

aws marketplace

Freshdesk Omni

# Reviews, tips, and advice from real users



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# Product Recap



Freshdesk Omni

# Freshdesk Omni Recap

Freshdesk Omni enhances productivity by automating tasks and reducing manual effort. It offers multi-source ticket generation, chatbot integration, and self-service capabilities, making it user-friendly and adaptable for teams.

Freshdesk Omni is ideal for managing interactions across email, chat, phone, and social media while streamlining customer service through AI-driven automation. It boosts service quality with quick data analysis, centralizes desk organization, and optimizes agent workloads by routing inquiries and automating ticket management. Users benefit from advanced ticket management for swift issue resolution, collaboration support, and integration with third-party services. Some challenges include API rate limits, complex configurations with Microsoft 365, Dialpad, and Amazon Connect, and managing ticket properties during high call volumes. Branding features and document uploads also have limitations.

## What are Freshdesk Omni's most valuable features?

- **Multi-Source Ticket Generation:** Integrates various communication channels for efficient ticket handling.
- **Chatbot Integration:** Enhances customer interaction with automated responses.
- **Self-Service Capabilities:** Empowers users to resolve issues independently.
- **Robust Automation:** Reduces manual effort by automating repetitive tasks.
- **Advanced Ticket Management:** Organizes and categorizes tickets for effective resolution.
- **User-Friendly Interface:** Simplifies navigation and usability for teams.

## What benefits should users expect?

- **Improved Response Times:** Speeds up customer service interactions.
- **Enhanced Customer Service:** Delivers a seamless user experience.
- **Efficient Support Channel Management:** Streamlines handling of inquiries across channels.
- **Operational Cost Reduction:** Lowers expenses by automating tasks.
- **Increased Productivity:** Frees time for complex tasks by automating routine ones.

Organizations use Freshdesk Omni across industries to leverage AI automation and omnichannel support, managing customer interactions effectively. By analyzing data swiftly, businesses enhance response times and customer satisfaction, improving engagement and operational efficiency.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Freshdesk Omni has positively impacted our organization by helping us reduce operational costs, such as through automating tasks, and we have been able to reduce our operational cost from 30 to 55%.”



**Gabace Mishra**

Software Engineer at Deloitte

- ✓ “I can share that it has elevated our customer support by 65 percent when it comes to time saved and cost savings.”



**Yilawah Suleman**

Customer service manager at Insight Global

- ✓ “Freshdesk Omni helps save time because the time we used to spend talking to patients on the phone or replying to their SMS is now saved as these tasks are handled by Freshdesk Omni itself, allowing us to focus more on patient treatment, which increases the number of patients we serve and enhances our clinic's revenue, ultimately improving our profit margins.”



**Zeeshan Ali**

General Dentist at Smile Profile Dental Clinic

- ✔ “I would evaluate the impact of Freshdesk Omni on my issue escalation processes as much better than my previous solutions, as it really helps resolve most of the ongoing process problems.”



**Parth Sudra**

Solutions Architect at Locuz Enterprise Solutions Ltd

### What users had to say about valuable features:

“Freshdesk Omni offers best features such as disparate support channels, manual ticket routing, lack of customer context, managing multiple channels, handling ticket assignment from multiple channels, and combining tickets, chats, and call logs all in one platform.

Combining tickets, chats, and call routing enables us to manage workload across multiple support channels from a single window while saving a lot of time.

Freshdesk Omni has positively impacted our organization by helping us reduce operational costs, such as through automating tasks, and we have been able to reduce our operational cost from 30 to 55%. It has reduced manual work and enhanced collaboration. At the beginning, employees faced challenges adapting to the system, but eventually, they learned how to use it. It is very easy to use, train, and is very adaptable..”

**Gabace Mishra**

Software Engineer at Deloitte

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“The ticket generation from multiple sources is a feature I find most valuable in Freshdesk Omni. Apart from that, the chatbot feature is also essential. Most of my customers want to implement chatbot features on their applications or websites so their end users can raise tickets through chat resources directly from the website instead of writing emails to the support desk, which then get converted into tickets. This improves their end users' user experience significantly. Additionally, they are looking to implement phone and calling features.

The automation feature, which I developed with my fellow team, has helped improve productivity. Automations have been implemented across most of our channels to add additional product IDs and application information to tickets. We create custom fields that are filled automatically through automations, and we have also implemented API details. This automation eliminates significant manual effort and hassle..”

**ParthSudra**

Solutions Architect at Locuz Enterprise Solutions Ltd

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“Freshdesk Omni helps in the management of multiple communication channels like email, web chat, or other messaging platforms. The queries we receive in these platforms are converted into a ticket, allowing everything to be seen in one place, so the staff can easily track and address the patient's queries. Additionally, it assists with automation; if there's a repetitive query, it is addressed by Freddy AI, which is really helpful, and it also automates workflow, reducing the need for manual interference with these repetitive tasks.

“The centralized ticketing system in Freshdesk Omni helps track whether patient queries are effectively addressed and allows us to note the patient's response, indicating whether they are happy or not. Additionally, Freddy AI automates repetitive tasks, reducing manual interference and administrative workflow, so the staff can focus on more high-priority work.

“One more valuable feature is that we can receive communication via omni channels like emails, web chat, or different messaging systems, and we can track all of these in one place, improving the patient experience by addressing complaints quickly and efficiently. Freddy AI also helps draft professional-looking replies, which significantly increases our staff's efficiency..”

**Zeeshan Ali**

General Dentist at Smile Profile Dental Clinic

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“The best features Freshdesk Omni offers include self-service, agent-led conversational support plus advanced ticket management for issues that require collaboration across teams. Additionally, it provides automation with communication tools, integration with third-party services, and customization of fields and SLAs.

“Out of all those features, the one that has had the biggest impact for my team is the advanced features of automating responses and canned answers where appropriate. The AI functionality is strong and saves time through a self-service portal. It is able to answer all the queries that our customers have.

“Self-service when we are closed is great. The AI takes over and provides quick responses for simple questions.

“Freshdesk Omni has positively impacted my organization by automating processes, resulting in significant cost savings. There have also been cost savings through AI where they answer the questions. It has also enhanced efficiency, making the overall experience smooth and effective for both the requester and the administration team. Additionally, it elevates our support team, customer service, and boosts our productivity by allowing the support team to focus on other strategic tasks. We have also been able to save a lot of time through the automation of AI and bots. As customer support, we do not have to respond to our customers directly unless the question is very advanced or they require human intervention.

“I can share that it has elevated our customer support by 65 percent when it comes to time saved and cost savings..”

**Yilawah Suleman**

Customer service manager at Insight Global

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# Other Solutions Considered

“I would evaluate the impact of Freshdesk Omni on my issue escalation processes as much better than my previous solutions. It really helps resolve most of the ongoing process problems. I have migrated from Jira to Freshdesk and from ServiceNow to Freshdesk..”

**ParthSudra**

Solutions Architect at Locuz Enterprise Solutions Ltd

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“I previously used Zoho Desk, and we switched from Zoho Desk to Freshdesk Omni because the features and functionality were similar to Zendesk, but the initial cost was lower, and they were very helpful with the initial configuration and deployments..”

**Gabace Mishra**

Software Engineer at Deloitte

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# ROI

Real user quotes about their ROI:

“Freshdesk Omni helps save time because the time we used to spend talking to patients on the phone or replying to their SMS is now saved as these tasks are handled by Freshdesk Omni itself. This allows us to focus more on patient treatment, which increases the number of patients we serve and enhances our clinic's revenue, ultimately improving our profit margins..”

**Zeeshan Ali**

General Dentist at Smile Profile Dental Clinic


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# Use Case

“My main use case for Freshdesk Omni is the management of patients' queries, as it helps to manage queries from multiple channels like web chat, emails, or various messaging systems such as Instagram and Facebook. Any query received in these channels is converted into tickets, which can be easily tracked and addressed by our staff..”

**Zeeshan Ali**

General Dentist at Smile Profile Dental Clinic

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“I am a product consultant who runs a company. I pitch Freshworks products for multiple customers, and many of my customers work with Freshdesk and other Freshworks tools. I use Freshworks products for demonstration purposes to show demos to my customers.

My customers in the segment I am delivering to benefit primarily from automation features. The AI, Freddy Insights, and related tools are helping them with reporting, getting ticket details, and dashboarding. In operations, AI is not much needed due to either business or technology constraints. However, it would definitely be very helpful in the healthcare and pharmaceutical segments..”

**ParthSudra**

Solutions Architect at Locuz Enterprise Solutions Ltd

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“In our organization, we utilize Freshdesk Omni as a comprehensive customer support solution, serving as a centralized platform for managing customer interactions across multiple channels, which include email, phone, chat, and social media. It addresses disparate support channels and manual ticket routing.

We utilize Freshdesk Omni to handle customer complaints and keep a record of them in terms of ticketing tool, which has helped us manage workload across multiple support channels from a single window. It also allows us to combine tickets, chats, and call routing by defining a limit for each agent in our team individually..”

**Gabace Mishra**

Software Engineer at Deloitte

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“My main use case for Freshdesk Omni is utilizing artificial intelligence to enhance our response time and efficiency significantly. This advanced technology allows us to swiftly analyze vast amounts of information simultaneously, ensuring that we can respond to our user queries in under a minute. Integrating AI into our process has improved overall service quality and user satisfaction.

“A specific example of how I use Freshdesk Omni's AI capabilities in my daily workflow is when I consider a use case where I am answering questions manually, and the same can also be done with the help of an AI tool. Freshdesk Omni does it with the AI tool, hence saving cost and able to serve a lot of customers simultaneously..”

**Yilawah Suleman**

Customer service manager at Insight Global

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# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The setup requires some technical help from the support team, and licensing is also based on the number of agents using the platform, which is quite simple..”

**Zeeshan Ali**

General Dentist at Smile Profile Dental Clinic

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“According to my experience, there is not much to dislike or state that Freshdesk Omni needs improvement, but I would highlight that the initial setup with Microsoft 365, specifically email filtering, was time-consuming to configure. Additionally, setting up Freshdesk Omni with Dialpad and Amazon Connect requires multiple configurations, API integrations, and permissions that may be difficult for non-technical users..”

**Gabace Mishra**

Software Engineer at Deloitte

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# Customer Service and Support

“My approach to customer service depends on the customer experience feedback I receive. I use a prepared checklist to mark customer feedback as success criteria. Based on the input given by customers, I measure both the successful and unsuccessful aspects of the service..”

**ParthSudra**

Solutions Architect at Locuz Enterprise Solutions Ltd

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## Other Advice

“Any organization considering Freshdesk Omni should go for it because it saves a lot of time and increases staff efficiency, bringing more revenue and profit to the organization. I gave this product a rating of eight out of ten..”

**Zeeshan Ali**

General Dentist at Smile Profile Dental Clinic

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“I did purchase Freshdesk Omni through the [AWS Marketplace](#).

“My advice for others looking into using Freshdesk Omni is to focus on performance and internal communications.

“Before we wrap up, I would like to share that I love how with Freshdesk Omni, we have been able to resolve customer concerns faster while boosting our agent productivity and improving our internal communication in my organization.

“I would rate this product as an 8 out of 10..”

**Yilawah Suleman**

Customer service manager at Insight Global

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“I would rate Freshdesk Omni an eight out of ten.

I choose this rating because it is very easy to use, cost-effective, and for any typical technical support help desk use case, Freshdesk Omni has been great. It has

advanced features for automating responses and canned answers where appropriate. I appreciate the AI functionality, which seems good, but we are not leveraging it at this point, given the volume of tickets.

Freshdesk Omni is one of the best solutions, very cost-effective and affordable.

We save time by having a single source system to interact with our customers and easily track issue history. Customers appreciate the value of viewing their tickets in the customer portal, and they often provide feedback on closed tickets to track satisfaction scores.

Freshdesk Omni has all the functionality you will need whether you are a small business or an enterprise. It is perfectly suitable for any size of organization.

My advice to others looking into using Freshdesk Omni is that it has been great and has advanced features for automating responses and canned answers where appropriate, which saves a lot of time. Therefore, I highly recommend it as a tool..”

**Gabace Mishra**

Software Engineer at Deloitte

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# Top Industries

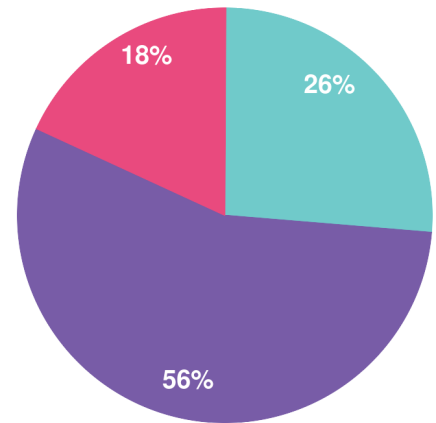
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# Company Size

by reviewers

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Large Enterprise      Midsized Enterprise      Small Business

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