



Partner Success Stories

Our partners recount their delightful
journey with Freshworks



Meet AJ Chan from



“

Freshworks brings innovation, creativity, and support to our partnership. There is an energy and willingness to continuously educate our customers and prospects on the power of our current integration while always looking to the future for ways we can improve and evolve together. ”



AJ Chan
COO, Textline

AJ is the COO at Textline and is responsible for the company's growth and operation functions. Prior, he was the Founder/CEO of two start-ups and brings his entrepreneurial background to help companies build the best customer experiences. Outside of work, AJ enjoys traveling and playing basketball.

Partnering with Freshworks

Textline has always been a customer-centric organization. Freshdesk was on our radar as a premier help desk tool, and the demand from our customers to build an integration brought our partnership to life. Building the integration was only made easier by the well-documented API.



Business Texting Platform for Modern Customer Support



Customers want to text, and Textline provides a safe and convenient communication channel with proven results to reach more customers and drive higher response rates.

Streamline customer support by syncing up your Freshdesk ticketing system with Textline's business texting software. Respond instantly to customer support issues and quickly view conversation records within Freshdesk.

You no longer have to toggle between different platforms when you text customers. Our integration creates customer tickets in Freshdesk to match your Textline conversations, and all text conversations are automatically logged on tickets. You can also use Textline natively within Freshdesk using the top bar widget or ticket sidebar widget.



Customers Speak

Fred's Appliance Service

Fred's Appliance Service is an appliance repair company that provides field service for all major home appliances in northeast Ohio. They pride themselves on being different from other companies in their industry and providing a variety of communication channels for customers as part of their focus on customer experience. They also have a company that provides marketing advice to other companies in the repair industry.

Their team struggled to manage a large volume of outbound calls to referrals for repair work from third-party services, such as major appliance manufacturers, appliance dealers, and third-party extended warranty companies. Their staff found it monotonous having to hold numerous conversations that were all the same, while customers were often anxious to get off the phone. They were also spending time on the phone verifying customers' warranty information. And they weren't always sure that customers were receiving or opening emails. They wanted to find a communication channel that would be less intrusive and a better overall customer experience.



Customers Speak

They implemented Textline with Freshdesk to create a new system to better manage and understand all of their customer information. Texting allows them to be more responsive to customer inquiries, and they are more confident that customers are receiving their messages. They still schedule calls through email or chat but are on the phone less frequently and can pay closer attention to the issues that require a phone call. Texting is less intrusive for the customer and streamlines the process for their team.

They now go to conferences where they present their customer service approach in training, and the Textline x Freshdesk integration is always at the top of their suggestions.



About Textline



Textline is the most secure business text messaging platform for modern sales and support teams. Thousands of companies such as Lyft, Tuft & Needle, and 1-800-GOT-JUNK use Textline to provide a fast, friendly, and convenient communication channel. Our customers empower their teams to ramp up performance, resolve issues faster, and build better connections with their customers by introducing texting. Textline provides the tools that make it easy for support teams to collaborate and stay organized while driving sales and retention.

[Alan Braverman](#) (founder of Eventbrite, Xoom, and Yammer) founded Textline to answer the simple question: Now that so many of our daily personal conversations take place over text messaging, why can't we text businesses? After all, we almost always prefer the convenience of texting over a traditional phone call. But most companies' phone numbers were not text-enabled. We created Textline to change that.





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.

