

# Customer Support with Freshdesk and Amazon Connect

## Collaborate across teams to resolve customer issues faster

Freshworks is an Amazon Partner Network (APN) Standard Partner.



### Challenges

Antiquated, on-premises customer support solutions are often difficult to set up and maintain, and companies find themselves facing steep learning curves. To overcome this, organizations need an intuitive solution that seamlessly integrates with their software and systems in a few clicks, with self-service options that even their non-technical users can navigate. Unfortunately, some of these solutions require hefty implementation and servicing fees, on top of their complex and expensive pricing models.

### Industry Trends

Customer-facing organizations spanning a variety of industries including technology, retail commerce, and education all need a customer support solution that enables their employees to respond to helpdesk requests quickly and efficiently. Cloud-based helpdesk solutions are changing the way organizations are interacting with their customers by providing a scalable contact center that can handle spikes in demand, while providing customers with a satisfying support experience.

### Benefits

The Freshdesk – Amazon Connect integration provides a seamless experience between your AWS call center and your helpdesk



#### Quick to set up

Set up within minutes with an easy-to-use interface



#### Multi-channel support

Reach anyone within your organization, through any channel



#### Efficient agents

Intelligent automation services maximize worker productivity



#### Applied intelligence

Users gain access to the latest machine learning solutions

# Customer Ready Solutions

Discover scalable solutions that help you achieve your business needs through a combination of AWS services and APN Partners that have attained AWS Competency designations. Based on architectures validated by AWS to accelerate your cloud transformation, you can deploy solutions quickly with AWS Quick Starts and optional Jumpstart consulting offers provided by APN Partners.

[Visit here for more information.](#)

## Solution Overview



### Amazon Connect

Amazon Connect is a simple-to-use, cloud-based contact center service on Amazon Web Services (AWS), enabling organizations to provide optimal customer service at a lower cost. There is no physical infrastructure to deploy and manage, so you can scale your contact center up or down as needed. The open platform makes it easy to integrate with third-party solutions, like Freshdesk to give customers a single console to connect with customers and quickly respond to helpdesk requests.



### Freshdesk

Freshdesk is a cloud-based customer support software and ticketing system that integrates with Amazon Connect. The Amazon Connect Computer Telephony Integration (CTI) Link allows you to quickly integrate Amazon Connect call details into a clean, simple console within the Freshdesk workspace. The app leverages Amazon Connect to pass call details like ticket number, caller ID, and caller history seamlessly into the workspace without requiring agent intervention or additional lookup, effectively reducing handling time and increasing customer satisfaction.

## How It Works

Users begin by logging into their Freshdesk portal. From there, the home screen will show the user's open tickets, and which of those tickets are overdue or due today. When a customer reaches out to the helpdesk, via phone, email, or social media, the customer's contact information displays on an embedded call control window, as well as any previous tickets the customer has opened through the helpdesk. As customers call, an information box through Amazon Connect will appear on screen, providing the user with space to take in-call notes. Once a call is finished, updated records along with the call recording will automatically be updated in the Customer Relationship Management (CRM) system.

## Getting Started

Freshdesk is available to purchase and download in AWS Marketplace or through the Freshdesk Marketplace. Additionally, the Amazon Connect CTI is available through the Freshdesk Marketplace, allowing you to quickly integrate Amazon Connect into your Freshdesk workspace.

Sign-up for a Freshdesk account: [Freshdesk Account Sign-Up](#)

Download Freshdesk in AWS Marketplace: [AWS Marketplace](#)

Download the Freshdesk – Amazon Connect CTI integration: [Amazon Connect CTI](#)



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