

# Partner Success Stories

Our partners recount their delightful  
journey with Freshworks



# Meet Henrique Dutra from Unbabel



Henrique Dutra is Sr.Product Marketing Manager, Unbabel. He oversees all product and marketing initiatives related to integrations and partnerships at Unbabel. He has 8 years of experience working across several areas of product marketing in companies like HP and Automation Anywhere.

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The Freshworks partner team is extremely proactive, determined, and friendly. It has been a pleasure working with so many talented and smart individuals with a macro understanding of the market - always prone to new ideas and working hard to keep the good momentum with Unbabel.

# Coming together with Freshworks

Developing an integration for one of the market leaders, such as Freshworks, was only natural for Unbabel. We built a flexible integration for Freshdesk to work within the agent's existing workflows - it works as an invisible translation layer.



# Multilingual support to engage global customers like never before

Global organizations do business around the world and have customers that speak different languages. They need an easy way to understand, communicate with, and resolve customer issues in any language.

With Unbabel's state-of-art AI and a worldwide community of translators businesses can serve customers in any language, with fast, native-quality translations of your customer support tickets within Freshdesk.

Our integration enables you to build a more effective, scalable, and flexible team by recruiting agents for their support skills, not their languages. It paves the way for a smoother customer experience — as well as improved first-reply, handling time, backlog, and CSAT.



# Freshdesk and Unbabel: AI Translated, Customer Focused

Today more than ever, businesses need to respond to and resolve inquiries with a **personal, rapid, and consistent approach** to avoid churn and poor brand reputation. **Freshdesk** equips global organizations with the right tools to effortlessly support their customers on several channels and also gives their CS agents more context and automation to understand the customer needs.

But even with all those resources and channels available, when you have customers all over the world, quite frequently, agents will face an impenetrable barrier: **language**. And that's where Unbabel comes in.

With the efficiency of **augmented machine translation and the local expertise of native speakers**, Unbabel empowers all CS agents to communicate with customers in any language, giving organizations increased flexibility, productivity, and lower operating costs. We remove language barriers by scaling CS operations to ultimately enable our customers to deliver world-class experiences to their customers.



A large portion of Unbabel's and Freshworks' clients are Fortune 500 companies. Some of them rely on the Unbabel integration for Freshdesk for a variety of use cases aside from cost optimization and streamlined efficiencies. The integration also helps brands adapt to seasonal surges, during prime-time retail spikes (like Black Friday / Cyber Monday). Unbabel also plugs right into Freshdesk to help onboard agents faster, achieve peak utilization, and reduce agent workload or burnout during these busy times. We've seen instances where our customers experienced an increase of 25% in CSAT in just 12 months after partnering with Unbabel.

By combining **Unbabel and Freshdesk**, organizations can engage in more meaningful conversations and support every customer, across every channel, anywhere in the world, regardless of the language they speak.



# About



Unbabel helps organizations deliver exceptional customer experiences worldwide. With the efficiency of augmented machine translation and the local nuance of native speakers, Unbabel empowers all CS agents to communicate with customers in any language, giving organizations increased flexibility, productivity, and lower operating costs.

[Learn more >](#)

# About



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.

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