to its excellent usability, value for money, and feature-rich IT service management (ITSM) platform. Its robust asset management capabilities and intuitive user experience make it a favorite among IT teams, earning high customer satisfaction scores and solidifying its place among the top ITSM tools of the year.



In Spring 2024, Freshservice secured its position as a G2 Leader by excelling in customer reviews and achieving high satisfaction ratings. Its extensive ITSM functionality, reliable customer support, and scalability for businesses earned it top scores, proving its effectiveness for both small businesses and large enterprises.



The TrustRadius Top Rated award for 2024 reflects the consistent appreciation of Freshservice by IT professionals for its transparency, ease of implementation, and detailed reporting capabilities. Its comprehensive set of features and responsive support team received exceptional user feedback, making it one of the most trusted ITSM platforms of the year.

# Forrester Review

Freshservice, as evaluated by **Forrester** in their Total Economic Impact™ (TEI) report of July 2023, offers several key benefits that make it a standout IT Service Management (ITSM) solution. Here's a summary of the report's highlights:

- **Improved Service Agent Productivity:** Freshservice streamlined ticket management with its intuitive interface and AI-powered Virtual Agent, reducing reliance on unofficial channels like email and phone calls. This resulted in fewer manual processes and deflected simpler tickets, driving a three-year productivity gain valued at \$2.1 million.
- **Enhanced End-User Productivity:** The platform's easy-to-use forms and self-service options allowed end-users to resolve issues independently, reducing the time spent on ticket submissions and follow-ups. These improvements contributed nearly \$596,000 in productivity gains over three years.
- **Improved IT Operational Efficiency:** Freshservice optimized workflows and change management processes, saving significant time for IT teams. By automating tasks like asset information entry, organizations gained nearly \$221,000 in efficiency improvements within three years.
- **Cost Savings from Legacy System Replacement:** Transitioning from outdated systems to Freshservice eliminated high operational costs associated with legacy platforms. Organizations saved approximately \$676,000 over three years by retiring old systems.
- **Advanced Reporting and Analytics:** With tools like Ask Freddy AI and interactive dashboards, Freshservice provided real-time insights and automated reporting, eliminating time-intensive manual data extraction. This led to a modest yet impactful productivity gain of \$15,000.
- **Unquantified Benefits:** Freshservice also improved user satisfaction with streamlined ticketing and better security permission management, contributing to positive customer experience metrics, such as a 95% satisfaction score from user surveys.

Overall, Forrester reported a 356% ROI for organizations using Freshservice, with a payback period of under six months, validating its strong cost-effectiveness and operational benefits. This makes Freshservice a compelling ITSM solution for businesses looking to modernize their IT operations.

# Success Stories

## Databricks

Adopted Freshservice to enhance IT service delivery, achieving quicker ticket resolutions and deflecting 23% of support tickets through self-service.

## Texas A&M University

Implemented Freshservice to modernize and automate IT processes, significantly reducing ticket resolution times.

## TaylorMade

Utilized Freshservice to automate and consolidate service requests, enhancing efficiency in handling increased workloads

## Blue Nile

Was able to get a full view of its customers and provide informed recommendations at each step of the purchase journey



## Freshworks Platinum Partner

### Our Freshservice offerings include

Discovery and Design  
Program management  
Platform Implementation  
Integrations and custom app development  
Licenses Optimization  
Managed support

**Partner with B-TRNSFRMD to Unlock the full potential of AI & Omnichannel innovations for increased customer satisfaction and improved service delivery.**

**Our Solution Portfolio - Omnichannel CX - Cloud Contact centers - Service Desk - Analytics**

**Schedule a Meeting!**

Learn more about us at  
<https://btrnsfrmd.com/freshservice/>  
Or email us at  
[success@btrnsfrmd.com](mailto:success@btrnsfrmd.com)

