



freshchat

# Product Overview





# Freshworks - Our suite of products



freshdesk

Customer support  
software



freshservice

IT service desk  
software



freshsales

CRM for high velocity  
sales teams



freshcaller

Cloud based call-center  
software



freshteam

Applicant tracking  
system



freshchat

Customer messaging  
software





# 120,000+ Customers





**Customers today are multi-tasking,  
want to respond at their own pace,  
and are used to the experience consumer  
messaging apps offer.**

# How does Live-chat stack up?



## Gated with forms

Leave us a message ×

Your name\*

Email address\*

Phone number\*

How can we help you?\*

Cancel Send

## Queued, unavailable

Status : Searching  
Searching for an available consultant

You are currently number 1 in the queue. you should be connected to an agent in about 00:04. The average amount of time a customer has to wait is 00:04.

Leave

# How does Live-chat stack up?



## Multiple, lost threads

The screenshot shows a 'Conversations' interface with a blue header. Below the header is a list of four chat threads, each with a profile picture, name, and a snippet of the message. The threads are:

- Intercom** (1w ago): Got questions on how we compare t...
- Sebastian** (1w ago): Hey there, Thanks for checking out ...
- Team Sales** (2w ago): Got some questions about pricing? We ...
- Kevin** (3w ago): Hello ... delay. ...

At the bottom of the list is a blue button with a white envelope icon and the text 'New Conversation'.

## No expectation setting on response times

The screenshot shows a 'LIVE CHAT' interface with a dark header. Below the header is a conversation with Alex V. The chat history shows:

- Alex V:** Welcome to Burberry, how can I help you today?
- You:** Hello, I've a question about delivery.

At the bottom of the chat window is a text input field, a green circular icon with a white 'G', a 'SAVE CHAT' button, and a 'SEND' button.



# Introducing

 freshchat





# Trade live chat for a modern messaging experience



**Freshchat** is a modern messaging software for sales and customer engagement teams to talk to website visitors and in-product users.

A leap from legacy live-chat systems, Freshchat helps businesses and its teams focus on a continuous and context-driven messaging experience.





# Why Freshchat?



**An experience your users  
already love**



**Reach out to prospects and  
customers proactively**



**Give your team the power of  
the right context**





## Trade live chat for modern messaging

- Communicate the response time upfront
- Categorize conversations into topic-based channels
- Alert visitors and users when they have navigated elsewhere

## Convert visitors into leads and users into evangelists

- Send targeted messages to website visitors
- Use conversational bots to automate lead capture and auto-upload them into the CRM
- Onboard, retain, and re-engage users inside the product with in-app campaigns

## Messenger that looks familiar, feels continuous

- Modern, personal, and customizable
- Use emojis, videos, or plain old text
- Get all the forgotten context from messaging history

## Give your team the power of the right context

- Access event timeline and detailed user information inside the inbox to respond smarter
- Pull information from external apps like CRM or order management systems using SmartPlugs



# Modern messaging for sales and customer engagement



**Conversations**

All assigned convers... 11

Assign to: Group Robin Smith Resolve

**Virginia Walker** 35 mins ago  
Have a nice day!  
YourBusiness (155)

**Alice Woolf** 3 hours ago  
What's your phone number?  
YourBusiness (86)

**Robin Smith** 4 hours ago  
Nope, I am not missing anything, Ju...  
website27 (56)

**Jack Summers** 4 hours ago  
Hey Jack! We will check this and...  
Yourwebsite (32)

**Olivia Baker** 9 hours ago  
Away messages for non business h...  
Yourwebsite (32)

**Galloping Horse** 17 hours ago  
cool. Thanks  
Yourwebsite (5)

**Emma Williams** a day ago  
I'm not sure of that. I'd appreciate if ...  
Business421 (8)

**Mason Stone** a day ago  
Hi there!  
YourBusiness(29)

**Cheryl Pent** 31st Aug  
Just a quick follow up :) Please do L...

**Alice Woolf** Support  
Aug 29, 2017

Alice Woolf  
hey  
6:05 PM

Robin Smith  
Hello there! I'm Robin Smith, Can I get your email address? In case we get lost, I can always get back to you.  
6:05 PM

Alice Woolf  
alice.woolf@gmail.com  
6:06 PM

Robin Smith  
What's your name?  
6:06 PM

Alice Woolf  
Alice Woolf  
6:06 PM

Robin Smith  
What's your phone number?  
6:06 PM

Shift + Enter to add a new line.  
Start with '?' to select a Canned Response.

Reply Private Note

**Alice Woolf**

Email: alice.woolf@gmail.com

Phone: Add Phone

Conversation initiated from

Last message sent from

**CLEARBIT**

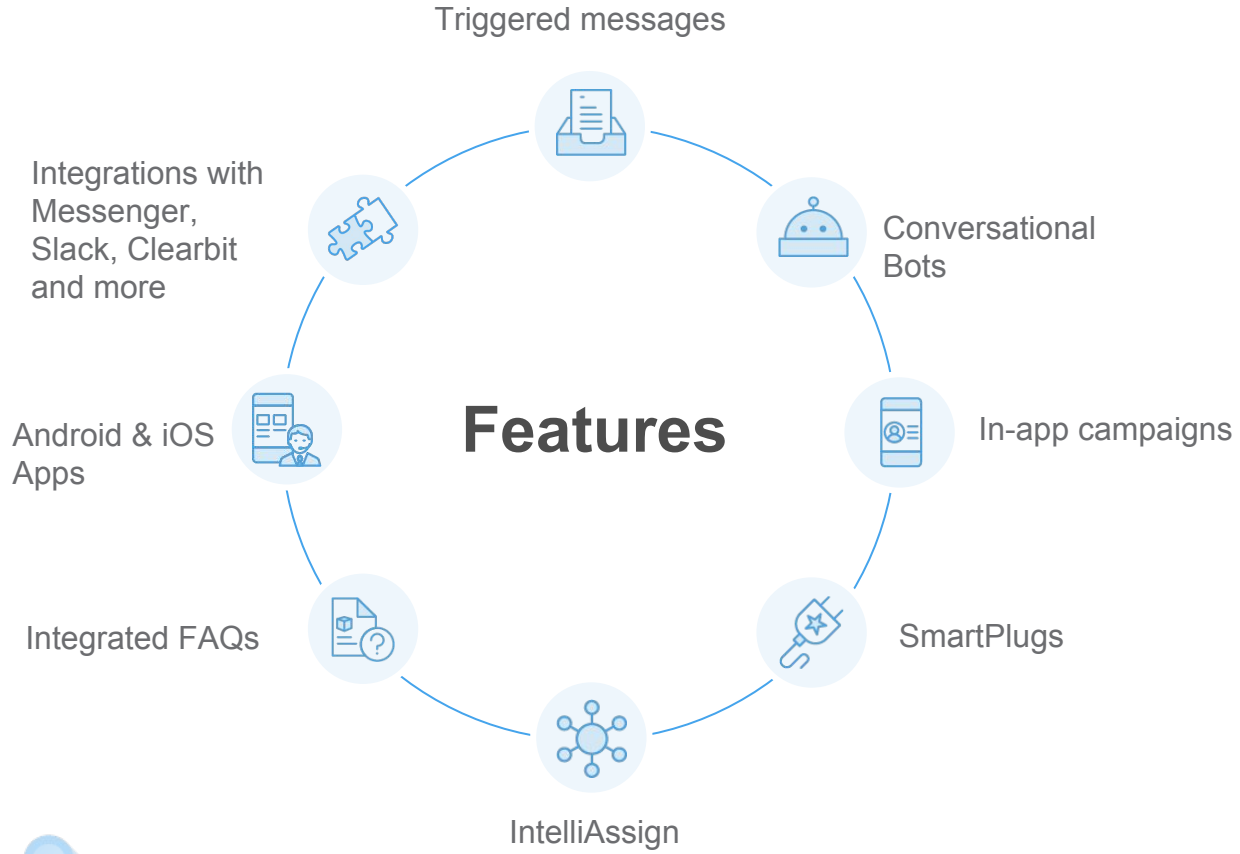
**freshdesk** freshdesk  
San Bruno, CA 94066, USA  
http://freshdesk.com

Sector: Information Technology  
Industry: Internet Software & Services  
Funding: \$150.05M

An online cloud-based customer service software providing helpdesk support with all smart automations to get things done faster. Sign up for free trial today!

in cb f t

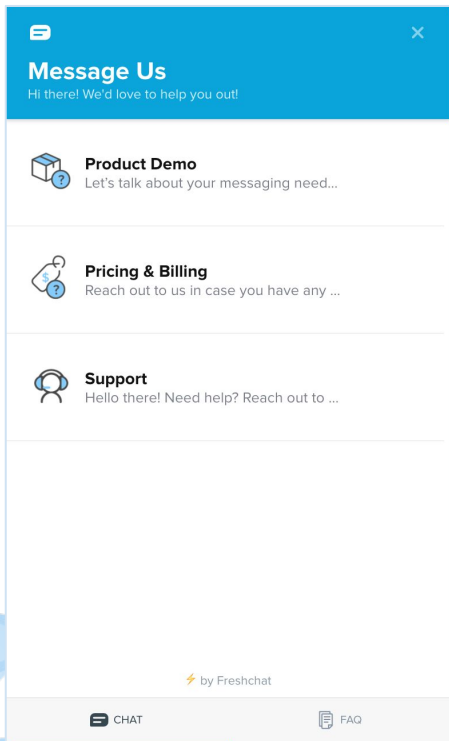
**SMART PLUGS**  
DirectOps



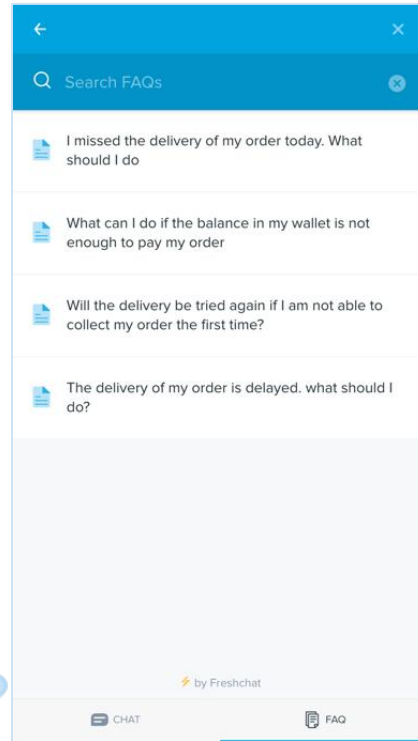
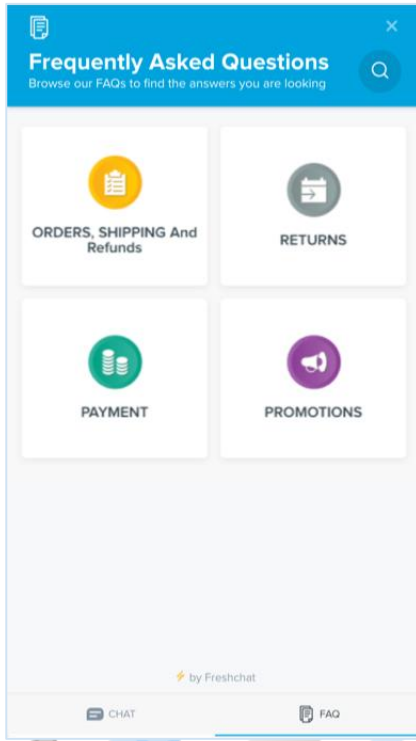
# Modern web messenger



## Message channels



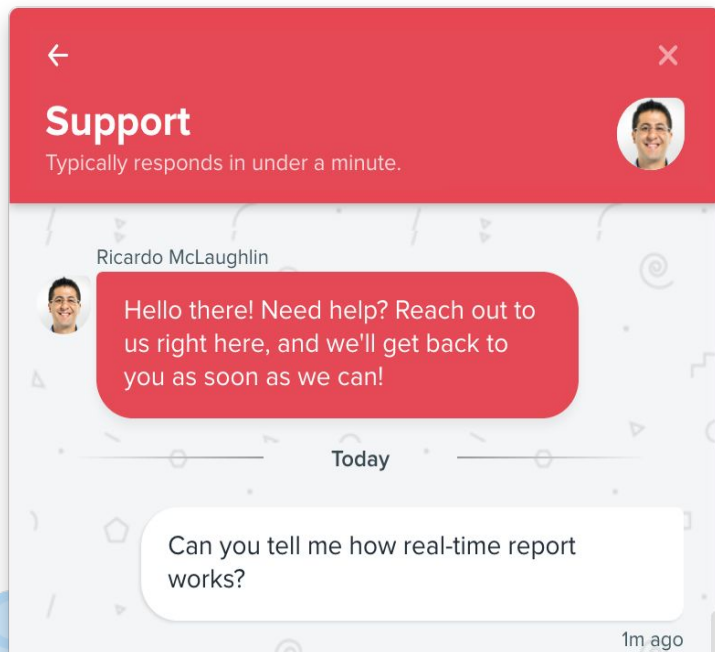
## Integrated FAQ section



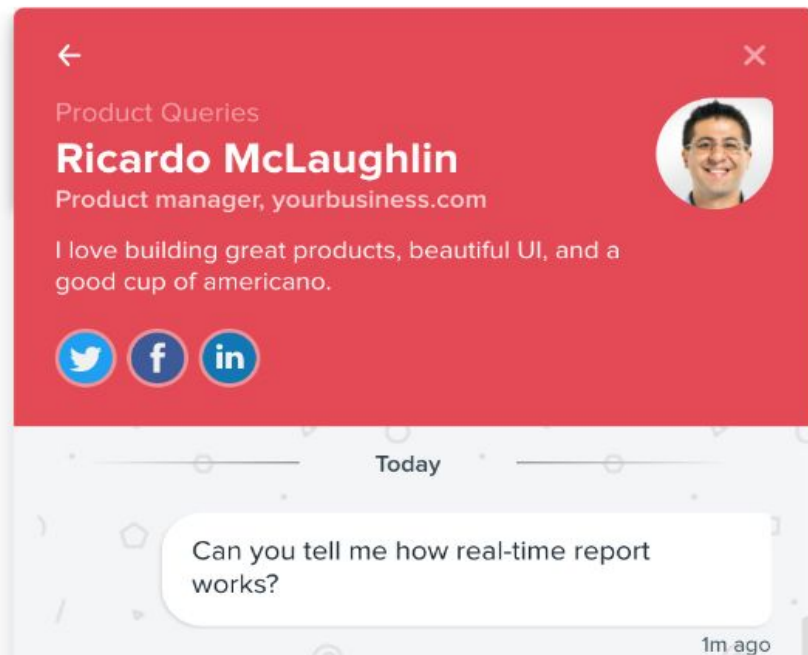
# Modern web messenger



## Response time expectation setting



## Team member profile, rich media support





# Triggered messages





## Granular-level event targeting





Give your triggered message a name





 Winter offer on trench coats





 WHO IS THIS MESSAGE FOR?

AND


 add to cart 

 cartcategory  equals  Trench Coats 

 cartcurrency  equals  dollars 

 cartvalue  equals  100 

[+ Add Event Condition](#)





# Triggered messages


## Granular-level event targeting






Give your triggered message a name

 Winter offer on trench coats

 **COMPOSE YOUR MESSAGE** NEXT >

 **MESSAGE**

Winter is here! Get a 25% off on trench coats.


  

**CHOOSE A CHANNEL THIS MESSAGE WILL APPEAR ON**


Inbox ▾


**CHOOSE A TEAM MEMBER THIS WILL BE SENT FROM**

Catherine Frank ▾

 Catherine Frank ×

Winter is here! Get a 25% off on trench coats.

Type & press enter to send.. 






# Bots

## Conversational and Customizable

Bot

 **Bot**  
Use bots to say goodbye to manual forms, generate leads in a jiffy, and help your team focus on conversations that actually need them. [Know More](#)

**1**


**More lead gen**  
With our bot, generate leads effortlessly, auto-upload them into the CRM, and allow your team to focus on high impact conversations.

**Gypsy**  
This is not your typical bot. It would like a name. :)

**Conversation flow**  
You get to decide what your bot says and when. Use the flow below to customize conversations.


**The Icebreaker**  
When your visitors initiate a conversation or respond to a campaign, the bot pitches in.

**Email**  If agent status is  online  offline

 Hello there! Before somebody from my team joins in, I've three quick questions for you. What's your email id?


User enter his/her email

**Name**

 If it's not too much of an intrusion, may I know your name? 😊

User enter his/her name

**Job Title**


 Thank you! One last question, what's your role?

User enter his/her text

Hi there! We'd love to help you out!


hi

12:45 PM

 Hello there! Before somebody from my team joins in, I've three quick questions for you. What's your email id?


User enters his / her email

12:45 PM

 If it's not too much of an intrusion, may I know your name? 😊

User enters his / her name

12:45 PM

 Thank you! One last question, what's your role?

Reply here...


This is just a Preview of your Widget




# In-app campaigns

Onboard, retain, and re-engage users

Give your in-app campaign a name

 New reporting feature

 WHO IS THIS MESSAGE FOR?

Choose a Pre Existing Segment  Create a new Segment

**FILTERS**

Users who match **all** of the below conditions

plan  S equals  garden

**AND**

last seen  less than  days ago

You're going to ❤️ our new reporting feature! 😊  
Want a quick walkthrough?

**LAUNCH CAMPAIGN**

# Contextual information



Pull data from external apps using SmartPlugs

The screenshot displays a chat window on the left and a SmartPlugs widget on the right. The chat shows a customer's message about a declined Visa payment and a support agent's response. The SmartPlugs widget provides trip details such as destination, cab number, driver name, and a list of previous trips.

**Payment Queries**

Today

Chugging Blueberry

Hey! I have paid via my Visa card but the payment has been declined on my DuBer app and I've been charged twice. Can you help me out please?

12:51 PM

Arjun Pallath

Hello, the payment for your previous DuBer Cab ride has been successful. Worry not! We will refund the extra amount that you have been charged. Hope this

**Contextual information**

Impatient visitors waiting for answers? Access contextual information, the visitor's full contact information, event timeline, usage history, and use SmartPlugs to pull out data from delivery tracking, helpdesk, or CRM apps you already use.

1

**SMART PLUGS**

London

Map Satellite

Dartford Grays

Croydon

Sevenoaks

Tonbridge

Royal Tunbridge Wells

Crawley

Active Trip #449212

Destination : Marylebone

Cab No : 38829

Driver Name : George Knight

Payment VISA

End Trip Refund SOS

**Cab Details**

753 UYM

George Knight

(212) 929-1778

Driver Details Track

**Customer History**

Trip from Heathrow T3 to Yorkshire

Trip from Bakers Street to Portman Mews South

Trip from Covent Garden to Marylebone

# Contextual information



## Events Timeline

**EVENTS TIMELINE** [View All](#)

Oct 3, 2017

- 9:17 PM Visited Page  
[Pricing | Freshchat | Start free for 30 days](#)
- 9:16 PM Read FAQ **'How is Priority Inbox helpful?'**
- 9:10 PM Visited Page  
[Pricing | Freshchat | Start free for 30 days](#)
- 9:07 PM Visited Page  
[Modern messaging for sales, marketing, and support - Freshchat](#)
- 9:07 PM Visited Page  
[Live chat features | Freshchat | Customer messaging features](#)

## User Properties

**Michal**  
[Katowice, Slaskie, Poland](#)

---

Email [michal@toczko.net](mailto:michal@toczko.net)

Phone [Add Phone](#)

Identifier

---

Conversation initiated from  
[Pricing | Freshchat | Start free for 30 days](#)

Last message sent from  
[Pricing | Freshchat | Start free for 30 days](#)

---

**FRESHSALES**  
To configure Freshsales, click [here](#)

---

**USAGE DETAILS**

Created	Oct 3, 2017 8:33 PM
Last Seen	Oct 3, 2017 8:38 PM
Sessions	1
Push Notifications Enabled	Yes

# Intelligent Message Routing



The screenshot shows the IntelliAssign configuration page. A callout box labeled '1' contains the following text:

**IntelliAssign**  
Trouble with team resources, increased chat volumes, and unequal distribution? Use IntelliAssign to route and assign conversations to team members within groups with pre-defined rules like skill levels and achieve load balancing automatically.

The interface includes a search bar, a user profile (Christoph... Inactive), and several configuration sections:

- Time-based routing:** Four input fields with values 15, 10, 30, and 8, each followed by 'mins'. A toggle switch is turned on.
- SKILL LEVEL:** A section with a '+ Add Skill Level' button. Below it is a table:

SKILL LEVEL	CONVERSATION LIMIT/AGENT	TEAM MEMBERS	ENABLE/DISABLE
EXPERT	8	2 team members	<input checked="" type="checkbox"/>

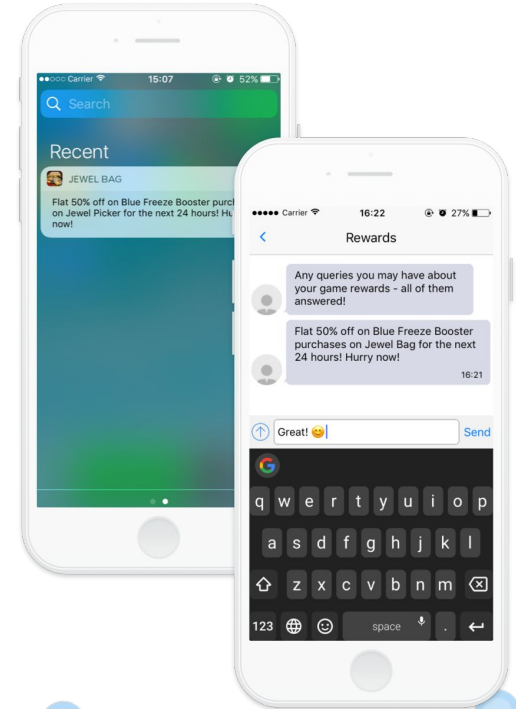
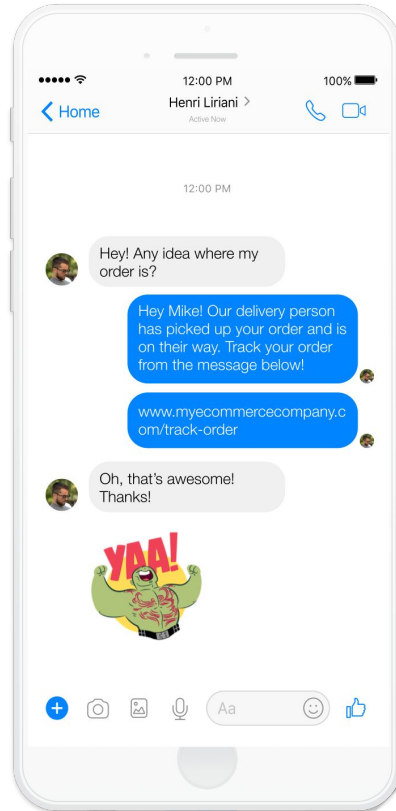
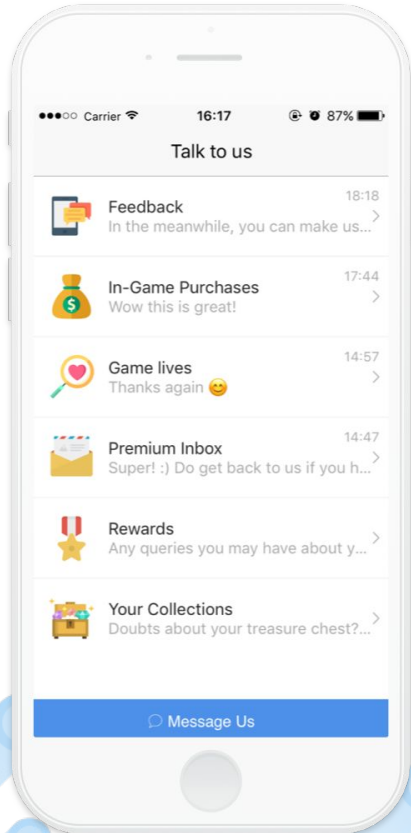
- GROUP SETTINGS:** A section with a table:

GROUP	ENABLE/DISABLE INTELLIASIGN FOR	REASSIGN CONVERSATIONS WHEN A MEMBER IS INACTIVE
Billing	<input checked="" type="checkbox"/>	No

# You gotta catch 'em all

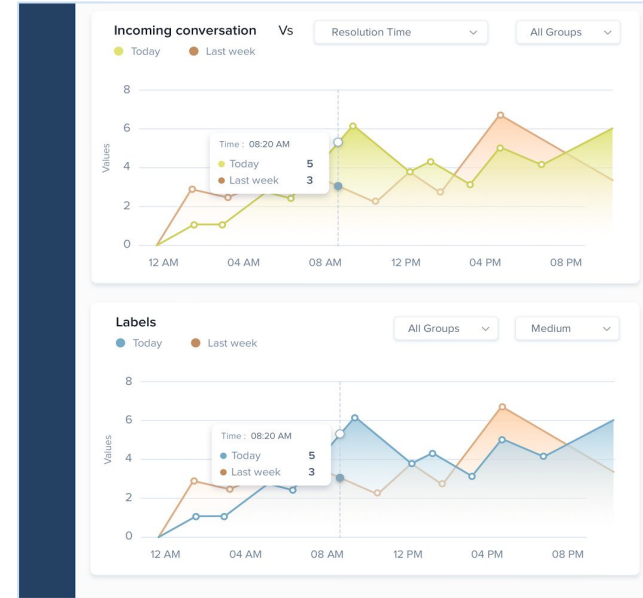
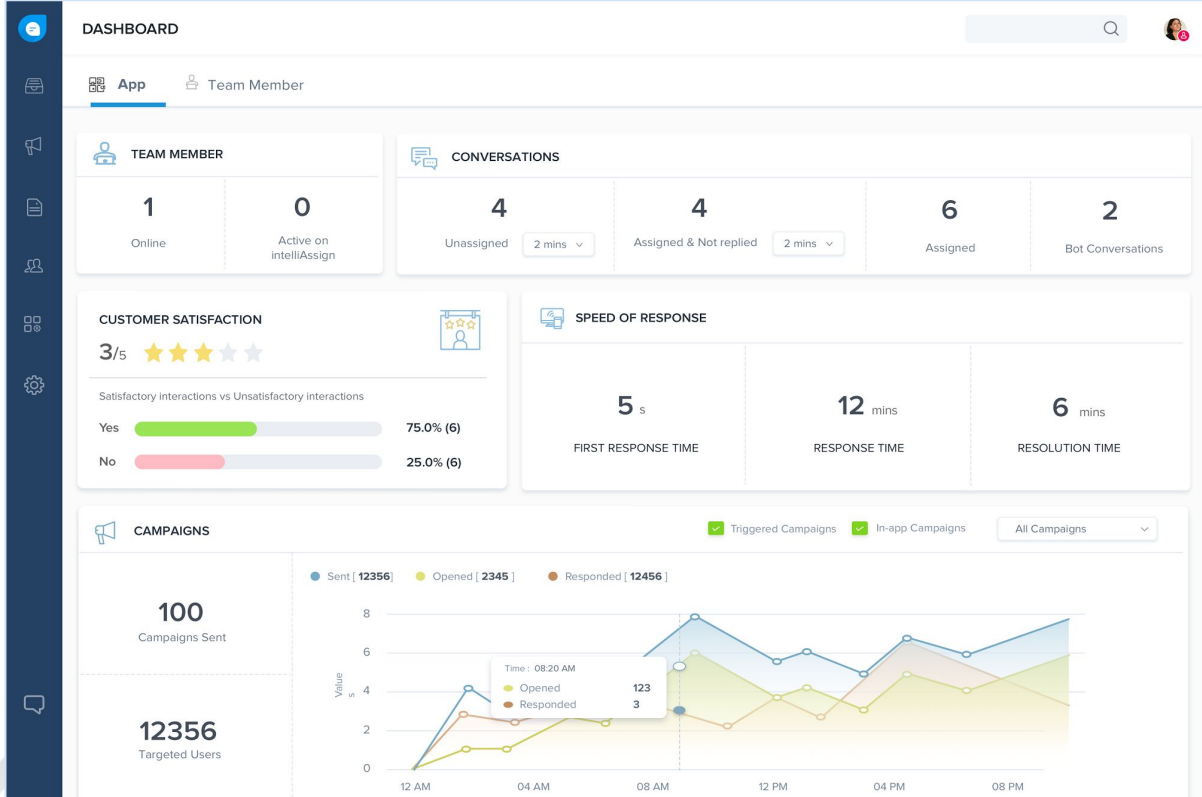


Cuts across channels - mobile, desktop, and social



# Real-time Dashboard

## Coming soon





**Some early love from our beta customers**



“

“We use Freshchat to solve our customers’ needs with precision, and in real time. It has ensured our customers receive prompt personalized experiences, and has also brought in operational efficiencies that make assisted buying extremely scalable. ”

---

**Rajesh Magow**

Co-founder and CEO - India

Make My Trip





# Chargebee

“

"Freshchat delivers a brand new chat experience that seems to have found a great balance, between messaging & self-service, in a way that makes sense for the customer AND the business."

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## Krish Subramanian

Co-founder and CEO

Chargebee





**Thank you!**

[www.freshchat.com](http://www.freshchat.com)