

**From Good to Great:
Elevate Customer Experience with Workforce Management and
Omnichannel Engagement**

May 23, 2023, 1pm EST

Agenda

- Welcome & Introduction
- Challenge: meeting your customers' expectations
- Rich channel experiences with Freshworks CRM
- Challenge: appropriate staffing in an omnichannel world
- Optimize CX, agent experiences and control costs with injixo
- injixo & Freshworks: a seamless integration
- Q&A

What do your customers expect?

They expect:



Speed



Reliability



Accuracy



Care



All the time...

...every time!

Multi-channel is a must-have

49% of consumers, on average, use **3 to 5 different communication channels** to contact customer service.*



*Source: Microsoft

What's the difference between multi-channel and omnichannel?

Multi-channel vs. omnichannel

Multi-channel customer support is defined as providing customers with multiple communication options that can be used to contact your business.

Omnichannel customer support refers to providing consistent and **seamless customer service across multiple channels**, such as email, phone, chat, social media and in-person interactions.

Omnichannel support is key

Omnichannel customer support creates **seamless experiences** to delight customers.



- Convenience
- Improved CX
- Increased customer loyalty
- Better insights
- Competitive advantage

Freshworks CRM

Omnichannel Solutions



Only Freshworks can provide a fast time to value, integrated, all-in-one solution

Freshworks CRM



Freshchat
Conversational
Support



Freshdesk
Ticketing
Support



**Freshdesk Contact
Center**
Voice Service



Freshworks Neo platform

Rapid impact. Lasting value.



Fast & Easy



Cost-Effective



Powerful

Business Software that works *for you.*

(Not the other way around.)

You're under pressure to deliver great consumer and agent experiences

Consumer expectations

"Let me engage your brand on the channels I choose!"



Website



Messaging



Social



Voice



Email



In-store

Agent Expectations

"Empower me with tech that helps me do my job better!"



Intuitive interface



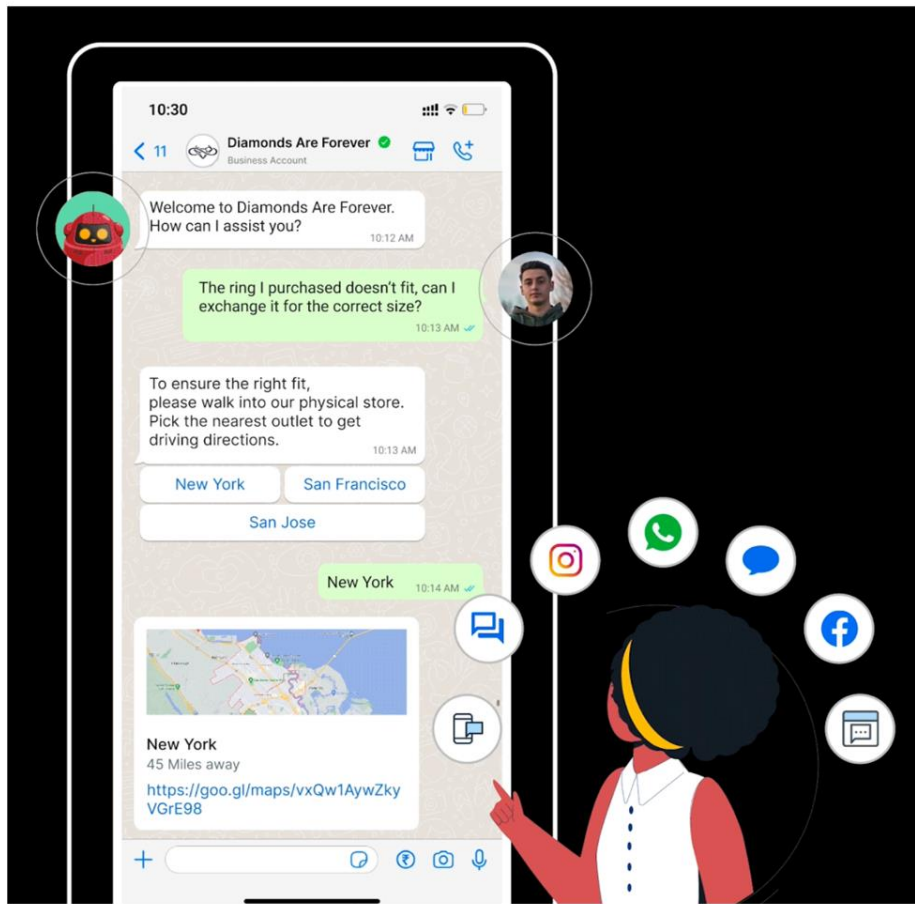
Everything in one place



AI-driven assistance



Complete context



 Freshworks CRM

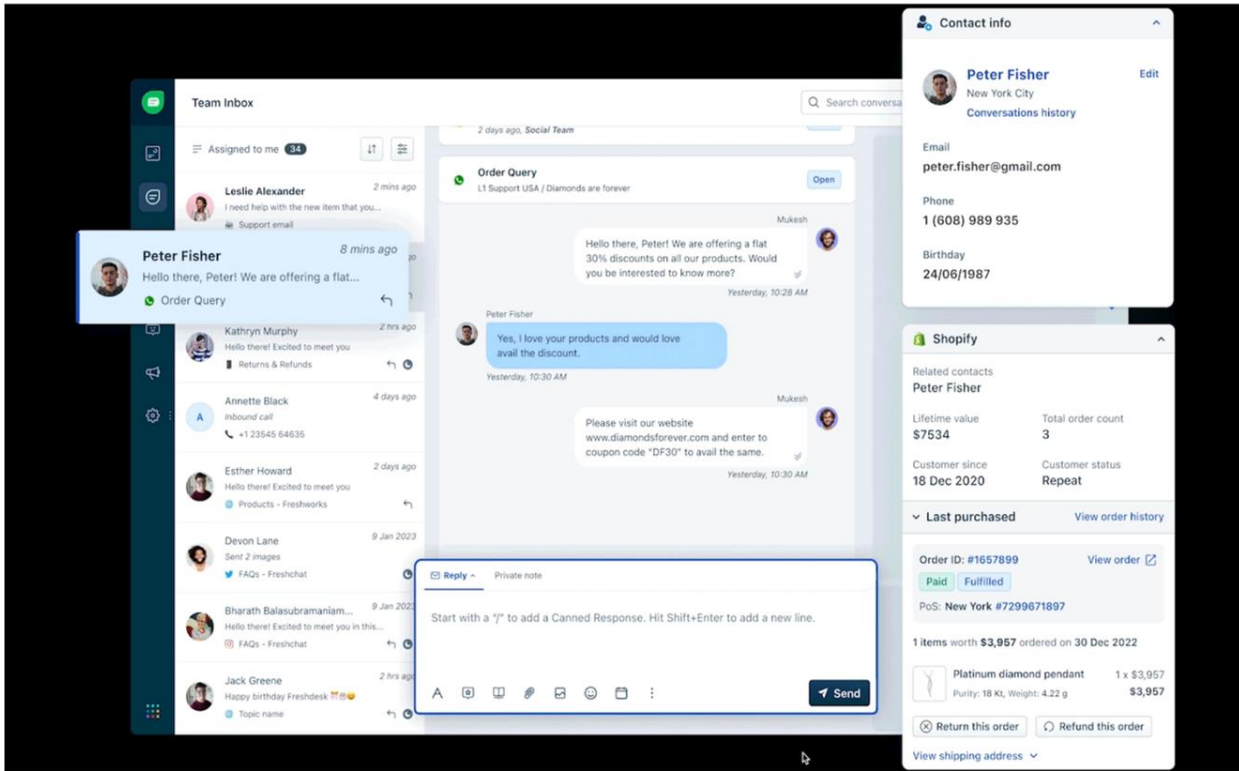
Rich channel experiences

Engage consumers on the channels of their choice

Automated self-service via chatbots on any channel, including messaging apps

Seamless, agent-led support across messaging, email, website, social, and mobile apps

Proactive engagement with rich messaging offers like product catalogs, carousels, and more



The screenshot displays the Freshworks CRM interface. On the left is a 'Team Inbox' with a list of team members and their recent messages. A pop-up window shows a message from Peter Fisher: 'Hello there, Peter! We are offering a flat... Order Query'. The main area shows a conversation with Peter Fisher, including a message from Mukesh: 'Hello there, Peter! We are offering a flat 30% discounts on all our products. Would you be interested to know more?' and a response from Peter Fisher: 'Yes, I love your products and would love avail the discount.' Below this is another message from Mukesh: 'Please visit our website www.diamondsforever.com and enter to coupon code "DF30" to avail the same.' At the bottom, there is a 'Reply' field with a 'Send' button and a note: 'Start with a "/" to add a Canned Response. Hit Shift+Enter to add a new line.'

Contact info

Peter Fisher Edit

New York City
Conversations history

Email
peter.fisher@gmail.com

Phone
1 (608) 989 935

Birthday
24/06/1987

Shopify

Related contacts
Peter Fisher

Lifetime value \$7534	Total order count 3
Customer since 18 Dec 2020	Customer status Repeat

▼ Last purchased View order history

Order ID: #1657899 View order

Paid Fulfilled

PoS: New York #7299671897

1 items worth \$3,957 ordered on 30 Dec 2022

Platinum diamond pendant	1 x \$3,957
Purity: 18 Kt, Weight: 4.22 g	\$3,957

Return this order Refund this order

View shipping address

Contextual agent workspace

Empower agents with a smart and intuitive workspace

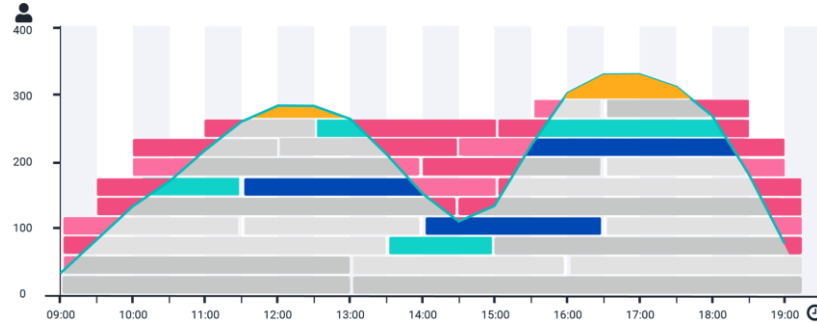
Unified agent inbox with the power to respond to consumers on any channel

Full history of interactions, purchases, and more to deliver personalized experiences

Smart assist tools to drive agent efficiency, such as smart replies and canned responses

**How many, and which, contact types
does your contact center currently
support?**

Staff planning



The **right employees** in the **right place** at the **right time** for your **customers**.

What are the effects of improper planning?

Understaffing =

- Frustrated customers
- Agent burnout

Overstaffing =

- Bored agents
- Inflated operating costs



What are the effects of improper planning?

Quick stat: **Over 2/3 of contact center operating costs are related to personnel!**



injixo

- Provides **complete WFM functionality**
- Harnesses the **power of AI** in the cloud
- Is backed by a team of **local experts**

Forecasting

Workload

Cases

Smart America/New York (UTC-04:00)

New workload

This week



April 17 - 23, 2023



Day

Week

Month

Year

See workloads list

Edit workload

Volume and AHT

Use Forecast

Calculations for Multiactivity, Constant Requirement and Outbound

Offered Cases Σ

Auto-Forecast

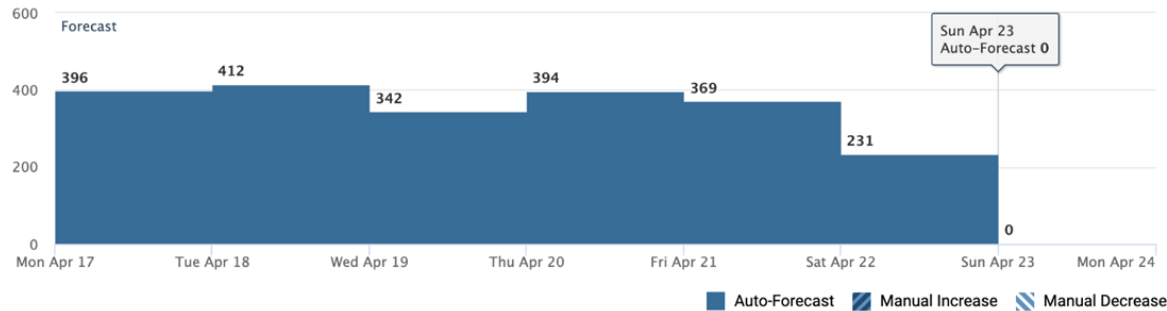
2,144

AHT \emptyset

Auto-Forecast

572 sec

Offered Cases



Events

You haven't added any event to your forecast yet.

Public holidays

No holidays within time range

Staffing requirements

Staff Requirements Linear

Auto-Forecast



Edit Calculation Method

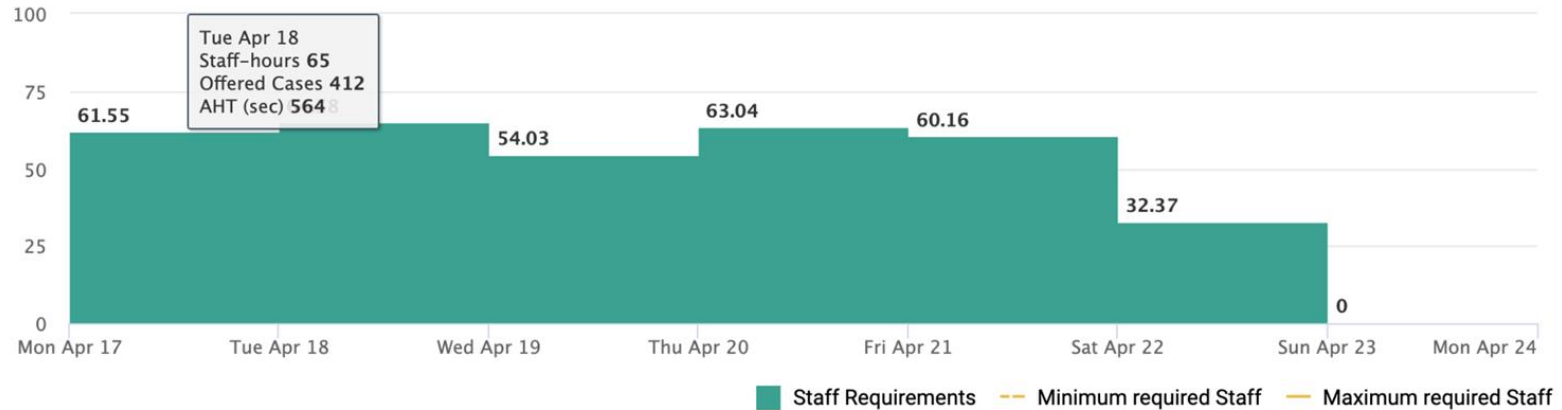
Use Requirements

Shrinkage

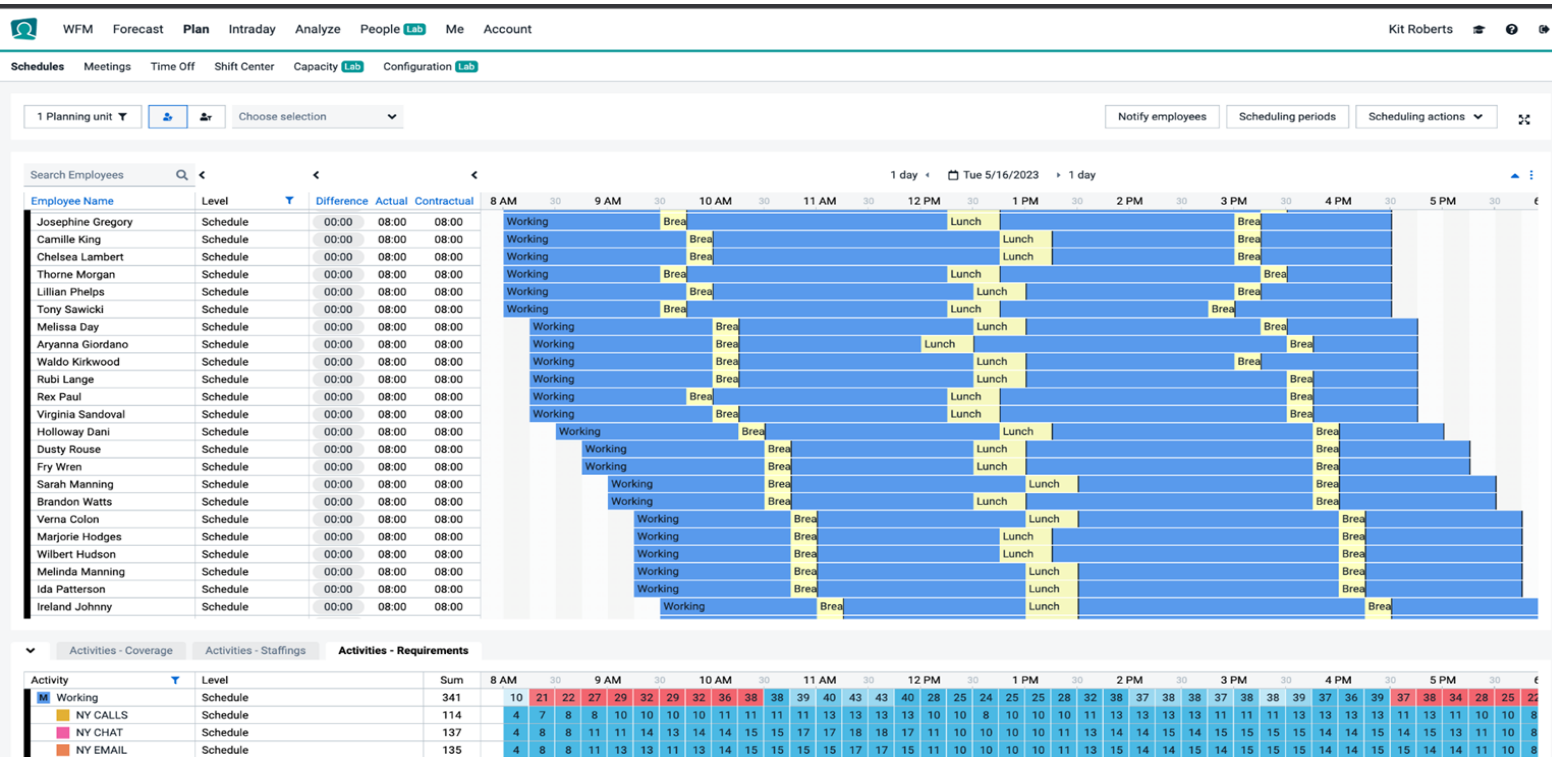
0%

Staff-hours Σ

335.73



The right people with the right skills at the right time



The right people with the right combination of skills at the right time



Activities - Coverage

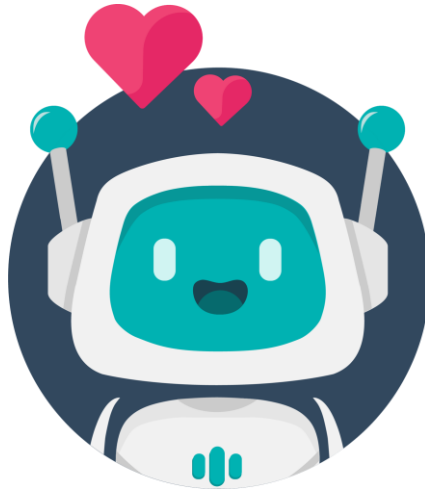
Activities - Staffings

Activities - Requirements

Activity	Level	Sum	M	30	9 AM	30	10 AM	30	11 AM	30	12 PM	30	1 PM										
Working	Schedule	341	10	21	22	27	29	32	29	32	36	38	38	39	40	43	43	40	28	25	24	25	2
NY CALLS	Schedule	114	4	7	8	8	10	10	10	10	11	11	11	11	13	13	13	13	10	10	8	10	1
NY CHAT	Schedule	137	4	8	8	11	11	14	13	14	14	15	15	17	17	18	18	17	11	10	10	10	1
NY EMAIL	Schedule	135	4	8	8	11	13	13	11	13	14	15	15	15	15	17	17	15	11	10	10	10	1

Integration

The injixo - Freshworks integration makes planning for your omnichannel contact center simpler than ever.



Omnichannel integrations in a few clicks



Freshdesk
Freshdesk Contact Center **Lab**
Freshdesk Messaging

^ Select model



Freshdesk

Features: ✓ Email History ✓ Chat History ✓ Social Media History

Delivery mode: Cloud

Add integration



Freshdesk Contact Center **Lab**

Features: ✓ Call History ✓ RTA

Delivery mode: Cloud

Add integration



Freshdesk Messaging

Features: ✓ Chat History


Delivery mode: Cloud

Add integration

Omnichannel integrations in a few clicks

Add a new integration ➤

Freshdesk



Features: Email History Chat History Social Media History

Delivery mode: Cloud

Learn more: [Add a Freshdesk Integration](#)

Name

Enter a custom name for this integration.

Credentials

Domain

To get access to your data, enter your Freshdesk domain (example.freshdesk.com).

API key

Enter a valid API key of a user with the **Account Administrator** role. You can obtain the API key in Freshdesk on your **Profile Settings** page.

To generate the injixo API key, you need to save the integration.

Install injixo app

It enables injixo to import data from Freshdesk continuously.

injixo API key

The API key will be shown once generated

- Go to the [injixo app page](#) in Freshdesk Apps marketplace.
- Install the injixo app.
- Paste the generated API key into the corresponding field on the injixo app installation page.



Freshdesk
Freshdesk Contact Center Lab
Freshdesk Messaging

^ Select model



Freshdesk

Features: ✓ Email History ✓ Chat History ✓ Social Media History

Delivery mode: Cloud

Add integration



Freshdesk Contact Center Lab

Features: ✓ Call History ✓ RTA

Delivery mode: Cloud

Add integration



Freshdesk Messaging

Features: ✓ Chat History

Delivery mode: Cloud

Add integration

Better together

- **Streamlined Operations:** Manage tickets while considering workforce availability
- **Enhanced Employee Productivity:** Agents have access to shift schedules
- **Enhanced Consumer Experience:** Quick and timely responses across channels



Let's recap:

- Your customers expect fast, reliable, caring service
- Omnichannel is better than multi-channel
- Freshworks is Awesome
- WFM improves service and reduces cost
- injixo is Awesome
- Freshworks and injixo together is the Awesomest (brings together the best of both worlds)

Ready to take your operation from good to great?

**Let us know in the chat window if want to know more
about injixo and Freshworks solutions!**

Any questions?

Resources

injixo.com

blog.injixo.com

www.thecallcenterschool.com

freshworks.com/freshdesk/

Freshworks customer stories - freshworks.com/customers

Freshworks Marketplace - freshworks.com/apps



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Thank you!