

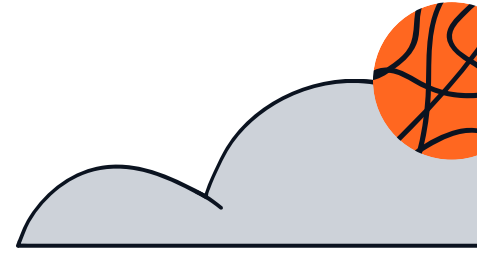


What makes a phone system dependable?



A PRACTICAL GUIDE

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Importance of a dependable phone system

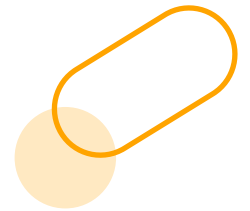
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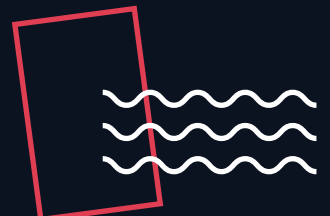
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INTRODUCTION

Importance of a dependable phone system





Introduction

Importance of a dependable phone system

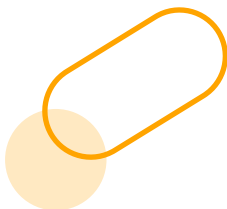
Your customers contact you through a variety of channels today — email, phone call, chat or social media. The mode of communication a customer chooses, says a lot — a customer who sends out an email or raises a ticket is willing to wait. On the other hand, a customer who calls you is not, they want their problems solved immediately and if not, what follows is a nasty tweet. A phone call stands for urgency. The phone system you use must be dependable and trustworthy. It is this that makes voice communication critical for businesses.

There are three factors that make a phone system dependable:

 **Scalability**

 **Reliability**

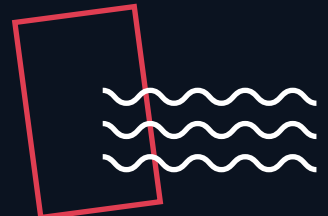
 **Security**

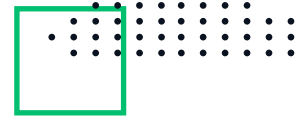




SCALABILITY

What makes our solution scalable





What makes our solution scalable

Made for businesses of all sizes

The voice platform used by all teams within Freshworks is Freshdesk Contact Center. As a testament to Freshdesk Contact Center's scalability, internally we have been able to scale our phone operations from a few users to **1500+** within two years.

Businesses of all sizes use Freshdesk Contact Center — we handle one-man businesses to **1000+** users. Our solution is also flexible and is used by businesses belonging to a variety of industries such as eCommerce, Healthcare, Software, Advertising, and Finance to name a few.

You could be a small business looking to grow or even an enterprise with thousands of users — you can be assured that with our solution scaling won't be a problem. You can get started in just a couple of days.

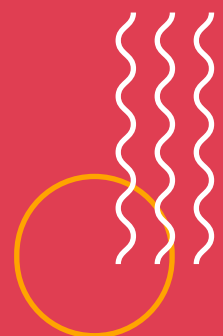





ReallySocial

*As a software company, we appreciate good design and ease of use so these were key factors in our search for a new provider — it had to feel slick to use. **We could set a new member of staff in less than 30 seconds** — it couldn't be easier.*


*James Krappe, Managing Director,
Really Social*







Customer reviews



4.9 out of 5

5K+ Customer Ratings



RELIABILITY

Why you can rely on us

What makes Freshdesk contact center Scalable?

Why you can rely on us

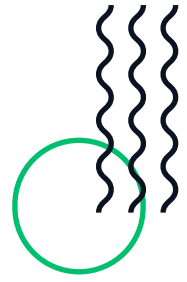
Substandard connectivity is simply not acceptable for voice communication — you cannot have calls dropping midway or voices being muffled. When a customer calls they want something done urgently, it is not the same when they raise a ticket or send out an email — in those cases, they may be willing to wait longer.

A phone system must always be up and running, it is the lifeline of your business. You cannot afford to take risks with it.



99.97%
Uptime

In the past year, we have handled 150 million minutes worth of talk time. We handle more than 200 thousand calls everyday and on average our call quality is rated 4.5 out of 5 by our customers.

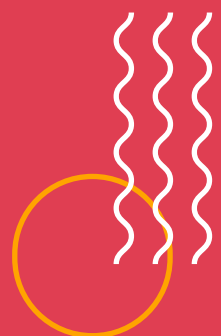




***Freshdesk Contact Center
is extremely intuitive and easy to use.***

New agents only require a short introduction. It is quick, reliable and the quality of the connection is very high. Also, it is very easy to configure. You don't need to be an expert on virtual PBX to be able to set different call queues and other features to suit your needs.

Mike Black, Customer Service
Manager, **Ziptransfers**



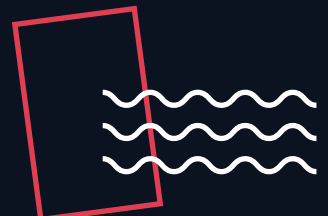


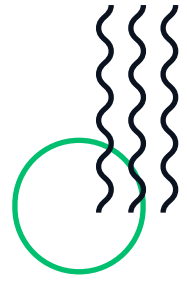
Secure and safe



SECURITY

What are our security practices





Security

What are our security practices?



We are GDPR compliant.

We have taken care to ensure our compliance with the GDPR regulations. Freshdesk Contact Center is committed to adhering to the highest standards of data privacy and security.

We have ensured that:



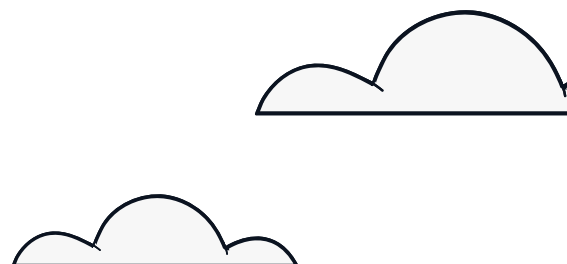
Account deletion means deletion of all associated data

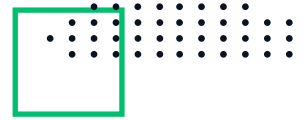
We respect your decision to shut down your account. If you wish to move on after deleting your current account, all phone-related data including your call notes and recordings are removed from our database. All data associated with your account is wiped clean.



Convenient deletion of call notes & call recordings

Administrators and supervisors can delete call notes and phone call recordings. Easy deletion capability in your phone system ensures that you remove conversations that are no longer relevant to your business.





Record phone calls after obtaining explicit consent

GDPR regulations are clear about using personal data including conversations only after obtaining explicit consent from your customer/prospect. We provides manual call recording options to allow your teams to record conversations post consent.



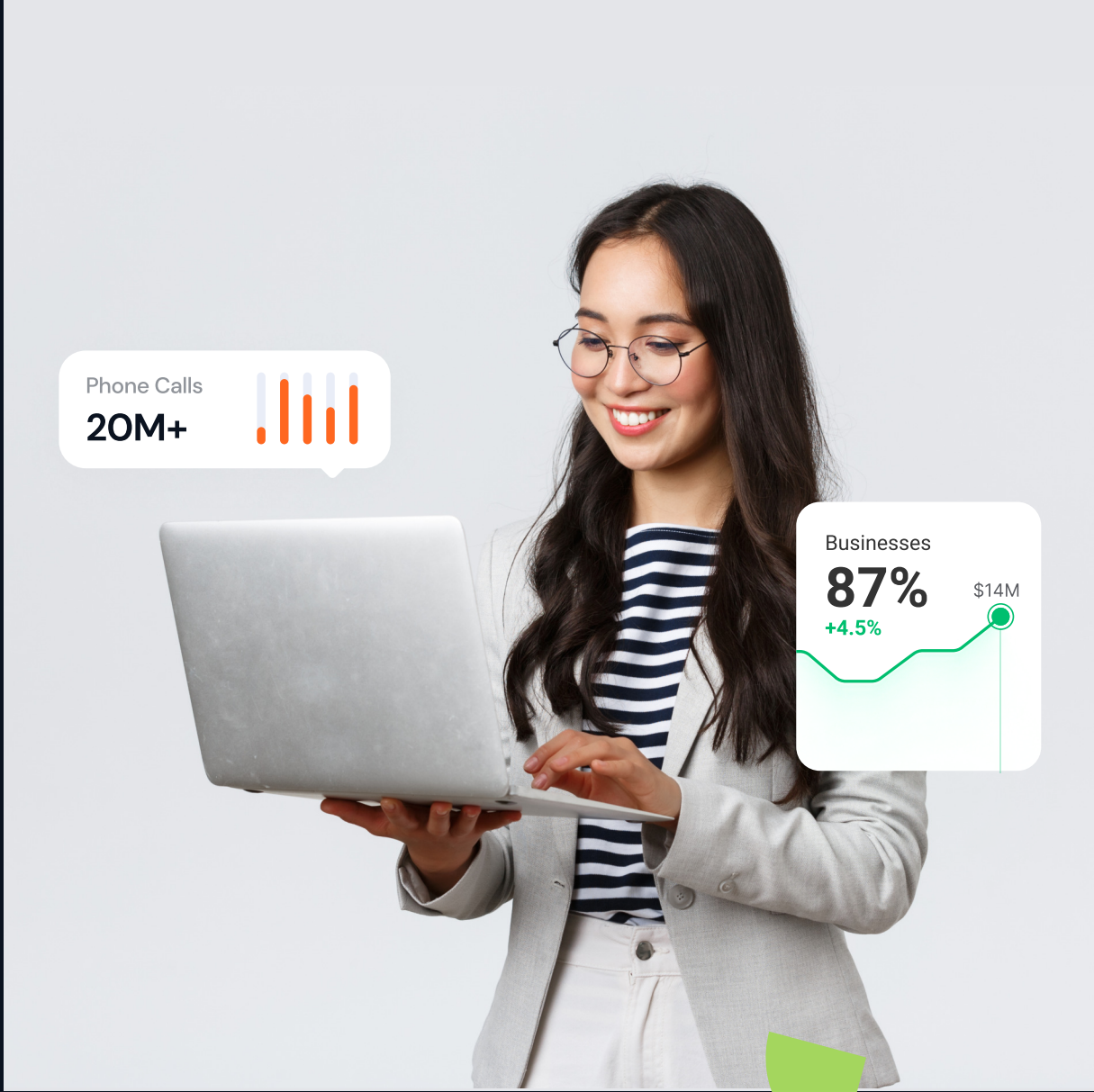
All call data including call recordings are in an encrypted format

Your phone data including your call metrics, notes, and recordings are stored on our server in a fully encrypted format.

Freshworks Security Practices

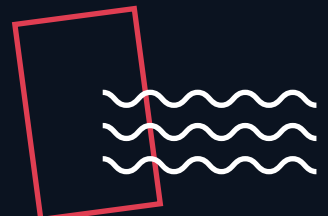
Over **50,000 customers across the globe** trust Freshworks with their data security. We back ourselves up with robust data security and privacy practices that form an integral part of our product engineering and service delivery principles. Following the tenets of security by design, security is at the heart of how we build our products, secure your data and provide high resiliency.

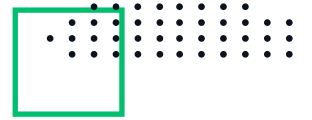




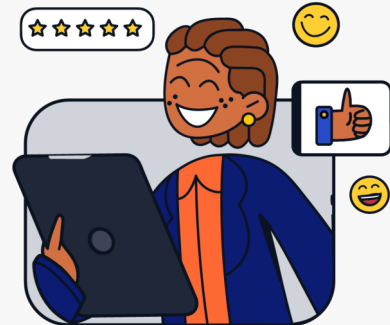
STATS

Freshdesk contact center in numbers





Used and **trusted** by
businesses of all sizes



99.97%

Uptime

4.7/5

Call Quality Rating

700k+

Call Transfers

IVR menus

5,000+

IVR menus in use

2M+

Voicemails

100M+

Phone Calls

150M+

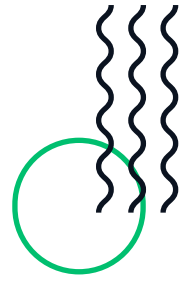
Minutes

About Freshdesk Contact Center

Freshdesk Contact Center is a voice-platform by **Freshworks** and a modern-day reimagining of our everyday phone system for customer support. With its cloud-based architecture, it brings together the best of legacy features and advanced capabilities to help you set up state-of-the-art phone operations.

Freshdesk Contact Center requires zero phone hardware, and is extremely easy to use.





Freshdesk Contact Center Features

Best in class supervisor controls



Call monitoring and Barging

Monitor ongoing calls in real-times and barge in at any point to speak to the callers and the agents simultaneously.



Service level monitoring

Set and monitor your team's service level performance in real time.



Reports

Filter based on call details, status, and other metrics. Effectively analyze the overall performance of your call center with real-time data.



Easy number management



Local, toll-free, and vanity numbers

Buying phone numbers has never been simpler, purchase numbers in 50+ countries



Port-in

Continue using your old business numbers by porting them into Freshdesk Contact Center.





BYOC

Switch your phone system without having to switch your phone carrier or port your numbers.



Advanced Routing Engine



IVR

Set up a fully flexible PBX system with capabilities to easily route calls to your agents or teams, along with the ability to include self-service options.



Holiday and business hours routing

Create and manage special routing plans to handle incoming calls during holidays or after your working hours.



Queue Call back

Give your customers the option to request for a callback, instead of making them wait for an agent or rep to answer their calls.



Smart Escalations

Choose from a variety of fall back methods to redirect phone calls when your team is unavailable.





Delight made easy with Freshworks

Headquartered in **San Mateo, California**, **Freshworks** is on a mission to make it fast and easy for businesses to delight their customers and employees. Freshworks provides businesses of all sizes with modern **SaaS products** - designed with the end user in mind. Freshworks' **3000+ team members** work in offices around the world.



Trusted by 50K+ customers globally

BRIDGESTONE

 **Thai Union**



Klarna

 **Pearson**

Hamleys

MACMILLAN
CANCER SUPPORT

Harvey Norman

DECATHLON



www.freshworks.com/freshcaller-cloud-pbx