



PARTNER SUCCESS STORIES

Our partners recount their delightful
journey with Freshworks



OUR PARTNERS





Meet Nityasha from


“
We share an open
and transparent
partnership that
enables us to easily
brainstorm and
come up with great
content and joint
events that create
value for both
companies.”



Nityasha Wadalkar

Sr. Product Marketing Manager
Splashtop

Nityasha Wadalkar is a Sr. Product Marketing Manager at Splashtop and has worked for over 8 yrs in marketing, sales and IT. With responsibilities ranging from business analysis and developing solutions, to lead generation and product marketing, she's really enjoyed her career so far. She also has a keen interest in the outdoors, and goes hiking, camping, biking, with her lovely family of four!



BECOMING PARTNERS!



The ability to remotely control end-user devices, troubleshoot and resolve issues quickly provides IT support technicians great value and helps them increase customer satisfaction. To make this available to support teams more easily and seamlessly, we sought to partner with leading ITSM and PSA platforms, like Freshworks. We had many common users with Freshworks, and we wanted to provide this integrated capability to them. Freshworks has built robust ITSM solutions that complement Splashtop well.



A 'WOW' MOMENT

The focus and commitment of Freshworks' ISV partnerships team continues to wow me. It is important to collaborate and grow with partners to be able to continually provide increased joint value to our users, and your partnership team makes that easy to do. We have been able to drive co-marketing initiatives in NA, EMEA, and APAC across different industries in a very short time.



GOING FORWARD



We would like to explore more industry verticals like Healthcare and continue doing creative and insightful events. We would also appreciate continued engagement with enterprise helpdesk users.

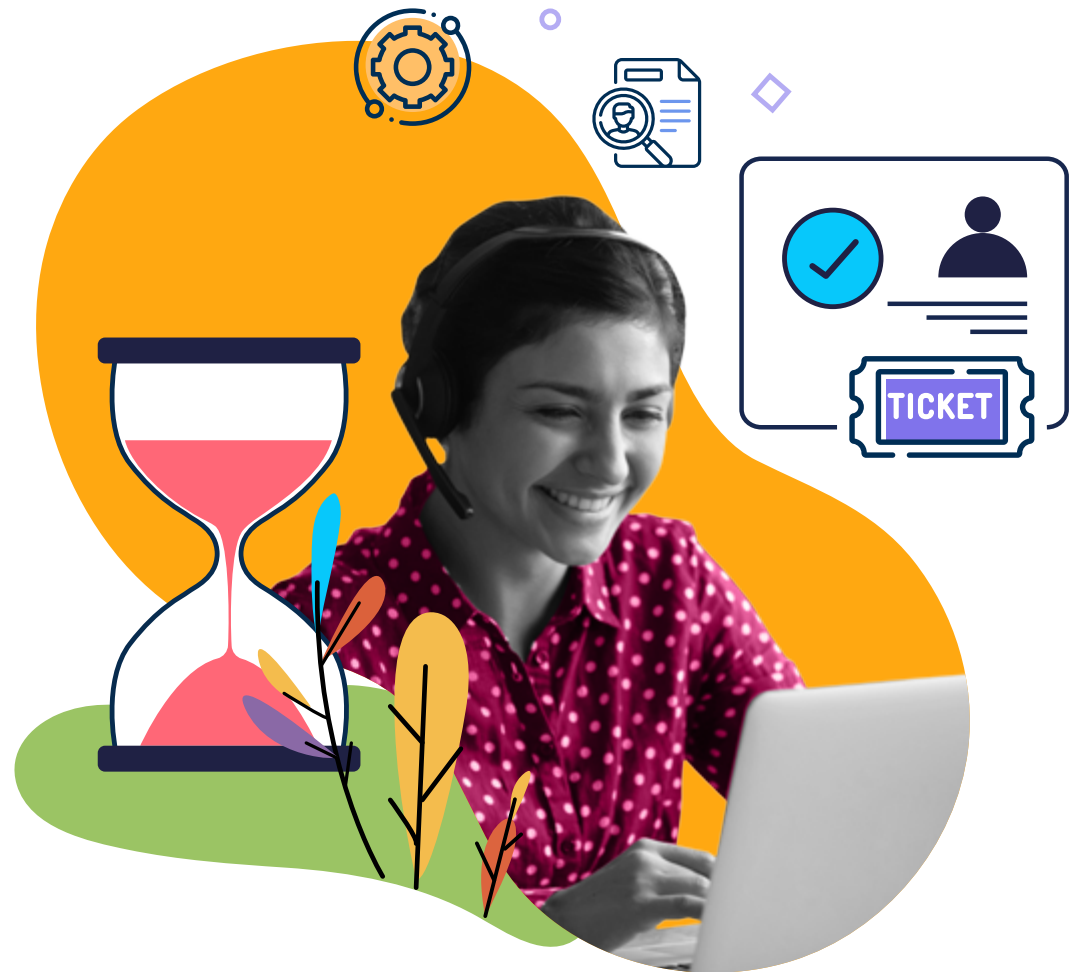
I'd like to establish an open communication loop with joint customers and harness their feedback to further improve our integration and continue setting new standards of customer experience and remote access within Freshworks.



REMOTE SUPPORT ANYTIME, ANYWHERE!

Let's take an example – A Freshdesk or Freshservice technician receives a ticket from the end-user. It is a high priority ticket reporting an issue and has a fast response time attached to it. What the technician needs now is a quick way to troubleshoot and resolve the issue. That is where Splashtop comes in.

The technician opens the ticket and clicks on Splashtop to start a remote session. The end-user simply clicks on a link sent by the technician to allow the technician to remote control the computer, troubleshoot, and resolve the issue in one interaction.



ABOUT SPLASHTOP



Based in Silicon Valley, Splashtop Inc. delivers next-generation remote access and remote support software for enterprises, academic and research institutions, government agencies, small businesses, MSPs, IT departments, and individuals. Splashtop's secure and easily managed remote access approach earns a stunning [93 Net Promoter Score](#) (NPS – a standard for assessing customer satisfaction). More than 30 million users, including those in 85% of Fortune 500 enterprises, enjoy Splashtop products globally.





“

Parcelhub and Freshworks share a common goal – to enhance customer experience by leveraging a proactive approach, utilising predictive technology and facilitating reactive resources when proactivity does not solve the customer issue in the first instance.

”



Simon Wright
Marketing Manager
Parcelhub

As Marketing Manager at Parcelhub, the leading provider multi-carrier delivery solutions and proactive tracking support, Simon has over 10 years' experience in both B2B and B2C marketing, and as a result, offers a unique perspective on the pre- and post-checkout delivery experience. Simon writes regularly for both the Parcelhub and Whistl blogs and is passionate about helping retailers make delivery their competitive advantage.



BECOMING PARTNERS!



Most of Parcelhub's 400 online retailer customers sell via multiple sales channels (eBay, Amazon, their own website, often a brick-and-mortar store and emerging marketplaces) and so have a need to synchronise all their customer communications across these systems to deliver an omnichannel experience, which Freshdesk can help them with.



A 'WOW' MOMENT

As Parcelhub temporarily closed its UK offices in March 2020, during the first lockdown, it enabled a large core team to work remotely taking advantage of all the technology at its hands, including Freshdesk. The result: even as order volumes increased by 250% in May 2020 and the number of daily tickets doubled to about 200 per customer support agent, all 60 now working from home, Parcelhub was able to ensure zero loss in service.

“In fact, we witnessed even better levels of customer service, and productivity has been up since,” said James Hayes, Director of Business Development at Parcelhub, “which is great because the number of queries skyrocketed in the unprecedented times we found ourselves in.”



GOING FORWARD

We would love to create another joint customer success story like this one we did for Charles Bentley in 2019:

We would also love to get involved with upcoming webinars and create downloadable marketing resources, and the usual guest blogs.



ENHANCED SHIPPING OPERATIONS WITH FRESHWORKS & PARCELHUB

We partnered with Freshdesk because Parcelhub has a service called Enhanced Delivery Management – we become an extension of their customer service team, focusing on helping the retailer respond to their customers’ delivery-related issues, as them. By using Freshdesk, integrated into Parcelhub, our customers have greater visibility of what Parcelhub’s Enhanced Delivery Management team is doing for them.



ABOUT PARCELHUB



Parcelhub is a provider of multi-carrier delivery management and proactive tracking support solutions. We help retailers and brands save time and money, increase delivery performance and enhance customer experience by enabling them to give their customers greater delivery choice, access to discounted shipping rates, and seamless integration with their order management system and customer experience management platform. We can also become part of our clients' customer service teams thanks to a service we offer called Enhanced Delivery Management.





PUBHUB

Meet Pat McGinnis from



“

**It's a partnership
built around
relieving the burden
we place on call
center staff, on
saving companies
money and creating
happier end users.**

”



Pat McGinnis

Chief Business Development Officer
Pubhub

Pat McGinnis has over 35 years' leadership experience with technical information management firms including SPX Corporation and Wolters Kluwer Health. He's served Tweddle Group since 2005 in numerous positions including 6 years leading their connected car development effort. Pat is currently Tweddle Group's Chief Business Development Officer.



BECOMING PARTNERS!



Well, of course, Freshdesk is a leading player in Help Desk solutions. Freshdesk empowers many companies to create efficient and effective support centers of their own, and that's what doing this work is all about. Products and product lines are getting more complex, customers are at a loss, support centers are overwhelmed. The turnover is crazy. It's about recognizing this growing need for better support.

Freshworks has been a great partner. They make it easy for their Freshdesk users to integrate a huge range of customizations and enhancements, including our PubHub solution. To me that shows the extent to which they prioritize the needs of their customers.



A 'WOW' MOMENT

We really enjoyed being on the panel discussion back in March, talking about automotive support and how to make that more efficient and effective. That's a conversation that needs to happen, and we'd love to do more of that looking at the Appliance industry, heavy machinery, farming equipment.



GOING FORWARD

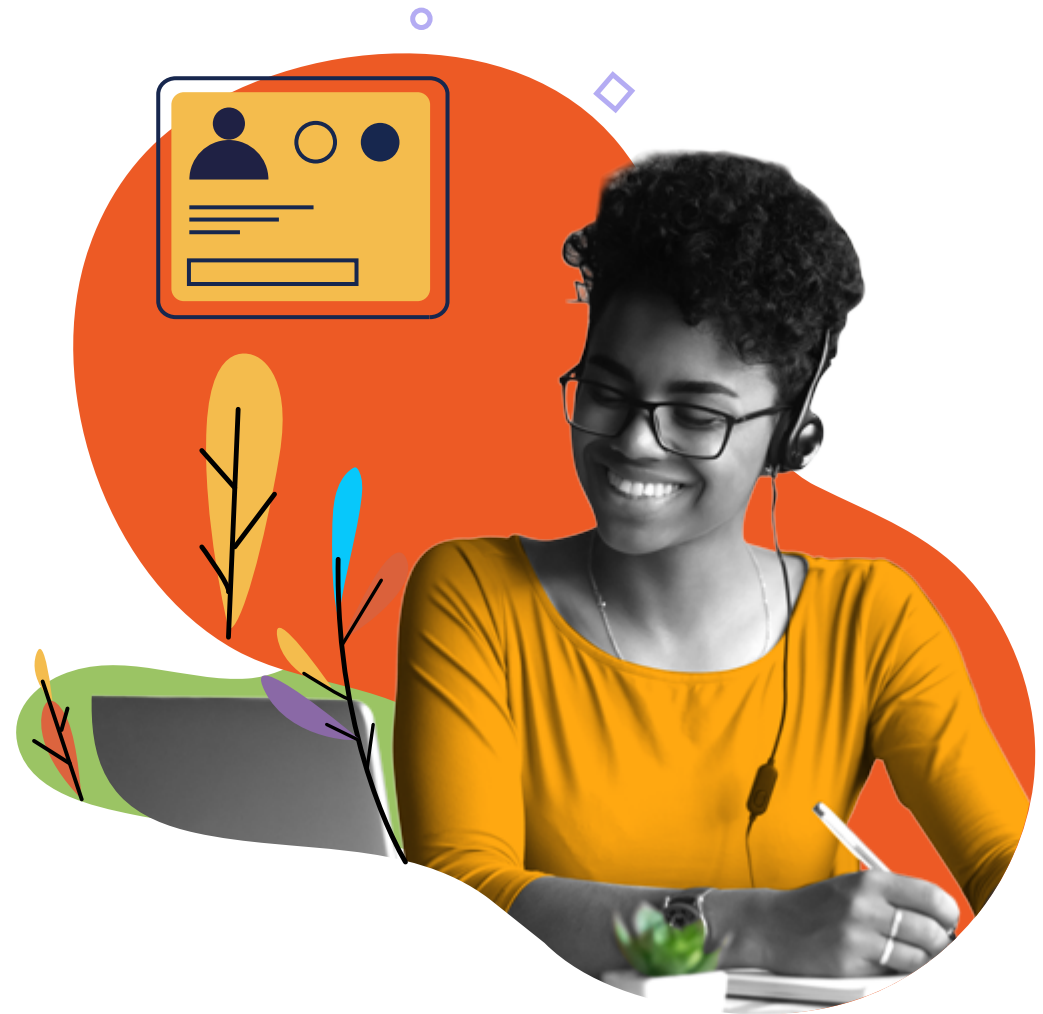


It's just an ongoing process, listening to the businesses we serve and finding out where they're struggling, finding out where their customers struggle, and building better solutions. For a long time, companies have viewed product support and customer support as a cost and a burden when, in fact, if you do it right it can be cost-effective and create far more loyal customers in the process. The post-sale experience really lays the groundwork for the next sale.



BETTER SUPPORT WITH FRESHDESK & PUBHUB

Our products integrate very well with one another. Any company looking for a great Help Desk solution can implement Freshdesk, grab PubHub, which is available on Freshworks Marketplace. Once it's integrated with Freshdesk, PubHub pulls all of a company's data – right down to the PDFs – into one coherent knowledge base. And, from there, it can analyze any search made on that knowledge base, every support request ticket, and automatically provide the ideal response. It also makes it easier to deliver that response to the person asking the question.



ABOUT PUBHUB AND TWEDDLE GROUP



Our Company, Tweddle Group specializes in every aspect of product-related information. We research, author and deliver information for customers and end-users, for technicians – from owner’s manuals to cutting-edge diagnostic tools. Where we cross over with Freshworks is our PubHub knowledge management software, which is available as an enhancement for Freshdesk. PubHub pulls all a company’s information – right down to the PDFs – into one coherent knowledge base providing ideal and instant response.



