Freshworks and Pitney Bowes Bring AI-powered Self-Service to the Frontlines of Shipping and Mailing

Freddy the Omnibot delivers instant support for Pitney Bowes SendPro C-Series users and automated incident reports to Help Desk Managers

SAN BRUNO, Calif., November 16th 2018 **–** Freshworks, a global leader in customer engagement software, has partnered with [Pitney Bowes](#) (NYSE:PBI), a global technology company that provides commerce solutions in the areas of ecommerce, shipping, mailing, and data to integrate [Freddy,](#) its recently launched Omnibot Artificial Intelligence (AI) engine with the next generation [SendPro](#) ®-[C-series](#) device. Pitney Bowes will leverage Freddy, Freshworks' AI technology to empower users with more effective support through chat interactions. This will be Freddy's first hardware integration, within a month of its global launch.

With this integration, Freddy will be the first touchpoint for support and onboarding queries from Pitney Bowes SendPro C-Series users. For example, in case of hardware issues like a paper jam, or an upload failure, Freddy, is able to provide device contextual support material for users to resolve the issue seamlessly, and hence minimizing the need to call Customer Support. If additional support is required, Freddy can facilitate assistance from Pitney Bowes Customer Support by creating a ticket.

Freddy works in tandem with other C-Series apps to enable self-service and systematically troubleshoot queries. Here are some ways in which the Omnibot makes tasks simpler for customers.

Support with context - Freddy enables support right on the SendPro C-Series device whenever users need it. Freddy provides solutions in easily consumable formats, including videos, to make it intuitive for users to resolve their queries.

Onboard users with ease Freddy enables users to understand and ask questions about C-Series apps by answering frequently asked queries and providing information on several topics relevant to each app. This ensures adoption and engagement to leverage the power of these apps.

Simple yet powerful - Freddy is simple to configure to every customer's business needs. Leveraging deep learning AI capabilities, Freddy can augment user's engagement with products, thereby providing higher revenue potential with lower costs for businesses.

"Our vision for Freddy is to bring the power of AI out to the most distant edges of support for a better service experience. Our partnership with Pitney Bowes expands the capability of their all-in-one sending solution, the SendPro C-series and enables self-service for their customers from the device itself." said Girish Mathrubootham, CEO of Freshworks. He also added, *"This further expands on our promise of Freddy as an AI-powered omnibot that is truly omnipresent."*

"The Freshdesk app by Freshworks helps clients easily manage customer support tickets. Integrating with Freddy is the next step to provide enhanced customer engagement through predictive customer service that allows users to be in-charge of their own products, while enhancing the client experience." said **Manish Choudhary**, senior vice president, global SMB products and strategy, Pitney Bowes.

Available across Freshworks' customer engagement products, Freddy is constantly learning from customer interactions across marketing, sales and support, and automatically replies to common queries over email, chat, voice-calls and even social media with the appropriate content from the customer's knowledge base. This enables sales and support teams to focus on more complex, high-value inquiries.

Pitney Bowes SendPro C-Series apps ecosystem also houses the Freshdesk product app that allows businesses to manage and deliver seamless customer experience.

For more information on Freddy the Omnibot, please visit:
https://www.freshworks.com/freddy-ai-engine

About Freshworks

Freshworks provides organizations of all sizes with SaaS solutions that make it easy for customer support, sales and marketing professionals to communicate effectively with customers for better service and collaborate with team members to resolve customer issues. The company's products include Freshdesk, Freshservice, Freshsales, Freshcaller, Freshteam, Freshchat and Freshmarketer. Founded in October 2010, Freshworks Inc., is backed by Accel, Tiger Global Management, CapitalG and Sequoia Capital India. Freshworks' headquarters are located in San Bruno, Calif., with global offices in India, UK, Australia and Germany. Freshworks partner ecosystem consists of 300+ partners across 40+ countries who resell, customize, and implement our solutions and support customers worldwide. Our Marketplace features over 500 apps developed by ISVs (Independent Software Vendors) and SIs (Systems Integrators). The company's cloud-based suite is widely used by over 150,000 businesses around the world including the NHS, Honda, Rightmove, Hugo Boss, Citizens Advice, Toshiba and Cisco.

About Pitney Bowes:
Pitney Bowes (NYSE:PBI) is a global technology company providing commerce solutions that power billions of transactions. Clients around the world, including 90 percent of the Fortune 500, rely on the accuracy and precision delivered by Pitney Bowes solutions, analytics, and APIs in the areas of ecommerce fulfillment, shipping and returns; cross-border ecommerce; presort services; office mailing and shipping; location data; and software. For nearly 100 years Pitney Bowes has been innovating and delivering technologies that remove the complexity of getting commerce transactions precisely right. For additional information visit Pitney Bowes, the Craftsmen of Commerce, at www.pitneybowes.com.