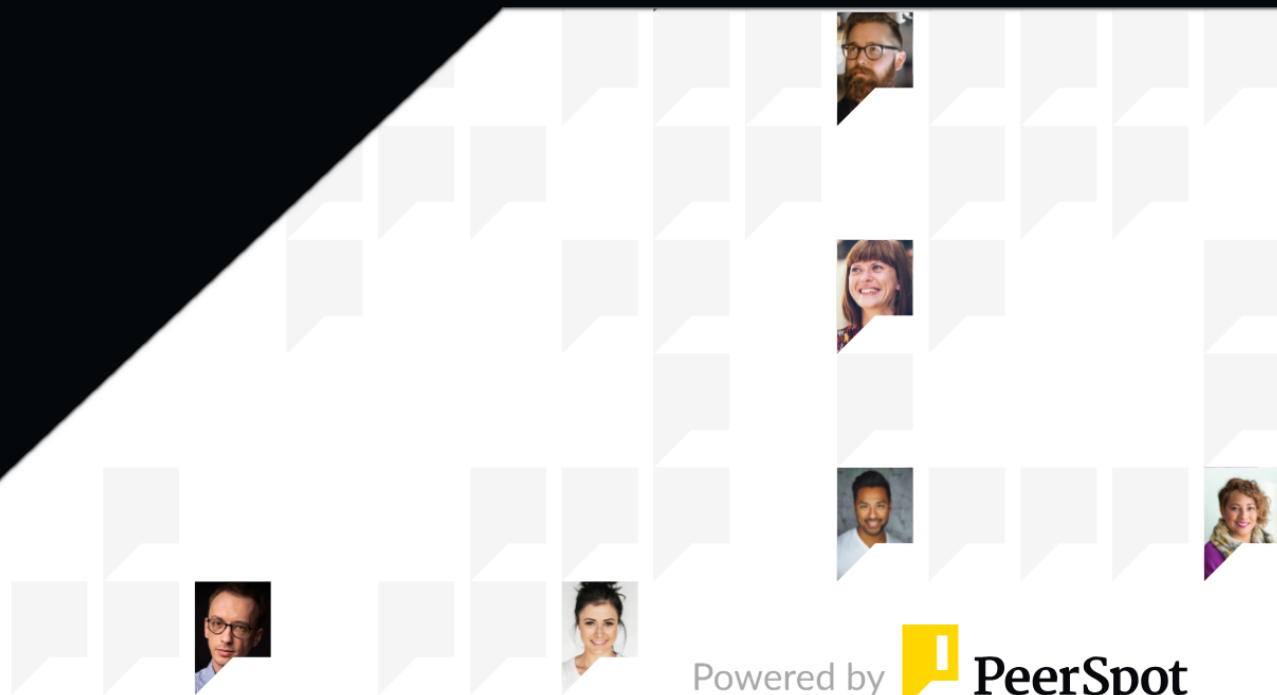




**Freshdesk Omni**

# Reviews, tips, and advice from real users



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# Product Recap



Freshdesk Omni

# Freshdesk Omni Recap

Freshdesk Omni enhances productivity by automating tasks and reducing manual effort. It offers multi-source ticket generation, chatbot integration, and self-service capabilities, making it user-friendly and adaptable for teams.

Freshdesk Omni is ideal for managing interactions across email, chat, phone, and social media while streamlining customer service through AI-driven automation. It boosts service quality with quick data analysis, centralizes desk organization, and optimizes agent workloads by routing inquiries and automating ticket management. Users benefit from advanced ticket management for swift issue resolution, collaboration support, and integration with third-party services. Some challenges include API rate limits, complex configurations with Microsoft 365, Dialpad, and Amazon Connect, and managing ticket properties during high call volumes. Branding features and document uploads also have limitations.

## What are Freshdesk Omni's most valuable features?

- **Multi-Source Ticket Generation:** Integrates various communication channels for efficient ticket handling.
- **Chatbot Integration:** Enhances customer interaction with automated responses.
- **Self-Service Capabilities:** Empowers users to resolve issues independently.
- **Robust Automation:** Reduces manual effort by automating repetitive tasks.
- **Advanced Ticket Management:** Organizes and categorizes tickets for effective resolution.
- **User-Friendly Interface:** Simplifies navigation and usability for teams.

## What benefits should users expect?

- **Improved Response Times:** Speeds up customer service interactions.
- **Enhanced Customer Service:** Delivers a seamless user experience.
- **Efficient Support Channel Management:** Streamlines handling of inquiries across channels.
- **Operational Cost Reduction:** Lowers expenses by automating tasks.
- **Increased Productivity:** Frees time for complex tasks by automating routine ones.

Organizations use Freshdesk Omni across industries to leverage AI automation and omnichannel support, managing customer interactions effectively. By analyzing data swiftly, businesses enhance response times and customer satisfaction, improving engagement and operational efficiency.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:



“The key benefits that I have observed from using Freshdesk Omni are clarity, efficiency in work, ease of use, and the ability to connect different platforms such as JIRA.”



**Apeksha Ghatge**

Sr. Customer Success Manager - Project Delivery at Kazam



“Freshdesk Omni has improved how we communicate with customers, as they can easily send an email that gets created into a ticket, and then we follow up.”



**Benjamin Ongutoye**

DevOps Engineer at ZuriChat



“Freshdesk Omni has positively impacted our organization by helping us reduce operational costs, such as through automating tasks, and we have been able to reduce our operational cost from 30 to 55%.”



**Gabace Mishra**

Software Engineer at Deloitte



“Freshdesk Omni has positively impacted our organization by providing timely response through live chat, which has helped us to gain more customer engagement that has led to more sales.”



**Stewart Ategeka**

Project Manager at EzyAgric



“Freshdesk Omni has positively impacted my organization by helping us stay organized and streamlined with tickets in one place in one portal.”



**BahatiAsher Faith**

Founder at AppNomu SalesQ



“I can share that it has elevated our customer support by 65 percent when it comes to time saved and cost savings.”



**Yilawah Suleman**

Customer service manager at Insight Global



“Freshdesk Omni has positively impacted my organization because the customer engagement rate has improved since I can respond to customer tickets from any channel they come from.”



**Eric Oggie**

Open Source Engineer at ZuriChat

## What users had to say about valuable features:

“The best features Freshdesk Omni offers include the bring your own channel feature, which allows me to bring any channel I want into the solution, such as the telephone.

Bringing my own channels including email, WhatsApp, and Facebook has helped us respond to different technical questions from various channels in one place. This has saved us significant time instead of logging into different social media tools; we can use Freshdesk Omni instead.

I also appreciate the multilingual translation feature, although it could be improved. The multilingual translation feature has helped us automatically translate responses from clients who do not use our native language. When clients use a different language, the tool translates the content, allowing us to understand the context.

Freshdesk Omni has positively impacted my organization by saving us considerable time, as all social channels are accessible in one dashboard..”

**Abayomi Oyewale**

Open Source Engineer at ZuriChat

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“Threads and Tasks are the best features for me, as they enable collaboration with other agents for internal conversations on threads and tasks, and customers can check the progress of their tasks and threads in one dashboard.

“ I also appreciate the multilingual help desk, which helps us provide support articles in different languages with Freshdesk Omni.

“The multilingual help desk enables our clients to access help desks based on their language preferences. The collaboration feature allows our team to collaborate internally on tasks and tickets in real-time.

“Having omnichannel communication in Freshdesk Omni has made our organization more organized in responding to technical questions from different channels, and we have seen significant time savings with Freshdesk Omni..”

**Mugisha Clinton**

Software Engineer at RideLink Inc

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“The best features Freshdesk Omni offers are customization options. I am able to customize the live chat widget to look our brand, for example, with our own branding of fonts, logos, and color. That really stands out for me. The ability to use the custom support portal, whereby we are able to bring our own DNS record and use the support portal from our link, for example, support@easyagric.com, is also great. That gives us total control of our brand.

Another feature of Freshdesk Omni would be the auto-response. The auto-response from the AI is very easy. For example, when clients send a message, the AI is able to respond to them as soon as possible. When it cannot respond, that is when it can route the chat to the agent.

Freshdesk Omni has positively impacted our organization by providing timely response through live chat, which has helped us to gain more customer engagement that has led to more sales. Freshdesk Omni contributes to sales growth because it provides real-time chat with customers, the customers now trust our brand, and it is easier for them to make a sale with us because they trust the team they are buying from. I have seen an increase in sales by 56% since we used Freshdesk Omni..”

**Stewart Ategeka**

Project Manager at EzyAgric

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“There are three best features that Freshdesk Omni offers. The first one is the ability to customize ticket templates. I am able to create escalation rules that help me provide auto-responses on tickets. When clients open a ticket, they get auto-responses that are fully customized using templates. A second feature for me would be the easy integration of live chat from Freshdesk Omni. I can easily customize my live chat to look like my own brand, get the code, and embed it on the website where I want the live chat to appear. In just a few minutes, I am able to start chatting with clients. Another great feature is the easiness of integrating Freshdesk Omni with other social media tools like WhatsApp, X, Instagram, and emails to bring all customer channel communication tools into one unified platform. The integration is the best feature for me because it works so well for my needs.

Freshdesk Omni has positively impacted my organization because the customer engagement rate has improved since I can respond to customer tickets from any channel they come from. For example, through the website, email, WhatsApp, Twitter, Instagram, or Facebook, I can respond. That has made it easy for us to engage with customers, support them, and provide timely responses on their cases. This has created a strong relationship between us and our customers, made them love our products, and increased sales.

I have seen response time reduced to two minutes since tickets are triggered into Freshdesk Omni and a notification is sent out, allowing an agent to respond on time. I have also seen a much higher engagement rate with customers at around 52%..”

**Eric Oggie**

Open Source Engineer at ZuriChat

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“The best features Freshdesk Omni offers are first the integration of assets. For example, you can easily bring in your devices such as laptops, Android phones, and printers using a patch of integration, one command that can bring all assets in one place. You get a clear view of how the tool looks; for example, the user interface looks good, and you know exactly how many tools are installed, how many tools have issues, and how many tools are okay. I also appreciate the reports; you can easily generate reports of tickets, and then you will know exactly the KPIs of which agent is performing well and which one is not performing well.

“Secondly, the way customers can rate our tickets when we close them is a great feature; we ask for feedback and then they share, and those are excellent to me.

“Freshdesk Omni has improved how we communicate with customers, as they can easily send an email that gets created into a ticket, and then we follow up.

Customer engagement has increased by 15%, and it has helped us to save costs. For example, we manage all assets we have, such as laptops, desktops, printers, and internet cables, from one single dashboard, and we track the issues affecting them from one dashboard. Hence, we do not need more engineers, and we just have a few employees operating within Freshdesk Omni, so we save on both costs and time.

“We measured the 15% increase in customer engagement by taking the difference before using Freshdesk Omni and when we began using it, allowing us to get the average and know exactly the time that we have increased by 15%. Regarding cost saving, we have saved a lot of costs because we do not need more engineers to work on certain features of our tools; we only need a few, and we have been able to save 30%..”

**Benjamin Ongutoye**

DevOps Engineer at ZuriChat

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“I believe the best features in Freshdesk Omni are the history that it maintains. Pretty much everyone has the same capability, even Salesforce maintains chat history and calls are integrated within Salesforce. Emails are also interlinked with your Gmail, and whenever you send an email to a client, it is automatically tagged and reflected on your CRM, whether it is Salesforce or Freshdesk. Freshdesk had the same functionality, so it was not different between Salesforce or Freshdesk.

I would prefer to see AI integrated with Freshdesk Omni where it could check the whole history and summarize my email if I need to reply to a client. By checking the history and account status based on our previous conversations, it could analyze and draft an email where I would obviously add a personal touch later. This would be a time-saving feature.

The key benefits that I have observed from using Freshdesk Omni are clarity, efficiency in work, ease of use, and the ability to connect different platforms such as JIRA. We connected Freshdesk Omni with JIRA as project managers who used Freshdesk while our internal team, product managers, and the main tech teams and developers used the JIRA tool. Connecting Freshdesk with JIRA was easier compared to other sales platforms. I am still uncertain about how Salesforce works because it has been a long time since I used Salesforce, but with Freshdesk Omni, it was easier to connect with different platforms.

The automated workflows that we had with the ticketing in Freshdesk Omni helped to improve productivity for us because previously we used Excel. It was a very tedious job because Excel sheets are not linked, and it requires many manual formulas to set up and automate. Linking the sheets and applying formulas becomes very tedious at a certain point. Having a CRM where tracking everything is on one side makes it much easier..”

**Apeksha Ghatge**

Sr. Customer Success Manager - Project Delivery at Kazam

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## Other Solutions Considered

“I had previously used Zendesk, but I switched because Zendesk was not giving me exactly what I wanted. For example, the cost was ever increasing, and setting up the tool was lengthy..”

**BahatiAsher Faith**

Founder at AppNomu SalesQ

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“We did not opt for other options or solutions available in the market as it was my manager's call. We have also used HubSpot, and I have previously used Salesforce. HubSpot is okay, and I would rate it a three. However, it is very cost-effective, and people use it a lot when comparing to these three CRMs. We just went with a trial version to see how this CRM works..”

**Apeksha Ghatge**

Sr. Customer Success Manager - Project Delivery at Kazam

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“I would evaluate the impact of Freshdesk Omni on my issue escalation processes as much better than my previous solutions. It really helps resolve most of the ongoing process problems. I have migrated from Jira to Freshdesk and from ServiceNow to Freshdesk..”

**ParthSudra**

Solutions Architect at Locuz Enterprise Solutions Ltd

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“In comparison to Salesforce and HubSpot, pricing is where HubSpot stands first as it is on the more affordable end. Freshdesk Omni is in the middle. However, Salesforce provides value for money. The user experience I have had with Salesforce is the best, and it is better than Freshdesk Omni, in my opinion. By the time I used it in 2024, the features they had introduced for segregating each account or client were way more efficient and clearer than what I experienced with Freshdesk Omni..”

**Apeksha Ghatge**

Sr. Customer Success Manager - Project Delivery at Kazam

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“The choice depends on what the customer is looking for. If their segment is B2B, Pylon is probably a good option. If they need general support in the same price range, Help Scout, Front, or something similar might work. If they are a bigger organization, Zendesk or Intercom are the way to go. Those would be a bit pricier but much more capable..”

**Verified user**

Product Manager at a consultancy with 11-50 employees

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# ROI

Real user quotes about their ROI:

“Money has been saved, definitely, even on the time saved. For employees, we have a team of nine members, and all of them are using Freshdesk Omni under our project..”

## Verified user

Sr cloud engineer at a tech vendor with 201-500 employees

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“We have seen a reduction in average handling time by 30%. Additionally, we have achieved an average ROI for our company of around 225% ROI over the three years that we have used the tool..”

## Mugisha Clinton

Software Engineer at RideLink Inc

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“I have seen a return on investment with fewer employees needed. I believe you need approximately three to four employees to respond to tickets, and the cost has been saved because of using fewer employees to respond to tickets and using AI to send auto-responses that are solutions to technical questions clients ask. I have seen a great improvement in return on investment of approximately thirty-five percent..”

**BahatiAsher Faith**

Founder at AppNomu SalesQ

[Read full review](#) 

# Use Case

“I use Freshdesk Omni for our inter-department communication and also for connecting with our clients, where the client would raise a request on Freshdesk and it was rerouted to our internal Freshdesk where we had a separate CRM. The use case was very different in that regard, and we would solve the tickets from there..”

**Apeksha Ghatge**

Sr. Customer Success Manager - Project Delivery at Kazam

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“Freshdesk Omni provides customer support by enabling the creation of customer portals and knowledge base systems where customers can open tickets and read support articles.

“ We are able to create a customer portal where customers can log in and create tickets for issues they encounter. Additionally, customers can read articles from the knowledge base that we have set up. Our knowledge base system allows customers to access support articles and help articles that guide them on how to use our tool..”

**Mugisha Clinton**

Software Engineer at RideLink Inc

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“My main use case for Freshdesk Omni is customer support, whereby I am able to use the live chat to respond to customer inquiries through our website. I integrate the live chat of Freshdesk Omni into our website, and when clients land on the website, they can initiate a chat with us, and then the agent responds in real time.

I also use the ticketing management with Freshdesk Omni to respond to tickets. For example, if an issue needs a longer time to be resolved, I can turn the live chat into a ticket, and then the client can follow up through their support portal. Ticketing management is also something that I use..”

**Stewart Ategeka**

Project Manager at EzyAgric

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“My main use case for Freshdesk Omni is centralized customer support, whereby I bring all channels like WhatsApp, email, live chat, and Telegram into Freshdesk Omni so that I can respond to customer cases through the Freshdesk Omni dashboard.

I use Freshdesk Omni by responding to customer support. I integrate the email for my organization, as well as the customer support portals that enable clients to open their tickets. When they report a case or incident, I am able to log into Freshdesk Omni and update the progress, whether it is in progress, solved, or pending, and provide a response and resolution toward those reported cases through Freshdesk Omni..”

**Eric Oggie**

Open Source Engineer at ZuriChat

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“My main use case for Freshdesk Omni is managing ticketing and contacting customers when they reach out to respond to them. I also use it to set up our knowledge base system.

One specific example of how I use Freshdesk Omni to manage ticketing and respond to customers is demonstrated through its effectiveness in our workflow. When clients contact us, they create a ticket in their portal, and I am able to respond to those tickets on time. This has increased customer engagement.

I can integrate Freshdesk Omni's live chat into our website, which allows us to respond to clients in real-time..”

**Abayomi Oyewale**

Open Source Engineer at ZuriChat

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“My main use case for Freshdesk Omni includes three ways. First, I use it to provide customer support through a ticket system whereby clients can create tickets, and then we can respond to them.

“Secondly, I also use it as a knowledge base system whereby I can create what we call support articles that can guide clients on the website on how to use our product. Thirdly, I also use Freshdesk Omni as our tool to manage assets internally and to manage tickets internally from our employees of different levels.

“For managing assets internally with Freshdesk Omni, we integrate assets from different locations and workstations into the solution. When such an asset, for example, an internet cable, laptops, or printers, gets an issue, we are very sure that the team is going to open a ticket regarding those tools from Freshdesk Omni, and then the technical team is going to follow up and fix the issue..”

**Benjamin Ongutoye**

DevOps Engineer at ZuriChat

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# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“I'm not sure about that. I don't know because when customers come to us, they already have their account set up, so we are not a part of the purchasing process..”

**Verified user**

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Product Manager at a consultancy with 11-50 employees

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“I have not purchased Freshdesk Omni myself. My company has done that, and it was already deployed in our organization, so I have never done the setup from scratch..”

**Verified user**

[Read full review](#) 

Sr cloud engineer at a tech vendor with 201-500 employees

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“My experience with pricing, setup cost, and licensing has been good. The setup cost is very affordable, and the company has good engineers that can take you through the demo so you understand specifically which features you are more interested in, since the tool comes with a variety of features..”

**BahatiAsher Faith**

Founder at AppNomu SalesQ

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“I find the integration process with my website for Freshdesk Omni straightforward, just generating the code and then pasting it in the website footer and the live chat would appear instantly and I can start right away chatting with clients.

I found the process of customizing the live chat widget and setting up my own DNS record for Freshdesk Omni simple. I did not need any support..”

**Stewart Ategeka**

Project Manager at EzyAgric

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“According to my experience, there is not much to dislike or state that Freshdesk Omni needs improvement, but I would highlight that the initial setup with Microsoft 365, specifically email filtering, was time-consuming to configure. Additionally, setting up Freshdesk Omni with Dialpad and Amazon Connect requires multiple configurations, API integrations, and permissions that may be difficult for non-technical users..”

**Gabace Mishra**

Software Engineer at Deloitte

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“Integrating Freshdesk Omni with our existing tools and systems was easy. For example, to integrate the knowledge base, we just logged in to Freshdesk Omni, then configured custom email records. We wanted our desk to be at portal.zurichat.app, so we were able to set those records and integrate them into Cloudflare. Embedding the live chat on our website was also easy; we customized the chat code to integrate it into the head section of the website pages where we wanted the widget to appear. As for integrating devices, it provides a good command that can be run in the terminal to add all devices, and it is easy to import more devices for asset management..”

**Benjamin Ongutoye**

DevOps Engineer at ZuriChat

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# Customer Service and Support

“My approach to customer service depends on the customer experience feedback I receive. I use a prepared checklist to mark customer feedback as success criteria. Based on the input given by customers, I measure both the successful and unsuccessful aspects of the service..”

**ParthSudra**

Solutions Architect at Locuz Enterprise Solutions Ltd

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“Customer support is excellent. They respond to technical questions on time, and you receive a dedicated account manager that you can always reach out to when you encounter trouble and need to ensure your problem gets solved as soon as possible.

I would rate the customer support ten out of ten..”

**BahatiAsher Faith**

Founder at AppNomu SalesQ

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# Other Advice

“My advice to others looking into using Freshdesk Omni is that it comes with more features to use, for example, ticket management and asset management. If you are looking to use a consolidated solution in one portal that can help you respond to customers as well as manage your assets and manage your internal tickets, then Freshdesk Omni is the best choice. I would rate this product an eight out of ten..”

**BahatiAsher Faith**

Founder at AppNomu SalesQ

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“Freshdesk Omni brings all customer support channels into one dashboard and one unified inbox. My advice would be that it is something worth trying, but you need to mind your budget. If your budget is too small, then Freshdesk Omni would not be a great choice because the pricing is per user, per month. If you have a lot of agents like ten, then you would realize that the solution is going to be more expensive.

I found this interview very easy and nothing should change for the future. I would rate this product a 9 out of 10..”

**Eric Oggie**

Open Source Engineer at ZuriChat

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“Requesting feedback on every ticket has helped us understand exactly how to serve clients, and I have seen a fifteen percent increase in time saving.

The advice I would give to others looking into using Freshdesk Omni is that it is highly scalable. You can use it for different purposes such as a customer communication tool, creating support articles and knowledge base, and managing your assets on the cloud. The cost is reasonable. I would advise others to use Freshdesk Omni if they want to save time and reduce costs. I rate this solution an eight out of ten..”

**Abayomi Oyewale**

Open Source Engineer at ZuriChat

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“My advice to others looking into using Freshdesk Omni is that it is simple to use, simple to understand, and simple to deploy, so you can go for it.

I rate the customer support for Freshdesk Omni a 10.

I decide to rate Freshdesk Omni a 10 because it is so easy for me. I appreciate the dashboard, the usability, everything, and the pricing.

Regarding Freshdesk Omni's AI capabilities, I think the governance and security are more secure. I have not seen any issue.

Regarding Freshdesk Omni's AI capabilities, I think it is more accurate and the output is positive. I rate Freshdesk Omni an overall score of 10..”

**Stewart Ategeka**

Project Manager at EzyAgric

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“Handling updates or upgrades to Freshdesk Omni is a smooth process, as we use

it on a cloud; all updates are done automatically.

“Freshdesk Omni handles multichannel support effectively; you can easily integrate any channel you want to use, including emails, chat, and social media.

“Managing user roles and permissions within Freshdesk Omni is flexible; it allows me to assign roles to determine what features a certain role can access, so it is more flexible and easier.

“My advice to others looking into using Freshdesk Omni is that it is cost-friendly, easy to set up, easy to understand, and adaptable with many features; you can manage your assets within the tool, so I would recommend it.

“I found this interview to have too many questions; I think you need to make it shorter, more precise, and concise. I would rate this product a 9 out of 10 overall..”

**Benjamin Ongutoye**

DevOps Engineer at ZuriChat

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“We had automated workflows in Freshdesk Omni where a client would raise query tickets, and it was rerouted within Freshdesk where we would get the specific tickets. There was a round robin setup which was handled by my manager, so he would assign the tickets to each team member by seeing their buckets and how many tickets were pending or solved. Depending on the weightage and the solution, he would give the tickets accordingly or split them between the teams depending on each other's bandwidth.

I evaluated the impact of Freshdesk Omni on our issue escalation process, and it remained pretty much the same because the only difference was the visibility aspect where we get to know the effectiveness of the escalations when compared to manual processes. Without having a CRM and with having a CRM, any CRM would provide this benefit. However, the efficiency to solve a problem and the clarity which it brings is way better when compared to not having any CRM in your

company.

We were in a stage of building metrics and data points to measure the success of Freshdesk Omni's omnichannel support with the help of our clients, but it was just halfway through and things got different. The company moved in a different direction, so we all got laid off. We were about to implement it and were discussing it, but it was just in a preliminary stage and we could not move further with the data points.

I would try to advise others looking into implementing Freshdesk Omni to try with the premium version. I am sure that they have specific modules in there, and I believe they have integrated AI now. It was a discussion back then itself as they were pitching the premium version, but due to budget constraints, we could not move forward. I would surely recommend that instead of going with the basic version, try the premium version first, then analyze and come back to the basic version if it does not favor the business.

I would rate this review as a six overall..”

**Apeksha Ghatge**

Sr. Customer Success Manager - Project Delivery at Kazam

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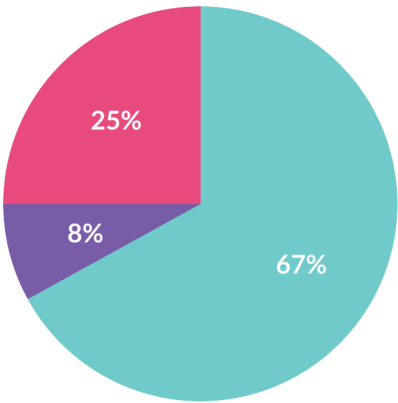
# Top Industries

by visitors reading reviews

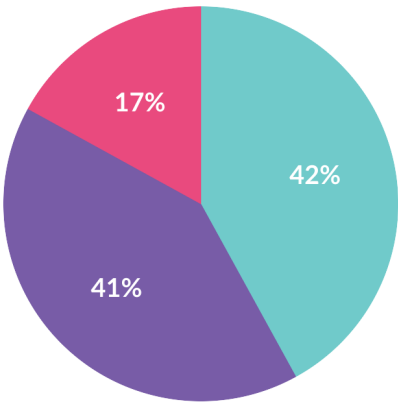


# Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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