





Redesigning Customer Experience with people-first AI

Service Summit, Hamburg
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Our speaker

Lauren Lee

Vice President of Sales, Freshworks



**A quick question
for the room 🙋**

**Complexity is the enemy
of efficiency.**



**Uncomplicated
Solutions**

**Rapid
Impact**



**Our
promise**

**People-
first AI**

**No
Surprises**

Amazing brands around the world trust Freshworks

74,000+ customers in over 120 countries

Retail, logistics, and ecommerce



DECATHLON

Panasonic



FRASERS
GROUP

Financial services

S&P Global



moneycorp



Auto and manufacturing



BRIDGESTONE



CHAMPIONX

SATAIR

Media and entertainment



MARVEL

AMC NETWORKS



High-tech



databricks

RingCentral



COHERENT

Hospitality and transportation



BIG BUS



FCM

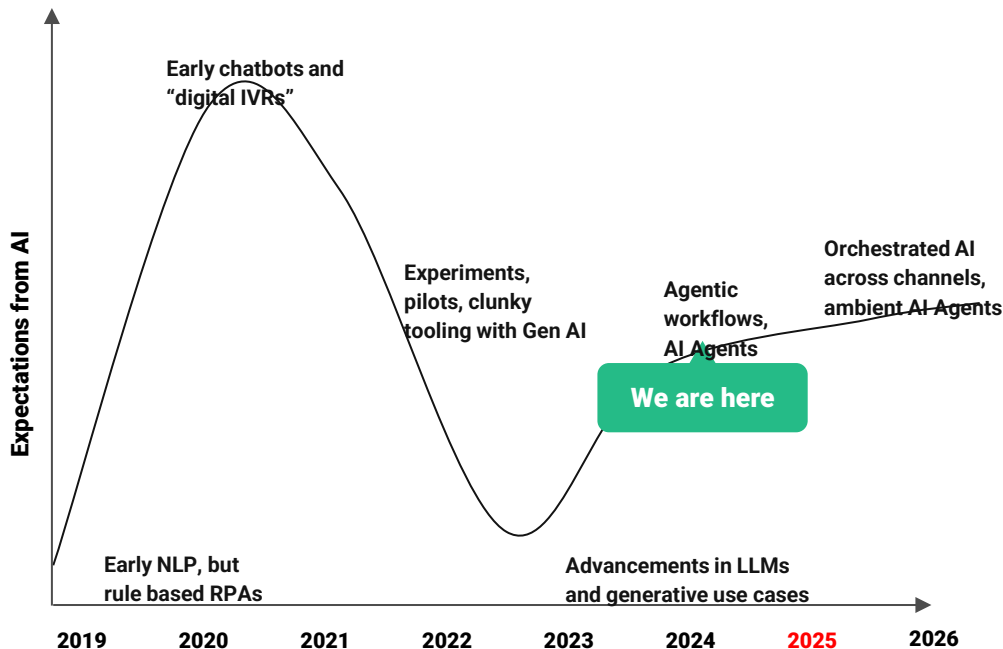
State, local and education



USC



This isn't the beginning - it's an inflection point



From assistive to agentic.

AI isn't just helping people, it's acting on their behalf.

Speed is no longer a competitive advantage.

It's the baseline. Personalization, scale, and seamless experiences are the new bar.

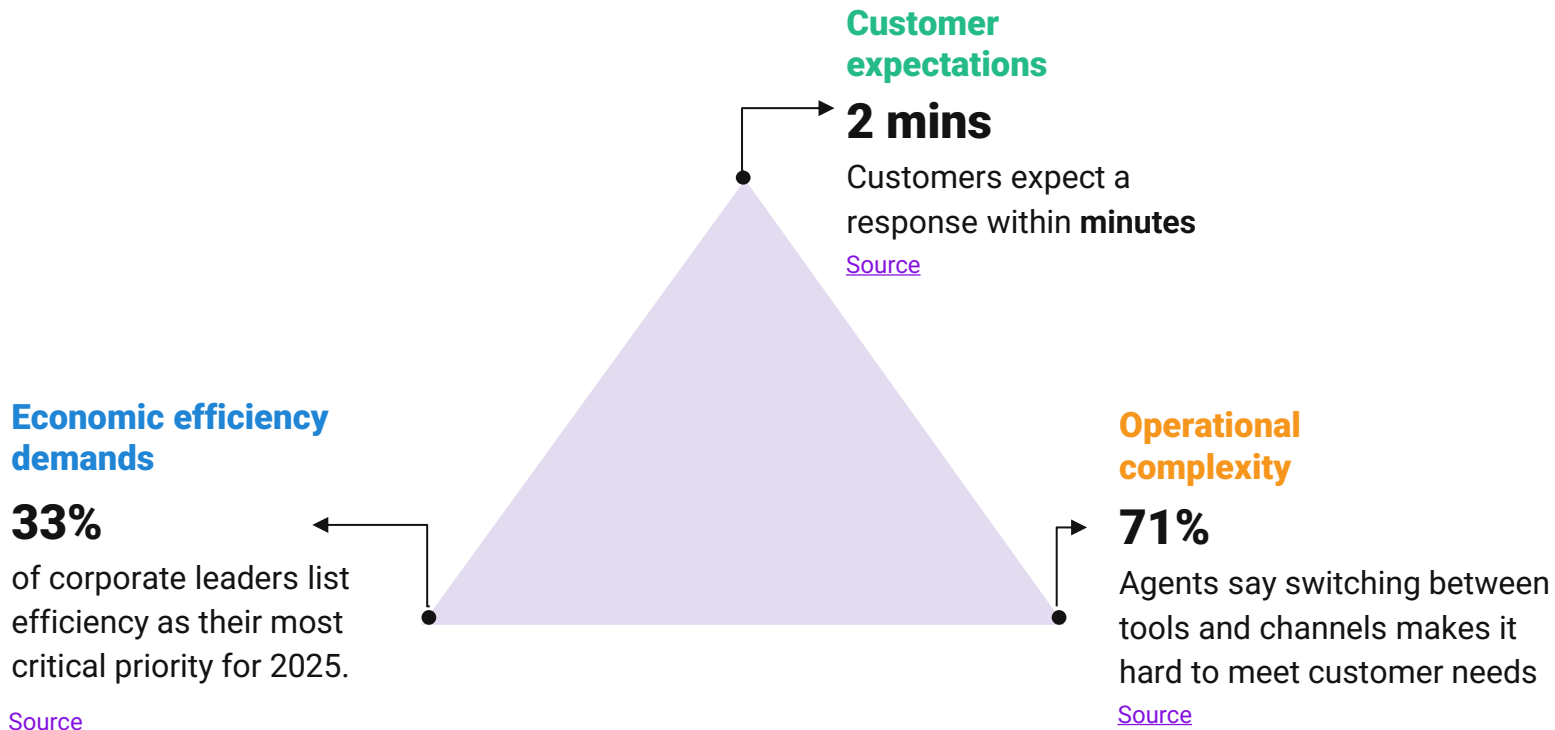
Omnichannel isn't optional anymore.

Customers don't think in channels.
Your AI shouldn't either.

We are in the inflection point.

Winners are already scaling AI with intention.

Balancing the triangle of pressure



The CX landscape is shifting—and so are the possibilities

1

AI is reshaping customer service

By 2029, 80% of support issues could be resolved autonomously with AI (*Gartner*)

Smart CX teams are already deploying assistive and agentic AI at scale.

2

Omnichannel is non-negotiable

90% of customers expect consistent service across email, live chat, and self service portals

The winners are integrating AI across channels to meet customers where they are.

3

The cost of poor CX is rising

CX quality has declined for 3 consecutive years, impacting loyalty and revenue (*Forrester*)

Great service isn't a cost center, it's your biggest growth lever.

4

High customer expectations

63% of customers would switch to a competitor after only one or two bad support experiences.

But it also means 63% will stay loyal if you deliver great support

Freshworks AI is people-first



1

Uncomplicated

Our agentic AI is seamlessly embedded inside intuitive service experiences

2

Human-Centric

Our AI empowers people driving progress through modern support.

3

Personalized

Our AI is trained and tuned to each of our customers' unique service needs

4

Empowering

Our AI is built to help people do their best work by making hard work feel easy

Customers
&
Employees

Automate

Enrich

Empower

Business
Leaders

Human Agents

We are infusing AI into every user experience



Customers



Freddy AI Agent

Rapidly deliver personalized resolution with smart automation



Customer service agents



Freddy AI Copilot

Supercharge productivity with contextual and conversational assistance



Leaders



Freddy AI Insights

Take informed decisions with proactive and contextual insights

AI is moving from trial to traction in 2025, delivering tangible business outcomes

32%

of CS practitioners are already using AI
for customer service.

Source: Freshworks Customer Survey

47%

of CS practitioners not using AI already, are
planning to implement it in 2025.

Source: Freshworks Customer Survey

With AI, we are helping businesses reimagine their customer experiences



What the future
of customer service
looks like

- 1 Increase automation, reduce response times by leveraging AI
- 2 Get in the moment assistance on all tasks, reducing agent churn
- 3 Get business insights and recommendations to improve operational efficiency



Your day is
more productive



Your team is
more effective



Your customers
are happier



Industry - Retail

Region - EU

AI-Powered Customer Support with Freshworks

About the Customer

Hobbycraft is UK's leading arts and crafts retailer. with more than 2,000 employees and over 90 stores.

Business Challenge

- Need for streamlined support workflows
- Complex range of product questions requiring accurate responses
- Desire to enhance customer service through AI technology

Future Vision

- Transforming Customer Experience with Conversational AI
- AI handling a wide range of tasks allowing agents to be more productive
- Empowering the team to build stronger, more personalized customer relationships

"I was excited to join the beta program because I see AI as a huge opportunity for enhancing our customer service. Already, we've seen some positive signs of its impact - our customers are getting faster responses, and the AI agent has been able to handle several low-level queries, freeing up our team to focus on more complex issues."

Early results

30%

Queries handled by AI chatbot

25%

Increase in Customer Satisfaction

82%

Tickets resolved at first contact

Simon Birch
Customer Service Manager



bergzeit

Industry - Retail

Region - EU

AI-Powered Support: Transforming Customer Service

About the Customer

Bergzeit is a leading outdoor retail company in the DACH region, specializing in mountaineering and adventure gear.

Business Challenge

- Handling multilingual customer queries efficiently.
- Reducing manual effort in ticket processing and agent workflows.
- Improving AI-driven automation to free up agents for meaningful tasks.
- Ensuring seamless system integration to avoid tool switching.

Freshworks solution

- Implemented Freddy AI-powered translation tools to improve multilingual customer support.
- Streamlined agent workflows by reducing manual effort in ticket handling and prioritization.
- Enhanced AI-assisted support tools to help agents resolve inquiries more efficiently.
- Integrated Freshdesk & Freshservice to provide a more connected support experience.

“With AI-powered automation, we transformed our customer service, enabling agents to focus on what matters most.”

Roman Melzer,
Head of Customer Care, Bergzeit

The results:

75%

Reduction in manual translation efforts with Freddy AI.

80%

Positive agent feedback on AI's impact in reducing repetitive tasks.

205,000+

Tickets processed via AI-driven auto triage, enhancing ticket management efficiency.

Q&A

**The future of CX isn't more.
It's smarter.
It's uncomplicated.**

Liked the impact metrics? Download the CS Benchmark report 2025



32K+

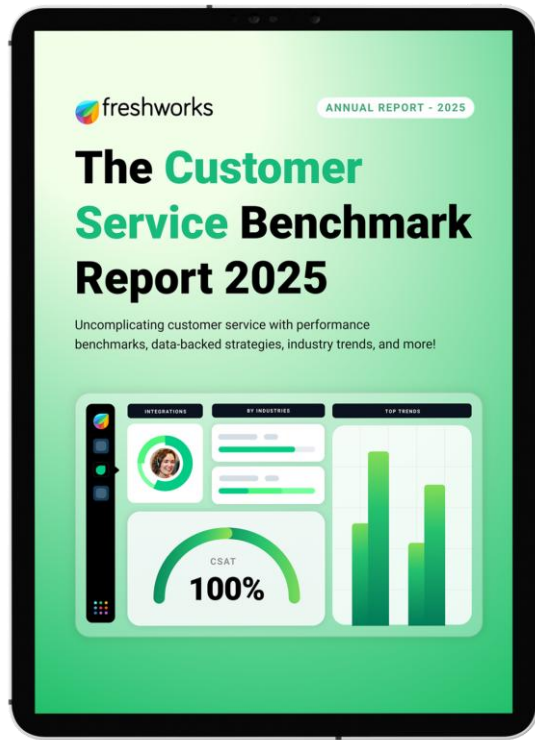
service teams

138M+

conversations

1.2B+

tickets



Thank you!

