



PARTNER SUCCESS STORIES

Our partners recount their
delightful journey with Freshworks



Meet **Nidhi** from **knowlarity**

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The Freshworks partnerships team has worked closely with Knowlarity to ensure this is a successful and fruitful partnership for both of us. It's been a great relationship with each of the team members and we look forward to growing this relationship and improving customer experiences through our products.

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Nidhi Kumar

Head, Partnerships &
Demand Generation

Nidhi Kumar comes with over 14 years of diverse experience in India & Australia in Sales, Key Account Management, and Market Research. She is currently heading the Partnerships & Demand Generation for Knowlarity, a unit responsible for growing the sales funnel.



Partnering with Freshworks

Knowlarity was introduced to Freshworks by a customer as they were looking to buy Freshdesk and needed a CTI Partner to be integrated, so that customer need led us to Freshworks. That's how this relationship began, to solve a customer's problem and we started our partnership with Freshworks as an ISV Partner.



Simplifying Support with Cloud Telephony

Knowlarity provides the telephony element to Freshworks - Freshdesk and Freshsales. So once integrated with Freshdesk the combined solutions helps customers manage their customer resolutions through the CRM but along with that at a click of a button, it can call the customer and resolve the issue over a call. Similarly, with Freshsales the details get captured in the CRM, and then the agent can call the customer and qualify this lead further.

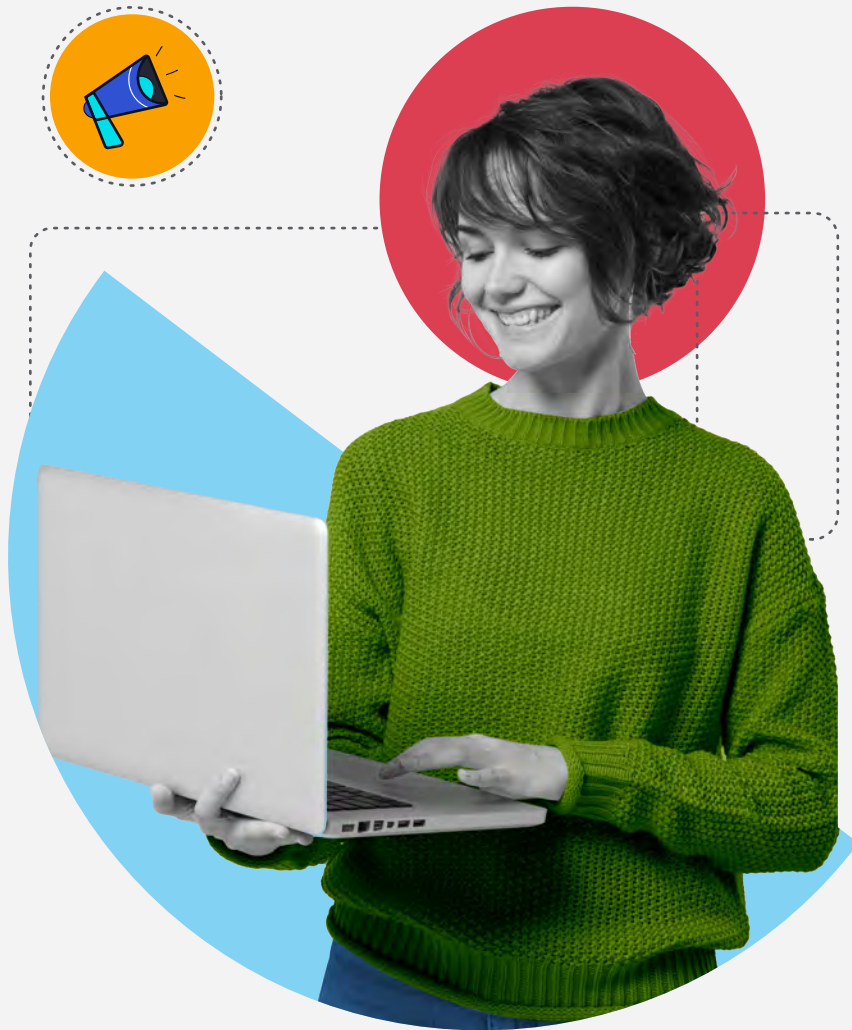
Both the solutions are integrated in a manner that using the Freshworks CRM and Knowlarity's Cloud Telephony solution suite the organization has all its customers' details along and at the click of a button can contact its customer.



Delight customers with complete context

This is a solution for a Logistics organization that uses the Knowlarity & Freshdesk Integration for their Customer Support. The moment a customer logs in to check its tracking order and needs some more clarity, they call the number provided and then the agent connected is able to access their call from any location and the details of the customer open up - and he is able to help the customer track the order. The call gets recorded and stored and the customer's details and conversation are logged in on the CRM. Thanks to the use of cloud technology all customer information is available and the query is resolved immediately. Similarly, there are multiple cases where a call can be scheduled for an outbound campaign or once a lead comes in it automatically gets assigned to an agent and the customer gets a call back.





About Knowlarity

Knowlarity has been a pioneer in the Cloud Communications business in India. It offers flexible, scalable, and cost-efficient cloud based solutions that require no Capex investment and easy CRM Integration. The solutions include tailor-made, state of the art Voice, Messaging, Video, and AI (Speech Analytics, Chat/Voice Bot) for businesses to accelerate their operations in order to amplify their business communication. Knowlarity is catering to the needs of the 6000+ customers across 25 different verticals in 65 countries. Knowlarity has been successfully transforming businesses in achieving their goals of acquiring quality leads, improving their ROI and customer support service, call response rate & connectivity, and call pick-up ratio.

About Freshworks

Freshworks products are designed around the principles of simplicity and functionality. Empower your teams with solutions that are intuitive, and provide the right data to make informed support, sales, and marketing decisions. Our products do away with complex setup and manual tasks, and let you switch your focus back to growing your business the way you want.

[Click here to visit our website](#)

