

Forrester Study: The Total Economic Impact™ of Freshdesk

Forrester Consulting was commissioned by Freshworks in June 2020 to examine the potential return on investment (ROI) of Freshdesk by conducting a Total Economic Impact (TEI) study of enterprises that have deployed Freshdesk as their customer service platform of choice.

Payback period
<3 months
 Fast time to value

462%
3-year ROI

Free-up capacity of
47 agents
 Unlock efficiency

The Benefits of Freshdesk



- **\$897,152**
Reduce ticket volumes
- **\$2,874,729**
Shift to low-cost service channels
- **\$1,269,704**
Improve agent productivity
- **\$608,996**
Automate your workflows

Freshdesk by the numbers



Reduce ticket volumes by 27%. Deliver a better self-service experience with our no-code chatbots powered by Freddy AI, and setup a knowledge base to help customers help themselves.



Reduce cost per contact by 66% and reduce phone volumes by 38% by leveraging digital service channels like chat and social messaging. Preferred by customers, cost-effective for your business.



Improve average handle time (AHT) by 25%. Unlock capacity worth 32 FTEs with automation, context and knowledge. Build a single view of the customer with conversations across channels and order history in one place.



Automate workflows and save time worth 15 FTEs. Automate complex workflows like routing and escalation processes in a few clicks. Stop preparing data in excel, and use our analytics module to identify trends and insights.



Get ahead with agile operations. Go-live in 8 weeks and maintain your platform with just one FTE. Simplify change management with our no-code platform and gain freedom from IT and expensive consultants.