

# Take your customer support to new heights with an AI copilot

A guide to boosting agent productivity with Freshworks

I wanted to reschedule my flight

**Reply** Private note

Okay Jennifer, can you wait till  
I get your booking details ●●●

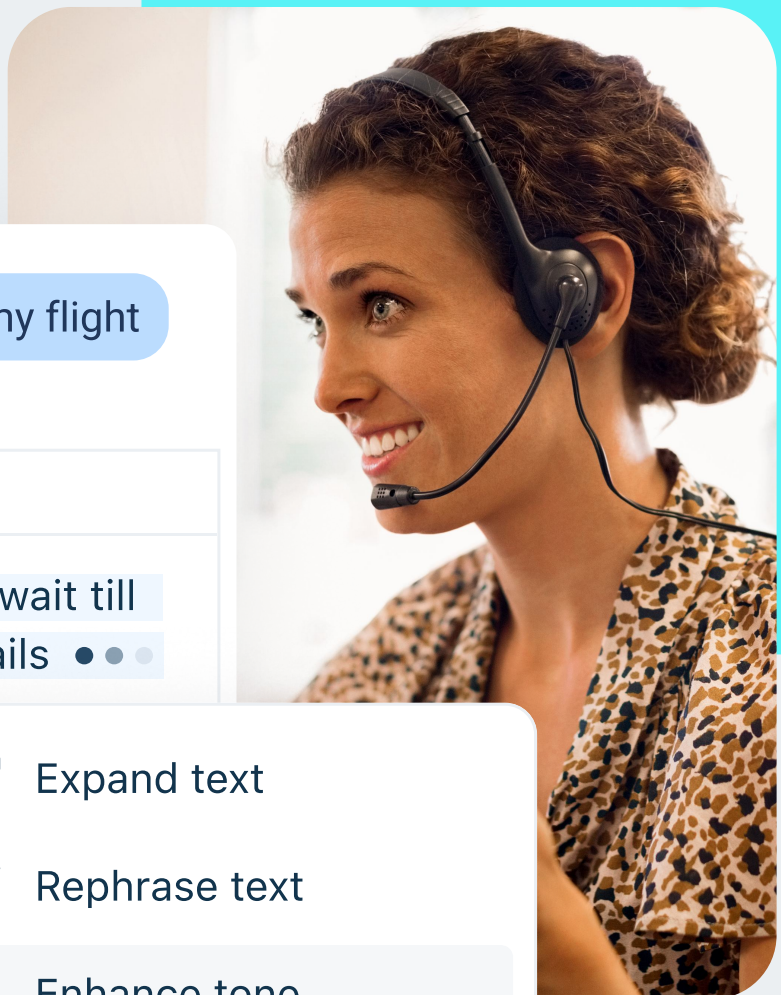
A   

 Expand text

 Rephrase text

 Enhance tone

 Summarize conversation



# AI copilots are charting a new path to agent efficiency

Over the past decade, customer expectations for fast and personal support have surged. As a result, customer service teams face intense pressure to tackle high query and issue volumes without compromising the speed or quality of support.

Despite attempts to ease their workload through various tech solutions, 43% of support agents say they are overwhelmed by the number of systems and tools needed to do their job, and 62% report that their systems provide unnecessary information, [according to Gartner research](#).

However, recent advancements in technologies such as generative AI have tremendous potential in automating repetitive work to help agents get ahead of their workload. Generative-AI-powered assistance can empower agents to deliver faster and more empathetic support that garners customer trust. In fact, [Gartner found](#) that 94% of customer service leaders are exploring the possibility of implementing employee-facing AI assistance in 2024.

In this guide, we'll look at how customer service leaders can leverage generative-AI-powered agent assist technologies—now commonly referred to as AI copilots—to help their teams be more successful.

## What is an AI copilot?

An AI copilot is an embedded virtual agent assistant that relies on large language models (LLMs) to quickly process volumes of information and generate replies, summaries, or insights from simple commands, or prompts.

In customer service, an AI copilot like **Freshworks Freddy Copilot** tremendously impacts how agents do their daily tasks. From quickly summarizing customer conversations to refining the tone of responses and coaching agents in real time,

### The state of AI in customer service:

94%

of customer service leaders are exploring the possibility of implementing employee-facing AI assistance in 2024.

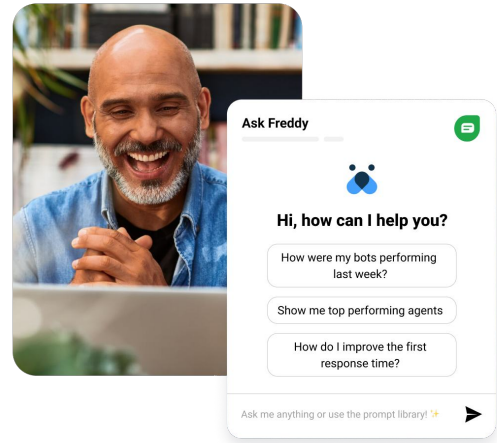
Source: The Gartner 2023 Leadership Vision for Customer Service and Support

\$493K

cost savings via improved agent productivity with advanced workflows and AI copilot

Source: Total Economic Impact™ (TEI) on Freshworks Customer Service Suite, Forrester Consulting

Think of **Freddy Copilot** as your agents' virtual assistant, suggesting relevant next steps and recommending responses quickly while your agents are still in the driver's seat.



Freddy AI has been a lifesaver and morale booster for our agents. We have been able to easily manage an average of 3,000 emails and 600 chats per day with a team of 31 agents. Previously, in 2021, we were struggling to reply to 200 emails with 15 agents. Now because of the automation and messaging integrations, we're a stronger, more unified CS organization!

**Jacen Cabading,**  
Senior Care Specialist at **Monos**

## How an AI copilot empowers customer service teams

### 1. Helps agents accomplish more in less time

Ever since companies started engaging with customers via conversational channels, the need to send instant yet accurate responses has escalated. Customers hate long wait times, and the pressure is on agents to give speedy resolutions to impatient customers. With Freddy Copilot working alongside agents, support teams can easily send fast responses and collaborate better, lowering average handle times.

**34%** reduction in average handle time with Freddy Copilot.

Source: Freshworks Value Engineering Assessment of Freddy AI

## Auto-complete

An AI copilot can predict agents' replies and complete their sentences with a click. The auto-complete feature provides in-line response suggestions that help agents frame responses quickly as they type.

**23%** time saved writing responses utilizing Freddy Copilot.

Source: Freshworks Value Engineering Assessment of Freddy AI

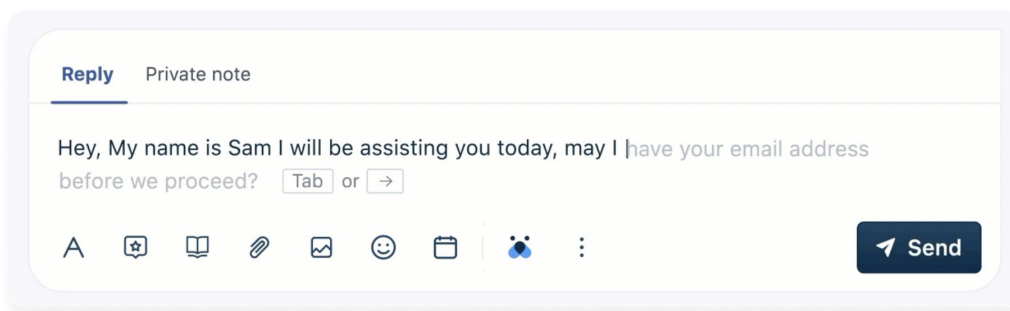


Figure 1: Auto-complete

## Summarizer

Resolving customer issues is a team effort. Agents may have to collaborate with multiple stakeholders, including their own team members, across teams or third-party vendors outside the organization.

**56%** less time spent summarizing tickets with Freddy Copilot.

Source: Freshworks Value Engineering Assessment of Freddy AI

While collaborating on issues, support agents who've directly interacted with the customers share summaries of their conversations with their team. This helps customer service teams preserve the issue context without contacting the customer multiple times.

Freddy Copilot cuts down the time by automatically generating accurate summaries of the entire conversation without agents having to draft them from scratch.

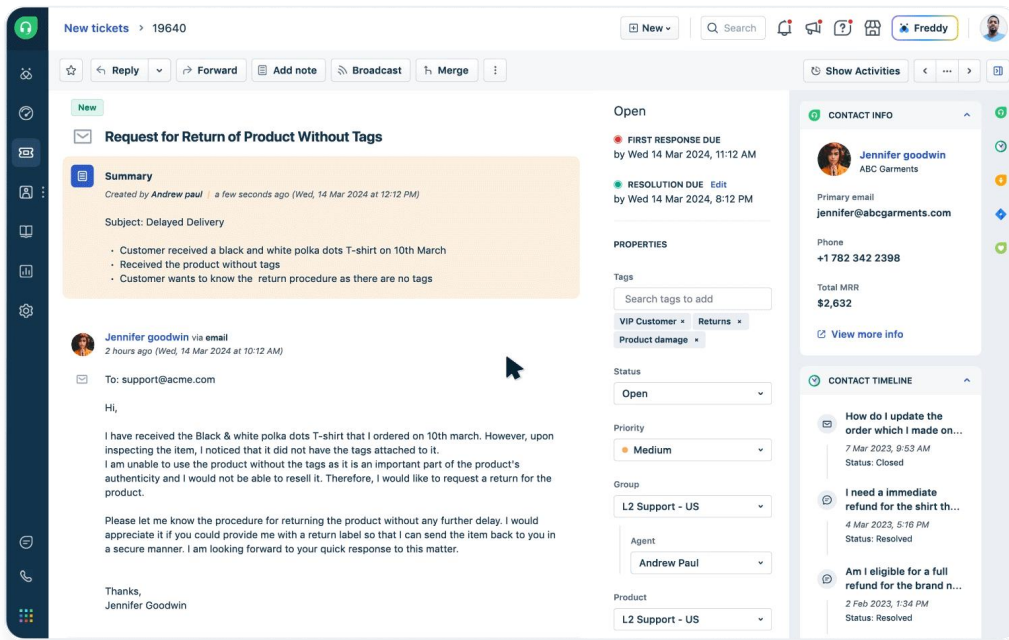


Figure 2: Ticket summarizer

## Article generator

Knowledge sharing and management are core agent and admin responsibilities. Agents need to create detailed solution articles or FAQs to reduce both customer and agent effort for repetitive queries. However, agents and admins need to spend significant time and effort drafting, editing, and reviewing the solution articles before publishing them for common use. Freddy Copilot dramatically simplifies this time-intensive process by generating solution articles in standardized brand language with just a phrase or summary as the input prompt.

**60%** less time spent creating solution articles using Freddy Copilot.

Source: Freshworks Value Engineering Assessment of Freddy AI

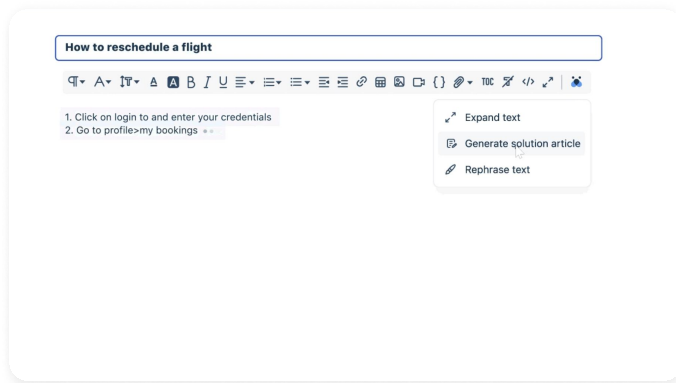


Figure 3a: Article generator

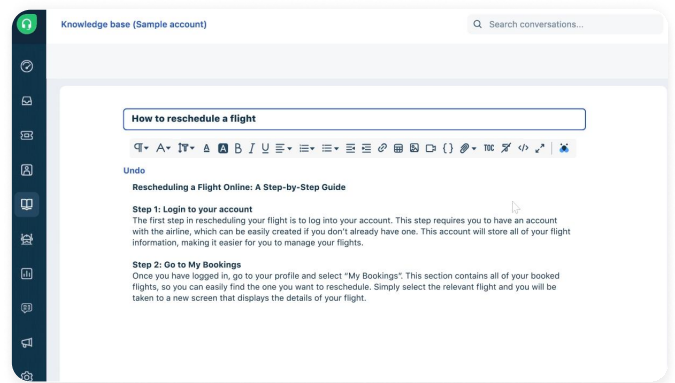


Figure 3b: Article generator

## Article suggester

Agents often have to link to existing solution articles to help customers troubleshoot and close issues. Freddy Copilot can recommend the articles agents can link within a response, intelligently, based on the response subject and description. Support agents no longer need to manually switch screens or open new tabs to locate the relevant documentation.

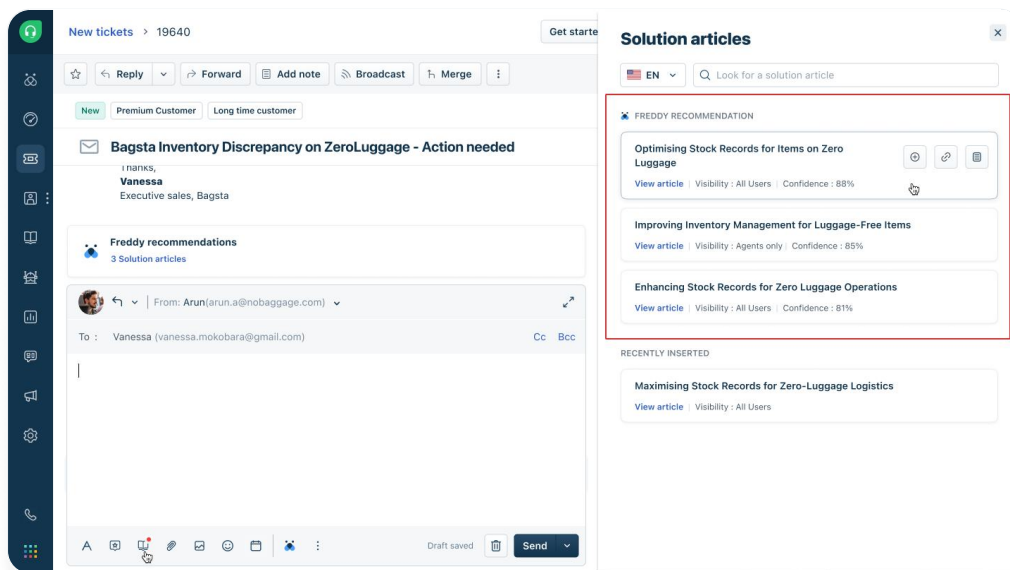


Figure 4: Article suggester

## 2. Empower agents to improve the quality of responses

Customer service agents often struggle with balancing the number of queries resolved versus the resolution quality. As critical as providing fast responses, it is equally important to ensure that agents maintain a professional, polite, and empathetic tone for positive customer experiences.

An AI Copilot acts as a knowledgeable assistant and coach, providing real-time suggestions to improve the quality and accuracy of agent replies.

## Rephrase

The rephrase feature can help agents offer effective support by rephrasing texts into formal, error-free responses that adhere to company guidelines. Agents can focus on capturing the critical steps for issue resolution and not be hindered by lingual barriers of grammar, punctuation, and typos. This is great for non-native English speakers or for support that is outsourced, since they can always have language and grammar checked.



The Rephrase text has been super helpful and makes us so much better, enhancing our normal everyday interactions. We even updated a few of our traditional standard replies due to suggestions from Freddy.

### Angela Thomas

Director - Customer Care at **Perceptyx**

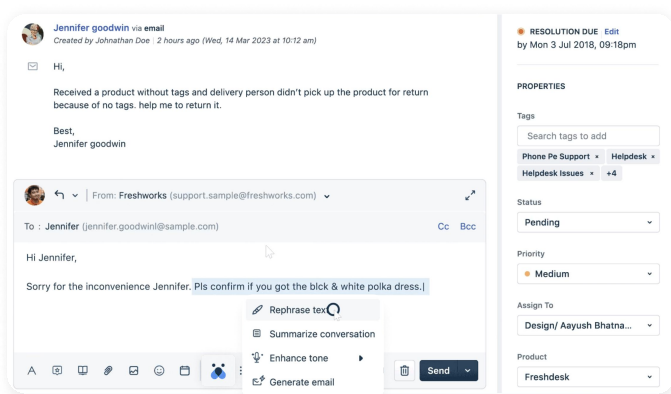


Figure 5a: Rephrase

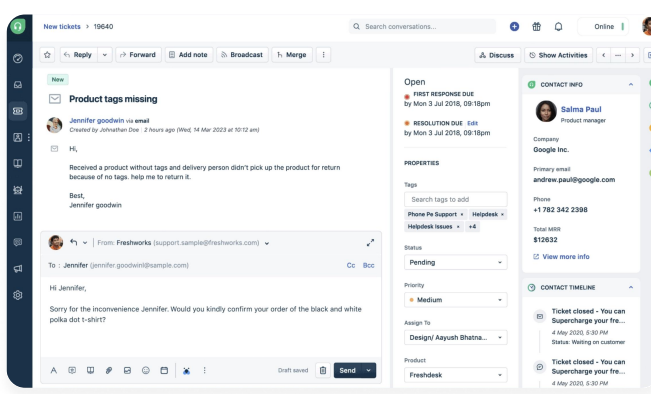


Figure 5b: Rephrase

## Tone enhancer

A generative AI-powered copilot enables agents to compose responses whose tone matches that of your customers. A customer may need critical assistance at once, and a reply with a casual tone. On the other hand, when a customer chats leisurely, a friendly tone may make it easier for them to relate to the brand and they may be inclined to explore more products. Thus, depending on the context of the conversation, agents can choose between 'professional', 'friendly', and 'casual' tones offered by Freddy Copilot. By adjusting the tone, brands can increase customer satisfaction and foster loyal relationships.

**15%** time saved updating tone with Freddy Copilot.

Source: Freshworks Value Engineering Assessment of Freddy AI

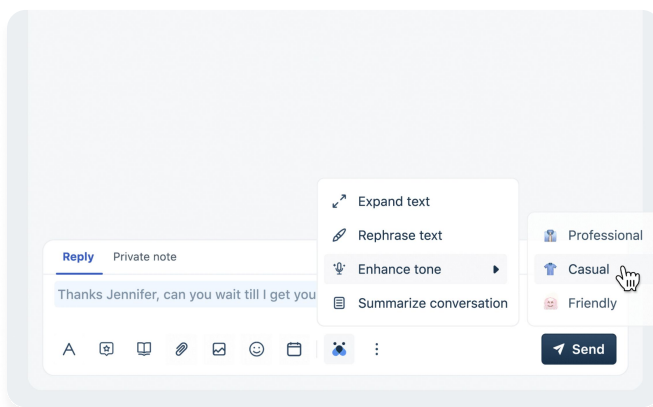


Figure 6a: Tone enhancer

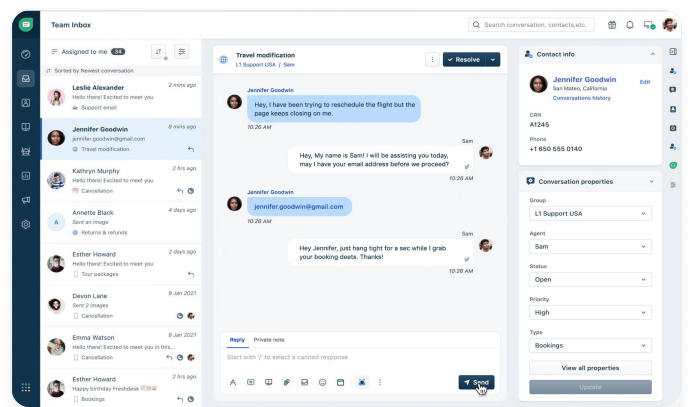


Figure 6b: Tone enhancer

## Proactive Quality Coach

A Proactive Quality Coach assists agents to have better conversations with customers. It reviews the agent's answers right when they hit "send" and suggests real-time improvements for better response quality and consistency. With Proactive Quality Coach, agents can focus less on their language and more on providing the right solution, boosting their overall confidence and speed.



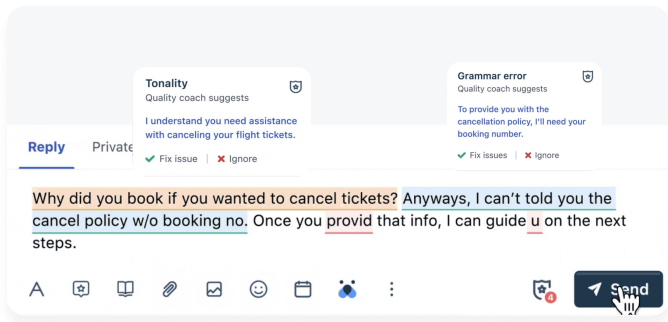


Figure 7a: Proactive quality coach

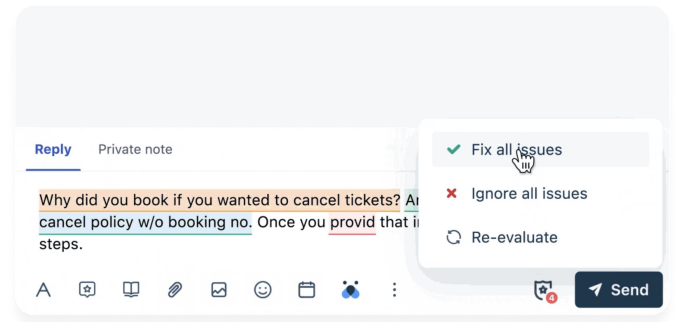


Figure 7b: Proactive quality coach

## Post resolution coach

The post resolution coach feature of Freddy Copilot assesses the quality of interactions between an agent and customer after the issue is resolved. With these insights, agents can gain valuable feedback and visibility into their areas of strength and improvement. Using these recommendations, agents can enhance their performance and feel more confident about their subsequent customer interactions.

Supervisors and admins too can access detailed 'Quality score' reports of agents that have tailored information on six parameters, including:

- The initiation and closing of conversations
- Timelines of responses
- Quality of responses
- Customer sentiment
- Grammar of response
- Usage of abusive words

With these insights, admins can identify agents who need additional training or address an issue that might be a potential escalation.

Furthermore, Quality Assurance (manually reviewing agent conversations) is time consuming and expensive. Leaders need fast and effective ways to ensure agents deliver quality responses and coach when issues rise.

Having this AI capability is a game changer for leaders, because it saves time, money and delivers real-time coaching.

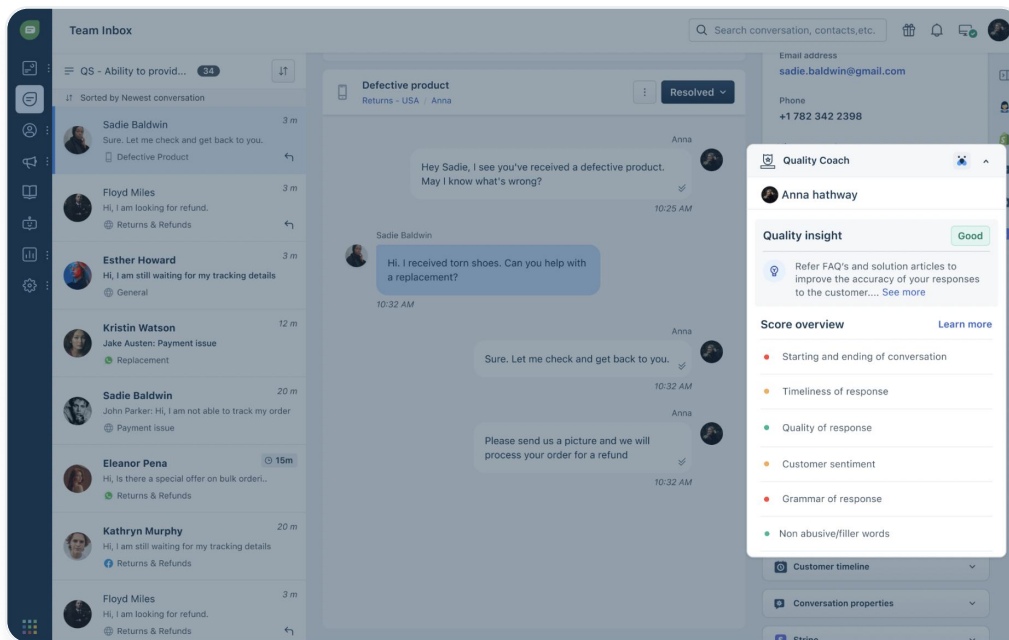


Figure 8: Post resolution coach

### 3. Free up admin time by streamlining operational tasks

In addition to making agent tasks easier, an AI Copilot can act as the perfect personal assistant for admins to execute operational tasks effectively.

Admins spend significant time manually handling account-related activities such as adding or deactivating agent profiles, changing user permissions, or setting up SLA policies.

With Freddy Copilot, admins can leverage generative AI to perform these management processes quickly using natural language prompts. Like conversing with a friend, admins can simply ask Freddy to handle routine tasks and focus on more strategic responsibilities.

Here are a few examples of prompts admins can use to streamline agent management.

1. Add Peter Parker as an agent to the US support group. His email is [peterparker@gmail.com](mailto:peterparker@gmail.com).
2. Make Jane Doe a support admin. Her email id is [janedoe@gmail.com](mailto:janedoe@gmail.com).
3. Add the below list of agents <insert name with email IDs> to the French support group.
4. Deactivate Mark's agent profile.
5. Set business hours as 9 AM (EST) to 1 PM (EST) every Saturday.

# Give your team a break: Introduce them to Freddy Copilot

Modern customer-centric businesses build loyalty and repeat business with omnichannel customer engagement. And the key to unlock greater customer satisfaction still lies with your incredible team of support agents, supervisors, and admins - with a little support of their own.

With an always-on personal assistant like Freddy Copilot, powered by the latest generative AI capabilities, your team can feel more empowered to deliver fast, consistent, and high-quality support bound to breed a loyal customer base. See for yourself.

[Learn more](#)

Disclaimer: Illustrations are only for representation, actual screens may differ slightly.

## About Freddy Copilot

Built into Freshworks customer service products, Freddy Copilot empowers your teams to accomplish more with less effort, allowing them to prioritize what truly matters – delivering exceptional customer service. Imagine having an "always-on" assistant supporting your team round the clock, eliminating the need for additional agent training. Freddy Copilot seamlessly fits within your workflow, rephrasing customer messages, enhancing tone, and suggesting next steps. But it doesn't end there—Freddy Copilot acts as a coach, providing real-time and post-conversation guidance, ensuring higher quality and faster responses for improved agent and customer satisfaction.

## About Freshworks Customer Service Suite

Tired of juggling customer service tools? Freshworks Customer Service Suite helps you deliver delightful support for unmatched ROI in an AI-powered omnichannel solution. Boost productivity and enhance experiences with AI for self-service, real-time agent assistance, and proactive insights. Engage customers with the broadest channel coverage across website, SMS, social, portal, email, and mobile app. Personalize engagements and speed up resolutions with a unified agent workspace that brings customer interactions and history in one view. Realize value rapidly with a seamless solution that's easy to implement, use, and scale.



[freshworks.com](https://freshworks.com)