



# Revolutionizing Employee Experience and Productivity with Generative-AI

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# What stage of the gen AI journey is your organization in right now?

- A. Far from it
- B. Exploring use cases
- C. Testing live applications
- D. On the cutting edge

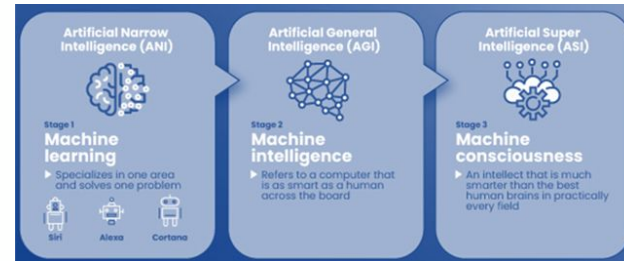
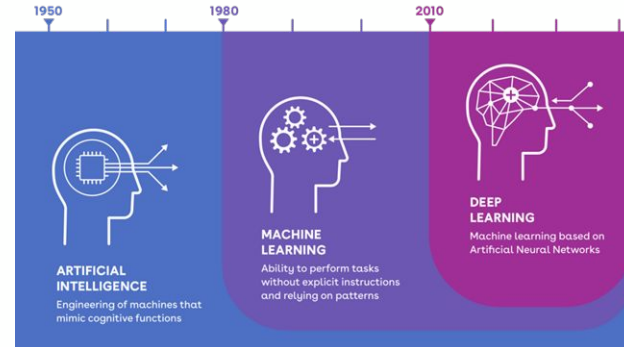
Poll time

# Agenda

1. AI
2. Opportunities and Challenges in AI
3. AI in practice - Freddy

# AI

- **Historical development of AI**
  - Machine learning vs Deep learning
    - Discriminative vs Generative?
- **Types of AI**
- **Stages of AI**

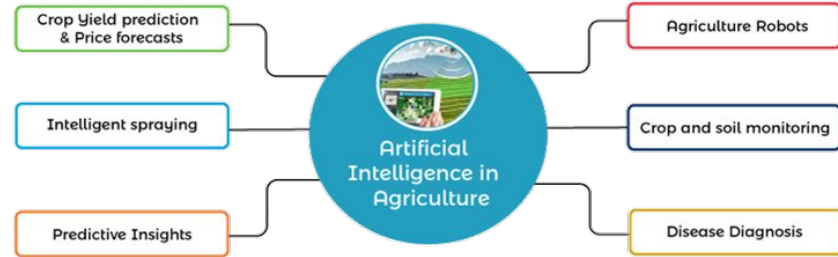


***“..the winner of the AI war will be the one who invents the perfect personal assistant..”***

# AI: The opportunities



# Opportunities



# Generative-AI in ITSM: **Why should IT leaders care?**





# The **real woes** of today's workforce

Employees today expect *fast, personalized and interactive experiences* at the workplace today. This sparks everyday woes that impact their productivity and efficiency.

“

*“I need to talk to an IT agent to fix this issue immediately to get my job done.”*

- Employees

“

*“There are high-priority issues that need my attention, but I need to get these mundane tasks out of my way.”*

- Agents

“

*“I do not have the time, resources or technical expertise to create and consume multiple reports to get insights.”*

- Decision-makers

# Embracing AI - a helping hand for all

IT leaders have started leaning on AI-first solutions, and with the introduction of Generative-AI it's now an inevitable leap to future-proof service management strategies.

**25%**

## **IT Decision Makers**

Investing in 'generative AI' in 2023.

**93%**

## **IT Practitioners**

Already deploying or exploring AI to enhance their ITSM and ITOM modernization efforts.

**84%**

## **IT Leaders**

Either exploring or already using AI.

# Generative-AI: The challenges



# Challenges with generative-AI

While Generative AI offers numerous benefits to ITSM, there are some challenges that businesses need to address.

1

## Data quality & availability

Ensure relevant data is accurate and accessible

2

## Complex integrations

Requires strong technical expertise

3

## Ethical considerations

Concerns around data privacy, bias, and transparency

# AI in practice, welcome to **Freddy**



# Freddy AI in Freshservice



Employees



IT Admins



Supervisors



IT Agents



Developers



Business Leaders,  
Managers, Admins



## Freddy Self Service

Resolve incidents and service requests with intelligent virtual agents that are ready to start helping on day one.



## Freddy Copilot

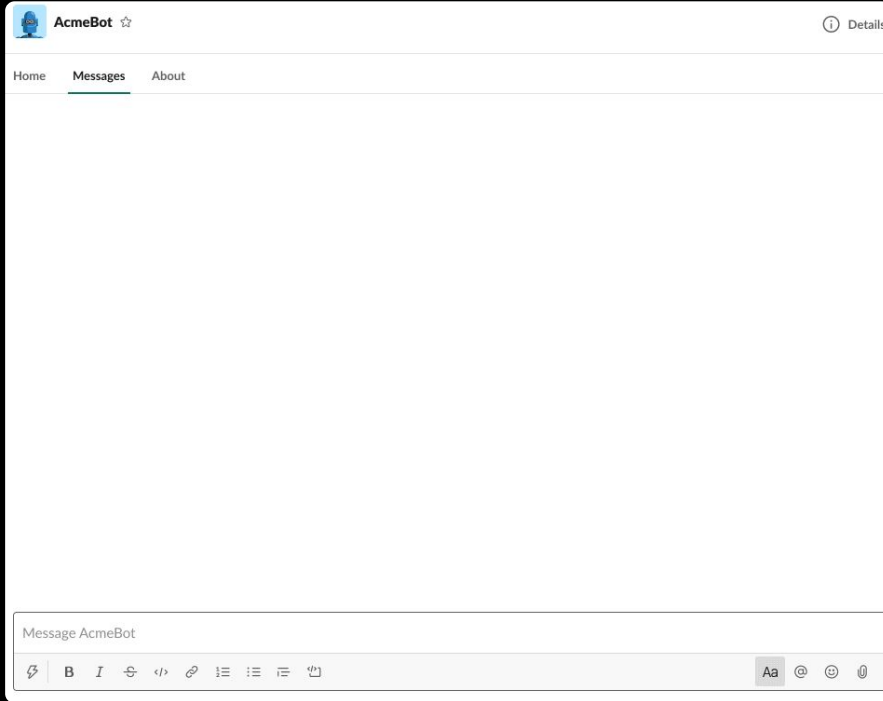
AI-assist to increase agent productivity, automate responses, and drive consistency of service across the team.



## Freddy Insights

Gain visibility into IT performance with AI-powered conversational inquiries and auto-generated insights.

# Employee



Freddy Self service

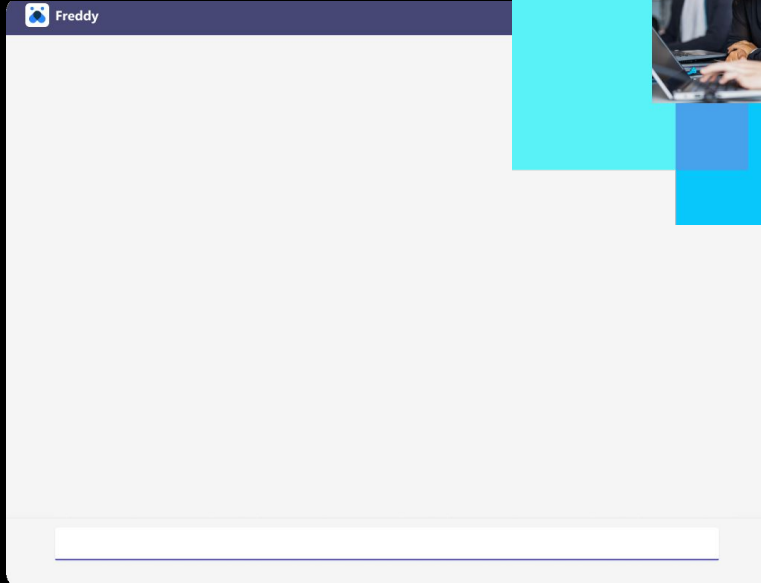
# Frictionless, humanized conversations

## Generative-AI for humanized first level support

- Enable actionable, two-way dialogue to support IT and Non IT queries
- Empower employees to receive support in the language of their choice
- Skip traditional service management entities like forms and tickets with truly conversational experiences



# Enable **high-performing employees** with instant, zero-touch, conversational support



## Powered by **Freddy Self Service**

Enable high-performing employees with humanized, first-line support on collaboration apps 24/7 while not increasing agent overhead.

### Why it matters?

- Out-of-the-box, conversational support where work happens
- Generative-AI for frictionless, humanized conversations
- Instant help on public channels

### Capabilities

- Freddy-AI powered Virtual agent on MS Teams and Slack

# Agent

The screenshot displays a Freshworks ticket page. At the top, a green status icon is followed by the text: "My Mac Turned off abruptly and after it started I am not able to launch any application. Tried multiple restarts, tried force restart as well. Need help." Below this, a red speech bubble icon indicates a report from "Marley Herwitz" made "a day ago (Thu, 09 Apr at 7:00 PM) via Portal". A navigation bar includes "Details", "Child Tickets 3", "Tasks 4", "Assets 2", "Associations 3", and "Activities". A search bar contains "Add summary". The "Description" section repeats the user's report. The "Conversations" section shows a public note from Marley Herwitz: "Added a public note 5 minute ago (Fri, 10 Apr at 6:21 AM). Hey John, Here is the IP Address of my machine 192.168.1.100."

Freddy Copilot

# Enhance and standardize service delivery

## Drive service operations excellence with Freddy-AI

- Remove the onus on the agents to drive standards in content creation and ticket handling. **Example:** Help article generator
- Improve the quality of service delivery with generative AI drafting ticket responses, ticket summaries, help articles, and more.

# Empower high-performing agents with productivity and efficiency tools

The screenshot displays a Freshworks ticketing interface. At the top, there's a search bar and navigation icons. The main content area shows a ticket titled "My Mac Turned off abruptly and after it started I am not able to launch any application." with a description: "Need help. My Mac Turned off abruptly and after it started I am not able to launch any application. Tried multiple restarts, tried force restart as well. Need help." Below the description is an email thread starting with "From : IT support <helpdesk@support.freshservice.com>" and "Reply to : marley.herwitz@freshworks.com". The email body contains "Hi Marley,". To the right, there's a "Properties" section with fields for Priority (Low), Status (Open), Source (Portal), Type (Incident), Urgency (Low), and Impact (Low). A "Generate response" button is visible at the bottom of the email thread.

## Powered by Freddy Copilot

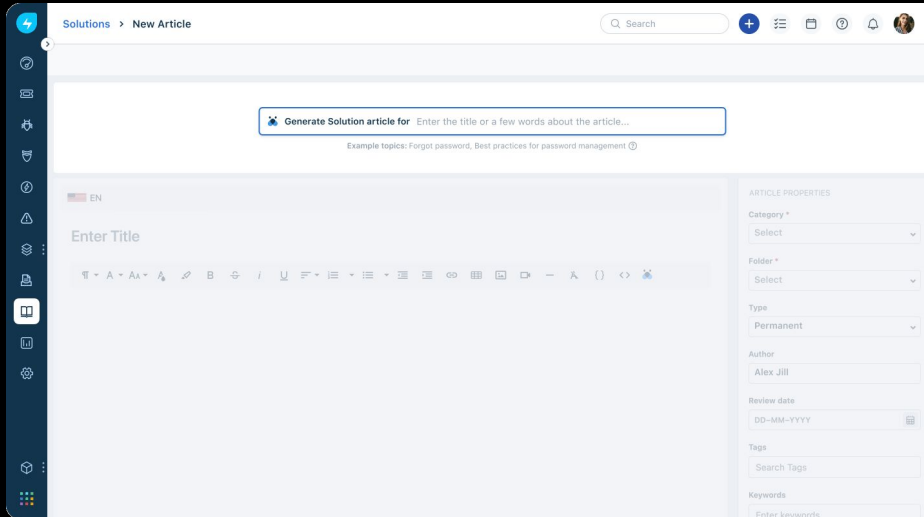
Deliver high-quality services while liberating agents from the burden of rote routines with AI-powered tools.

## Why it matters?

- Enhance and standardize service delivery
- Focus on work that matters
- Enhance processes intelligently with AI-assistance

## Capabilities

- Ticket summary generator Gen AI
- Reply suggestor Gen AI
- Help article generator Gen AI
- Ask Freddy for quick actions\* Gen AI
- Smart suggestions
- Thank you detector
- ML-powered alert grouping



Freddy Copilot

# Intelligent processes enhanced with AI assistance

Enable scalable processes with AI-assistance

- Minimize noise and contextually enhance incidents with AI powered Automated Alert Grouping
- Automate the creation of help articles from public sources with Generative-AI

# Leaders

# Equip high-performing decision-makers with actionable insights



Coming soon

## Powered by Freddy Insights

Equip high-performing decision-makers with the right insights at the right time in a conversational way.

Hi, how can I help you?

- Show open tickets that have not been assigned to an agent
- How many change requests were submitted in the last 6 months?
- Show all SLA violated unresolved tickets

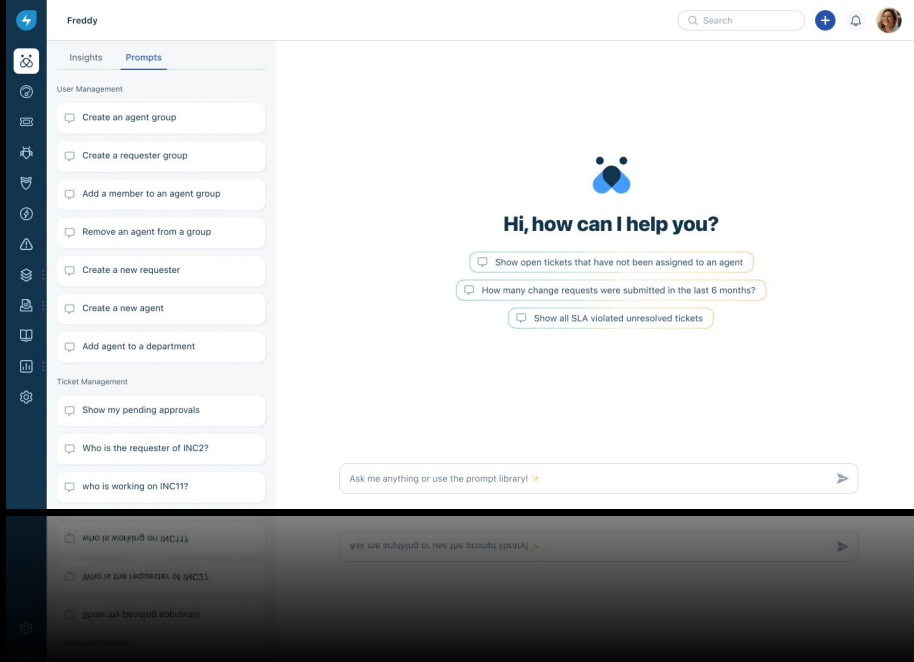
Ask me anything or use the prompt library! ➔

### Why it matters?

- Get actionable insights on service desk trends
- Skip reports and get intelligent insights the conversational way
- Take insight-driven actions to pre-empt issues

### Capabilities

- Freddy Insights powered by Generative AI



## Freddy Copilot

# Focus on work that matters

## Remove the route from agents work

- Automate repetitive tasks to free-up agent time for high-value work. Example: Field suggester
- Enable agents to handle tickets faster with Generative-AI powered tools. Example: Reply suggester
- Perform ticket and user management tasks quickly in a conversational way (Coming soon)



# What AI-powered solutions would you like to see implemented in your IT support strategy?

- A. Chatbots and Virtual Agents
- B. Contextual summaries
- C. Smart Suggestions
- D. Conversational Support
- E. Predictive Analytics and Insights

Poll time



**Explore Freshservice  
with a free trial or  
chat with me at the  
Freshworks booth**

**Thank you!**