



Prepared for:

G-Cloud 15

Service Definition

Freshdesk Omni

Customer Experience Software (CX)

Freshworks.inc

Lot 2b Software as a Service (SaaS)





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1. Introduction

Company Overview

Business Profile

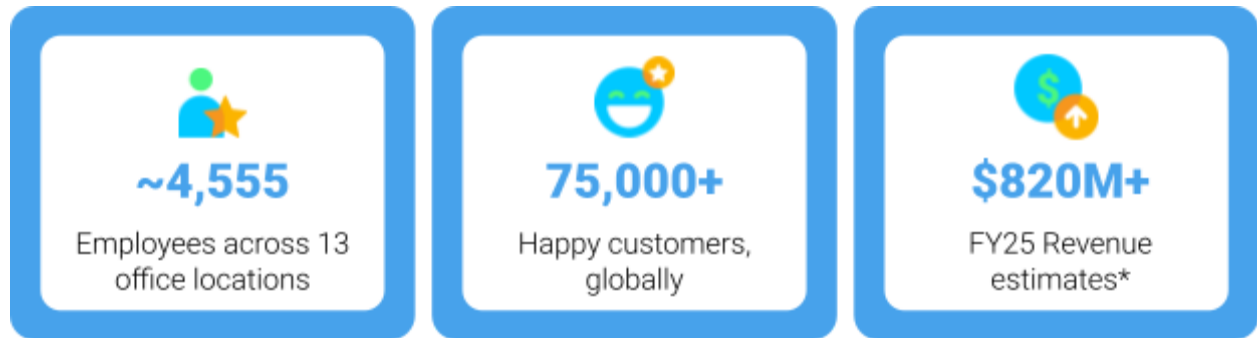
Freshworks Inc. builds uncomplicated service software that delivers exceptional customer and employee experiences. Our enterprise-grade solutions are robust yet easy to use and quick to deliver results. Our people-first approach to AI eliminates friction, making employees more effective and organisations more productive. Over 75,000 companies, including Bridgestone, New Balance, Nucor, S&P Global, and Sony Music, trust Freshworks' customer experience (CX) and employee experience (EX) software to fuel customer loyalty and service efficiency.



Business History

Girish Mathrubootham founded Freshworks (formerly Freshdesk) in 2010 to provide customer support software that departed from the traditional, clunky, and expensive interfaces. Since then, Freshworks has expanded its product offerings beyond customer support, with products covering IT service management, CRM (marketing automation and sales automation). Freshworks Inc. is now a publicly traded company (Nasdaq: FRSH) headed by Dennis Woodside (CEO and President).

Read more about the leadership structure [here](#)



Locations

We have a dynamic team of approximately 4,555 employees operating from 13 global offices. Our reseller network comprises over 460 partners worldwide.

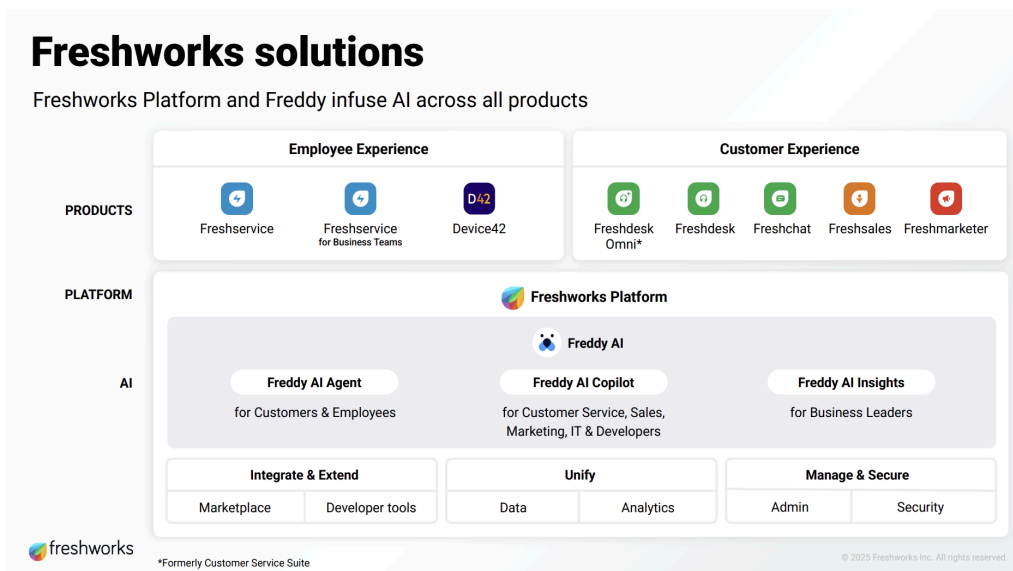
Headquartered in San Mateo, California, it has additional offices in the United States and internationally, including Denver, Seattle, and Bellevue. Its principal engineering facility is in Chennai, India, and other offices are in London, the United Kingdom; Paris, France; Berlin, Germany; Utrecht, the Netherlands; Bangalore and Hyderabad, India; and Sydney and Melbourne, Australia.

Vision & Mission

Freshworks' Vision is to make products and services accessible for businesses of all sizes and to delight their customers and employees across all touchpoints. Its Mission is to provide businesses with modern, unified, and intelligent SaaS products designed with the end user in mind. Freshworks adopts an innovative approach to developing customer and employee engagement tools that are quick to implement, user-friendly, and affordable, enabling businesses to exceed expectations and achieve tangible results.

Product Portfolio

Freshworks is a leading cloud-based Customer Support and Employee Engagement Suites provider for organisations' support, sales, marketing, ITSM, and business teams.



Freshworks Admin Center delivers an end-to-end platform design to unify customer experiences, enhance employee productivity, and empower an ecosystem of developers and partners. Imagine the simplicity and efficiency of having a single platform to customise, integrate, and automate workflows for customer support, IT, and CRM use cases.

Our Customers

We empower over 75K+ businesses across 120+ countries.

Working with amazing brands around the globe

74,000+ customers in over 120 countries over multiple growth verticals



The infographic displays a world map with logos of Freshworks customers categorized by industry:

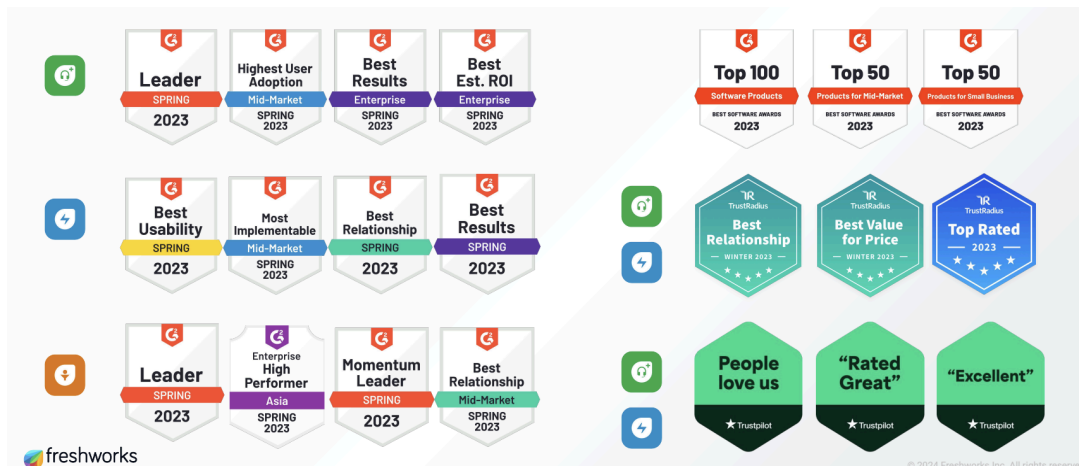
- Retail, logistics, and ecommerce:** TaylorMade, Decathlon, new balance, Carrefour, Swire Coca-Cola.
- Financial services:** Discover, S&P Global, Commercial Bank of Dubai, Klarna, Sterling Bank & Trust.
- Auto and manufacturing:** Clipay, Bridgestone, Tata, Champion X, Satair.
- Media and entertainment:** Cineworld, Marvel, AMC Networks, ITV, Multichoice.
- High-tech:** Smartsheet, Databricks, Saviynt, Seagate, Cloudera.
- Hospitality and transportation:** Global Business Travel, Big Bus, Navblue, Addison Lee, FCM.
- State, local and education:** Penn, USC, University of Oxford, City of Bellevue.

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Customer Spotlights

Recognition & Peer reviews

Freshworks products have time and again been recognised by global business reviewers like Top G2 Crowd, TrustRadius, and Trustpilot.



Contact Us



freshworks.com



support@freshworks.com



[+1 \(855\) 747 6767](tel:+1(855)7476767)

Value Proposition

Freshdesk Omni addresses key challenges faced by public-sector organisations, particularly the need to modernise citizen services, simplify support operations, and improve response times while working within tight budgets and constrained resources.

Ease of Use:

Freshdesk Omni is designed for simplicity and high adoption. Its intuitive interface for agents and citizens reduces training time and ensures rapid uptake. Freshdesk consistently ranks highly on G2 and Gartner Peer Insights for usability and customer satisfaction.

Unified Omnichannel Platform:

The solution brings together email, phone, chat, social media, WhatsApp, bots, and self-service into a single, seamless workspace. This creates a 360° view of citizen interactions and eliminates

channel silos. With open APIs and 1,000+ marketplace apps, organisations can customise workflows and integrate with existing government systems with ease.

Innovation: Freshdesk evolves continuously to meet modern service expectations. Features like queue management, workforce optimisation, predictive routing, and automated workflows help public-sector teams streamline service delivery and improve operational efficiency.

Empowering Through AI: Freddy AI enhances agent productivity with automated responses, ticket summaries, intent detection, and suggested resolutions. It helps reduce backlogs, identify trends, and automate repetitive tasks—allowing teams to focus on complex citizen needs and high-impact services.

Partnership:

Freshworks supports public-sector organisations beyond standard vendor relationships. With responsive support, implementation guidance, and low reliance on costly professional services, we work as an extension of your team to ensure long-term success.

Rapid Time to Value:

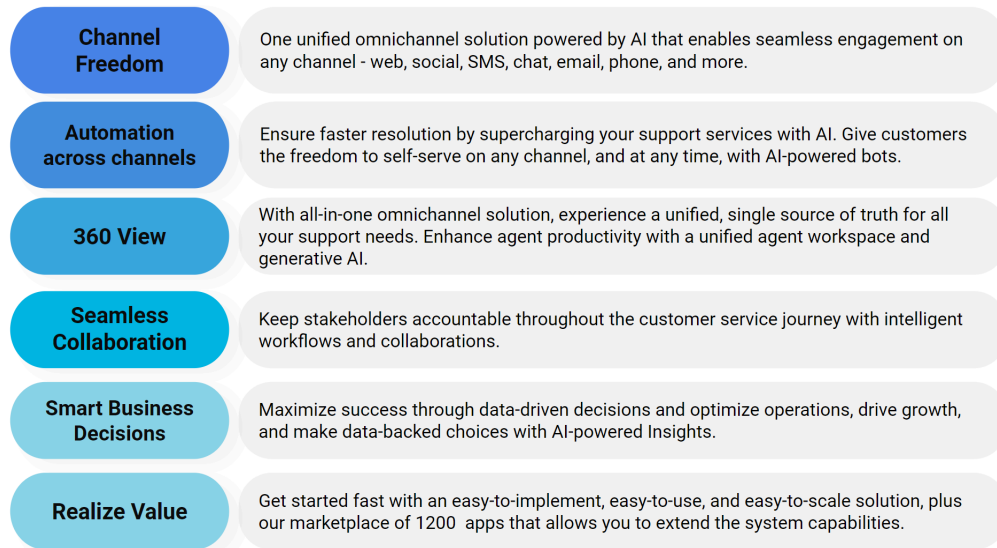
Freshdesk Omni is quick to deploy, easy to configure, and designed for fast agent adoption. Agencies see immediate improvements in efficiency, citizen satisfaction, and service performance.

Security & Compliance:

Freshdesk is hosted on secure AWS data centres and aligns with major security and privacy standards, including GDPR, ISO 27001, SOC 2, and more. Citizen data is handled with strict safeguards to ensure compliance with public-sector requirements.

What the Service Provides

Our unique offering provides an end-to-end unified platform with a dedicated customer and agent-facing portal, providing ease of access for both. With clutter-free, intuitive, and futuristic UI, agents and customers can navigate the platform and easily come across what they need. The Freshworks platform provides a one-stop solution for all the self-service, conversations, and ticketing capabilities and, thus, giving your customers a sense of availability that they can reach out through any of these channels and resolve any issues seamlessly. With support supercharged through AI, you can ensure agent productivity, thereby realizing value and rapid impact. Here are some of the unique USPs our platform provides:



Social Value

At Freshworks, we are deeply committed to addressing economic inequality through our flagship Social Impact Initiative, the 'Freshworks STS Software Academy'. This program empowers youth (17-20 year old academic dropouts, from deserving communities) by providing communication, life skills, problem solving and software training (Tech), along with job opportunities.

By lifting students from generational cycles of poverty and placing them in software jobs, we contribute to the sustainable development of as many families by raising their socioeconomic strata. As part of our commitment to enable unhindered training for students and for them to thrive in the tech industry, we provide comprehensive support including laptops, food (all 3 times), stipends (to stay near the office & attend in-office classes), access to a classroom facility housed inside Freshworks office (to truly transform their mindset), and professional training for one year followed by placement opportunities.

To date, we have trained and placed over 200+ students, with an average of 80 students trained and placed each year. We have been executing this project with an all-inclusive in-house resource for the last five years, focusing not on scale but on the depth and impact that we would like to create in the lives of every student.

The above-mentioned social impact program is currently being implemented from our Chennai (India) office, and we are planning for a roadmap to replicate this project in a customised way, depending on the ground realities/gap assessment in the other geographical regions where we have our business presence as a give back to respective communities in empowering the

undeserved. We are working on a strategic roadmap to have effective social impact initiatives across all our business locations/regions; down the line we will surely achieve it and the model that we have created in India (Chennai) would surely serve as a proof of concept when we expand.

Apart, Freshworks is deeply committed to reducing the environmental impact in delivering our services. We recognise the importance of operating responsibly and contributing to global efforts for a more sustainable future. Some of our key environmental initiatives are listed here below; Freshworks operates under the guidelines of the Environment Management System (EMS) and the Eco-Management and Audit Scheme (EMAS). We undergo annual independent external ISO audits by BSI, ensuring that our practices meet the highest standards for environmental management.

Guiding Principles for Sustainability: We adhere to three core principles that drive our sustainability efforts:

Environmental Responsibility: We operate all business functions with a strong focus on environmental sustainability.

Resource Efficiency: We follow the 3Rs—Reduce, Reuse, and Recycle—wherever possible to minimise waste and optimise resource usage.

Environmental Sustainability: We actively contribute to environmental sustainability projects through grants to NGOs dedicated to these causes.

Zero-Waste Initiatives: Freshworks has implemented a zero-waste kitchen and a robust recycling process for dry waste, such as tissue paper, cardboard, and used paper. Recently, we recycled over 4,000 kg of waste, earning the ITC WOW Recycle Award.

Green Building Operations: Our main operational hub in Chennai is a LEED Certified energy-efficient green building, where 80% of our workforce is based. This building is designed to minimise environmental impact through energy-efficient practices.

Sustainable Vendor Selection: We carefully select our IT and cloud data-centre vendors based on their carbon footprint and commitment to net-zero emissions targets, ensuring that our partners share our commitment to sustainability.

Carbon Footprint Reduction: Freshworks practices near-zero carbon footprint operations by going paperless, consolidating data centers, and encouraging car-pooling and shared cab services to reduce emissions.

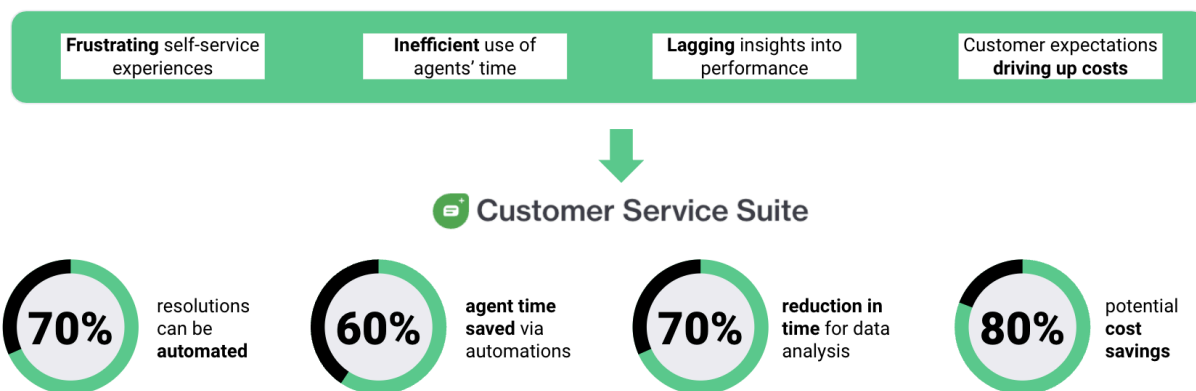
E-Waste Management: We have a comprehensive ISO-certified e-waste management process centralised in Chennai, ensuring that electronic waste is disposed of responsibly.

Environmental Initiatives: Freshworks has committed to allocating 20% of our annual CSR budget towards environmental and community projects. This includes a tree-planting initiative.

Overview of the G-Cloud Service

Freshdesk Omni is our omnichannel offering that integrates a conversational AI interface and chatbots with advanced ticketing and collaboration features. The robust solution empowers businesses to deliver exceptional customer support while providing the option to add on additional capabilities like Freshcaller, Freshbots, and Freddy Copilot.

Our solution provides AI-powered self-service capabilities across multiple channels to minimise wait times and increase issue resolution efficiency. Freshbots, powered by Freddy Self Service, work on many channels so customers can find answers wherever they are. With Freshbots deflecting up to 70% of conversations, your team can focus on what matters most.



Freshworks' AI engine, Freddy AI, powers our products with a unique combination of our in-house AI capabilities and the generative AI technologies from leading AI service providers to deliver personalised and frictionless experiences. Freddy Copilot assists the support agents and can suggest responses, recommend actions, and summarise events.

The Suite is special in its ability to unify conversational support with advanced ticketing and collaboration, all powered by AI, to deliver a seamless experience for businesses of all sizes. Below are the benefits of Freshworks' customer service suite :

- Automate self-service across channels - Give customers the freedom to self-serve on any channel, and at any time, with AI-powered bots.
- Empower agents with full customer context - Enhance agent productivity with a unified agent workspace and generative AI.
- Enable seamless collaboration across teams - Keep stakeholders accountable throughout the customer service journey.

- Make smart decisions faster - Empower leaders to make data-driven decisions with proactive insights surfaced by AI.
- Realise value and impact quickly - Get started fast with an easy-to-implement, easy-to-use, and easy-to-scale solution, plus our marketplace of 1200 apps.

Associated Services

Maintenance & Support: Freshworks owns the complete application support and maintenance for the customer's Freshdesk Omni instance. This includes 24x7 technical support to troubleshoot any issue the customer may face or to answer any customer query. Customers will also be provided with a Technical Account Manager who will be a single point of contact with complete context on the customer's configuration settings and use cases (as shared by the customer). Freshworks also has an active Network Operations Team that monitors the network traffic to Freshdesk Omni accounts globally.

Professional Services: Freshworks will employ a Technical Account Manager (TAM) to help in pre-implementation assessments, requirement discovery, and implementation and training. An Engagement Manager (EM) will be available to coordinate the complete onboarding journey. All the project management activities will be taken care of by the EM. Our customer success team provides post-implementation support. TAM and EM will be part of the initial Hyper care period until our Customer Success Manager (CSM) understands the customer environment. Freshworks customer success team will engage with customers to enable product adoption. A dedicated CSM and support team will engage with the customer to provide any post-implementation support. The CSM will also ensure you get the most out of your Freshdesk Omni instance. This will include conducting Quarterly Business Review (QBR) meetings, objective setting, annual reviews, and proactive feature meetings when new or relevant features are released.

API: Freshworks provides public documentation of our developer SDKs as well as APIs. Using our powerful, open APIs and SDK capabilities, Freshdesk can integrate with a variety of external, third party systems and solutions. Freshdesk's APIs belong to the REpresentational State Transfer (REST) category. This means that they can be used to perform "RESTful" operations such as reading, modifying, adding or deleting data from a service desk.

2. Data Protection

Information Assurance

Freshworks' security & privacy policies and controls, being a multi-tenant SaaS provider, comply with standards and guidelines applicable to our services. Freshworks processes and controls comply with the following standards as of today.

- ISO 27001: Certified by an independent third-party
- ISO 27701: Certified by an independent third party
- SOC II: Attested by an independent third party

- GDPR: We have product features, technical measures, organisational practices, and a Data Processing Addendum
- Cyber Essentials & Cyber Essentials Plus: Certified by a third party

For more information on our security practices, please visit www.freshworks.com/security.

You can also request our security documents and reports from the following link: <https://trust.freshworks.com/>.

Data Back-Up and Restoration

Freshworks has well-defined Business Continuity and Disaster Recovery (BC/DR) plans designed to ensure the confidentiality, integrity, and availability of customer data, including strong controls to protect against data loss. Our BC/DR documentation, including the BC-DR for Cloud Services and DR Executive Summary, can be requested via <https://trust.freshworks.com/>.

To prevent data loss, Freshworks uses a highly resilient AWS architecture with redundant infrastructure across multiple Availability Zones. We maintain continuous backups in another AWS data centre within the same region (at least 100 km apart) and perform daily cloud snapshots (incremental backups) that are retained for the last seven days. All backup data is encrypted at rest (AES-256) and in transit (TLS 1.2+). Backups are centrally managed by Freshworks to ensure integrity and consistency; end users cannot modify or control backup schedules.

Our BC/DR processes are regularly reviewed, updated, and tested. We conduct annual BC/DR tests, including tabletop exercises, simulation drills, call-tree tests, evacuation drills, component-level testing, and disaster recovery simulations. We also perform Business Impact Assessments (BIA) to identify critical functions and dependencies.

Freshworks defines clear Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO) for each product; typically, 4 hours RTO and 1 hour RPO for most services (with certain products like Freshsuccess and Freshteam designed for even faster recovery).

If a client has specific backup, retention, or BC/DR requirements, these can be discussed prior to contract signature and formally documented in the Order Form, as mutually agreed by both parties.

Business continuity statement/plan

Freshworks has defined business continuity and disaster recovery plans that ensure the confidentiality, integrity, and availability of Freshworks data. It also includes and ensures regular data backups are conducted and maintained, Commensurate with data classification and system criticality.

The BC-DR for Cloud Services document, Freshworks BC-DR Plan document, and DR Executive summary can be requested using the following link - <https://trust.freshworks.com/>.

Privacy by Design

Freshworks is committed to providing secure products and services by implementing and adhering to requirements under GDPR, both as a data controller and processor. Freshworks is ISO 27701 certified and has a comprehensive GDPR program headed by the legal team with assistance from the information security team. Key privacy principles supported are - Accountability, Privacy by Design and Default, Data Minimisation, and Subject Access Rights.

Programs, projects, and processes at Freshworks are aligned to GDPR Privacy Principles right from the inception of an idea or project, thereby supporting Privacy by Design and Default principles. Freshworks' privacy practices, both as a controller and a processor, can be found at <https://www.Freshworks.com/privacy/>.

As a processor, Freshworks offers a data processing addendum to its customers (controllers) at <https://www.Freshworks.com/data-processing-addendum/> as part of the sign-up terms and conditions. Further, customers are encouraged to refer to the following pages:

Security Policy - <https://www.freshworks.com/security/>

Sub-Processors - <https://www.freshworks.com/privacy/sub-processor/>

Data Hosting pages - <https://www.freshworks.com/privacy/data-hosting/>

Freshworks has completed the following as part of the GDPR implementation:

- Data privacy impact assessment while employing new technologies
- Maintaining Data Processing Records
- Sub-processor due diligence
- Privacy-by-design with product features that also enable our customers to comply with their obligations under GDPR
- Monitoring and governance process
- Periodic reviews of policies and procedures applicable to data protection
- Companywide mandatory training and privacy playbooks for certain functions (i.e., Product development and HR).

3. Using the service

Ordering and Invoicing

To order or discuss any Freshworks services, please email the dedicated member of the Freshworks team below to discuss your requirements or place an order.

Keith.Laughlin@freshworks.com - UK Account Management Director

Shoaib.yunus@freshworks.com - UK Account Management Director

Availability of Trial Service

Freshworks offers a 14-day fully-functional free trial of the Freshdesk Omni platform on any plan. Our product experts guide you through your evaluation, also free of charge. After the given evaluation period, you can then select a plan to continue using the product. Link to signup <https://www.freshworks.com/freshdesk/omni/signup/>

On-Boarding, Off-Boarding, Service Migration, Scope etc.

Freshworks can support Customer migration from your existing platform to Freshdesk Omni. The platform can facilitate the migration of tickets, notes, solution articles, agents, groups and more. The Onboarding phase has a dedicated Onboarding Specialist, and an Engagement Manager will be assigned for the Customer. The dedicated point of contact will work with the Customer and help facilitate a successful onboarding process.

Training is often the key to adoption, so we will train the majority of Agents and Admins of Freshdesk. These training sessions are a part of the overall package and there are no additional costs associated with them.

Best Practices for onboarding and adoption:

- **Training and documentation:** We will be conducting comprehensive training sessions for administrators, agents, and end users, and each of these sessions will emphasise the best practices to be followed, thus enhancing their efficiency and effectiveness while also boosting adoption. The accompanying documentation will also help them become well-versed with these best practices.
- **Post-implementation support:** Freshdesk Omni will employ a Technical Account Manager (TAM) and a Customer Success Manager (CSM) for the account. The CSM will engage with you to increase product adoption, promote best practices, and to ensure you get the most out of your Freshdesk Omni instance. This includes conducting Quarterly Business Review (QBR) meetings, objective setting, annual reviews, and proactive feature meetings when new or relevant features are released. The Customer Success team at Freshworks thrives on nurturing a long-term relationship beginning with a successful onboarding.

The project's assigned Customer Success Manager (CSM) will be involved with the project during the hypercare phase. A handover in terms of process and configuration knowledge transfer will be done. The two weeks of hypercare will have the implementation team and the CSM involved in a warm transfer. After the hypercare period, the CSM will remain the single point of contact. We will also identify a Technical Account Manager for product go-to and have our 24*7 support team available for any day-to-day transactional questions via email, and 24*5 support team on chat and phone.

Documentation: Our training program will be accompanied by full-fledged product documentation. You will also be able to access online documentation and solution articles at this link: <https://support.freshdesk.com/support/home> . The documentation also consists of easy-to-understand online tutorial videos to help you use Freshdesk Omni better.

Upon termination or expiration of this Agreement or any SOF for any reason, Customer's access to the Services, Software, Mobile Apps, APIs, and other Freshworks Technology will terminate. Freshworks strongly recommends that the Customer export all Customer Data before the Customer closes the Customer's Account. Freshworks will make Customer Data available for export for fourteen (14) days from the effective date of the closure of Customer's Account due to: (i) the termination or expiration of this Agreement, or (ii) termination or expiration the applicable SOF ("Data Export Period"). Where Customer Data is retained by Freshworks and can be exported, and provided that Customer is current on its payment obligations as described in Section 5, Customer may contact Freshworks within the Data Export Period at support@freshworks.com to have Freshworks export Customer's Customer Data. Beyond such Data Export Period, Freshworks reserves the right to retain Customer data for up to three (3) months before deleting all Customer Data in the normal course of operation except as necessary to comply with Freshworks' legal obligations, maintain accurate financial and other records, resolve disputes, and enforce its agreements. Customer Data cannot be recovered once it is deleted.

Training

During the implementation, Freshworks will conduct demos of the configurations to demonstrate implemented functionality. These demos serve as a vehicle to ensure Freshworks is delivered per requirements and correct the implementation where requirements are unmet. Once the configuration of the Freshworks product is complete, User Acceptance Testing (UAT) will be performed. Project plans are shared with the customer and/or the customer's project manager to share and agree on the project's status, including the testing phase. After assessing the training needs of the Customer, the Freshworks implementation team will develop a training plan. Freshworks believes training is a key factor in increasing the tool's adoption. Training will be customised based on the Customer's portal (post-product implementation). All supporting materials and training resources will be available in the package.

Apart from the in-product first-time experience suggestion like setting up the support channels and navigating within the tool, we have abundant training resources available online to ensure our customers get the help needed throughout their journey with Freshworks, right from setting up the tool to being able to excel in managing the tool. Freshworks Academy has training materials for all types of stakeholders using the tool (Agents and Admins). Our customers can also use additional support like video tutorials and Knowledge-based solution articles to get the required solution. We also have an active community forum to enable our customers to interact with other customers and our product team on any feature request, Ideas, or Issues that our product team reviews and provides updates/solutions. Freshworks will confirm the go-live readiness and do a project wrap-up hand-off with the relevant stakeholders on your side.

Implementation Plan

A detailed implementation plan can be provided to the buyer on request.

Service Management

Maintenance Window: Freshdesk Omni product features are pushed out as and when they become available. This is done once every month at present, but this may vary if the speed of releases is changed. These releases are designed to minimise the impact as the live production instance of Freshdesk Omni is switched to a failover instance. Then, once the upgrade/ patch is loaded, tested, and certified to be stable, the live model is changed back to production. As such, these upgrades have no impact on the end-user, and they can continue carrying out their usual day-to-day activities on Freshdesk. This highly resilient infrastructure has resulted in 99.8% availability.

Regarding product upgrades, releases are as often as every week. However, most of these releases are undertaken with no functional changes to Freshdesk and are primarily security patches and platform improvements. We follow the blue-green deployment strategy for deploying changes to the production environment, allowing us to introduce new changes without downtime and roll back without impacting any existing users. Typically, we do not require rest for routine deployment of enhancements.

Customisation: The Freshworks team will work with the Customer to support you with the initial set-up and configurations on the platform. In the course of the implementation, the Customer ITSM team will be extensively trained on the Freshdesk platform with regard to the customisations as well. Post-implementation, the Customer team will be equipped to configure the platform independently and can leverage the training material and the abundantly available video tutorials/solution articles to carry out any customisations needed. Freshworks also offers a technical account manager (TAM) and a customer success manager(CSM) who you can reach out to at any given point to help with any assistance. The TAM and CSM are assigned to help you make the best out of your Freshdesk instance.

Freshdesk operates on a structured schedule for the deprecation of features, with two designated periods in May and November. It's worth noting that such occurrences are rare. However, in the event of a deprecation, we are committed to ensuring our customers are well- informed. As such, we will provide all our customers with a six-month advance notice regarding any changes, along with any necessary actions that may be required on their part.

Service Constraints

We provide a platform availability of 99.8%. Current and historical availability information can be seen here: <https://updates.freshdesk.com/>

Freshworks provides standard quality support to all its customers and there are no additional charges involved for support. Freshdesk Omni support team works 24*7 and you can reach out to Freshdesk Omni technical support team over Email (24x7), Phone (24x5), Chat (24x5), and Portal (24x7); all contact coordinates for support are available at our Support Website

<https://support.freshdesk.com/support/home>

Freshdesk Omni will provide ongoing support and maintenance for all the elements of the Freshdesk Omni instance. This includes 24x7 technical support to troubleshoot any issue the customer may face or to answer any customer query. This means Freshdesk Omni will provide first level (L1) through fourth-level (L4) support. We will also assign a Technical Account Manager (TAM) who will act as a single point of contact and will be able to handle the support queries from you. Reachability hours can be mutually discussed and agreed upon.

Service Levels

Across all products and services, Freshworks provides an uptime of 99.8% per calendar month.

This translates to roughly 20 minutes of allowed unplanned downtime in any given week or 1hr 29m 39sec of downtime in a month.

- Support Availability: Freshworks will provide 24/5 telephonic and chat support and 24/7 email support
- Support Response Timelines: Depending on the severity of the issue, Freshworks' response times range between 2 hours to 8 hours.
- Issue Resolution Timelines: Per policy, Freshworks does not commit to any defined resolution
- timelines in our SLA Agreement.

The detailed SLA document will be shared with the prospect later in the discussion.

Outage and Maintenance Management

All our builds are put through stringent functionality, performance, stability, and UX tests before the build is certified as "Good to go." We follow a blue-green deployment strategy for deploying changes to the production environment, allowing us to introduce new changes without downtime and roll back without impacting existing users. Typically, we do not require downtime for the routine deployment of enhancements. Typically, we perform major upgrades to the product every year that might require a minor downtime. All customers will be provided adequate advance notice for such planned downtime, and it will be typically scheduled during the low usage time of the product.

Financial Recompense Model for not Meeting Service Levels

Do you have Service Credits available (a % of monthly spend refund/credit per % below service level target)?

A detailed SLA document will be shared with the prospect later in the discussion.

4. Provision of the service

Customer Responsibilities

a. Customer Account. The customer may need to register for an Account in order to place orders or access or receive the Services. Customer agrees to keep its Account information current, accurate, and complete so that Freshworks may send notices, statements, and other information to Customer via email or through its Account, which notifications will be subject to this Agreement and the Privacy Notice. Customer will be responsible for maintaining the confidentiality of User login information and credentials for accessing the Services and will notify Freshworks promptly of any loss, misuse, or unauthorised disclosure of such login information and/or credentials of which Customer becomes aware. Freshworks and its Affiliates will not be liable for any damage or loss that may result from Customer's breach of the foregoing obligations.

b. Acceptable Use. Customer may only use the Services in accordance with the Documentation, subject to the use limitations indicated in any applicable SOF pursuant to which Customer subscribes to the Services, and the terms of this Agreement. Customer agrees to comply with the Freshworks Acceptable Use and Conduct Policy (as defined below) which are hereby incorporated into this Agreement.

c. Use Restrictions. Customer agrees not to use the Freshworks Technology (as defined below): (i) to process data on behalf of any third party other than Customer's Users and End Users; (ii) in violation of applicable law; (iii) to store or transmit any content that infringes upon any third party's intellectual property rights; (iv) for competitive intelligence or performance benchmarking purposes; (v) to license, sublicense, sell, resell, rent, lease, transfer, assign, distribute, time share or otherwise commercially exploit or make the Freshworks Technology available to any third party other than Users and End Users, and then only in furtherance of its permitted business purposes as expressly permitted by this Agreement; (vi) to falsely imply any sponsorship or association with Freshworks; or (vii) to decompile, reverse engineer, disassemble, reproduce, or copy or otherwise access or discover the source code or underlying program of any portion of Freshworks Technology.

Technical Requirements and Client-Side Requirements

Freshworks platform system requirements include operating systems Windows 7.0 or higher and OSX Mavericks or higher. Supported browsers include the latest two versions of Chrome, Firefox, Safari, and Edge. Browser features must have JavaScript enabled, cookies enabled, LocalStorage enabled, and HTTPS with TLS v1.2 or higher. Mobile apps are supported on iOS 10 and higher and Android 7.1 and higher. The Freshworks platform is accessible by default via port 443. Network bandwidth of 1 MB/s or more is sufficient for all Freshworks products to function optimally.

Outcomes/Deliverables

Freshworks delivers an onboarding plan with personalised, hands-on support and 24x7 assistance at no additional cost. Clients receive faster time-to-market and quick ROI realisation through integrations.

During the Initiate phase, clients receive comprehensive requirements gathering, defined scope and objectives, outlined key project activities with roles and responsibilities, and training for system administrators and product champions on the configuration process. In the Configure phase, all configurations and integration requirements are addressed and implemented, including assistance with setup and integration of Freshworks Marketplace apps. The Test and Train phase delivers agreed test cases, coordinated testing timelines, and train-the-trainer sessions for product champions who then train support teams and departments. At Go-Live, clients receive confirmation of go-live readiness, project wrap-up handoff with relevant stakeholders, and ongoing support from the in-region customer success and global support team.

Post-implementation support is completely free with no additional costs during project delivery. Clients are assigned both a Technical Account Manager who shares release notes and manages upgrades, and a Customer Success Manager who conducts Quarterly Business Review meetings, objective setting, annual reviews, and proactive feature meetings when new or relevant features are released. A Continuous Improvement and Innovation plan is created during mobilisation and reviewed quarterly to track progress of agreed improvements, review measured business benefits, and present new innovations.

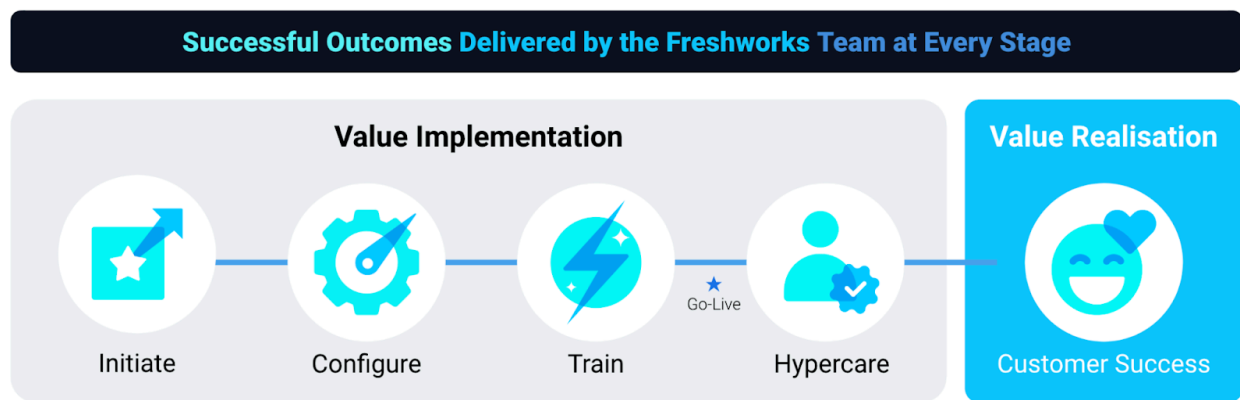
A Go-live checklist details steps to be completed prior to system Go-live, along with a detailed handover process involving handover calls and checklists to ensure a smooth transition from the project team to Customer Success Management and Support. The Value Engineering team builds ROI models enabling clients to formalise both time and cost savings using a framework focused on conservative benchmarking and key value drivers grounded in technology.

Development life cycle of the solution

We understand that a product is more than just a software offering, so we created a professional services team within our Customer Experience organisation that allows us to help customers build best-of-class working environments for users. Thus, we can offer the product, knowledge, and experience to operate the software for various use cases and environments to achieve

optimal results. Freshworks provides a professional services team that helps the customer gather requirements, consult on best practices, configure the product with the customer, train resources and assist during the go-live/hypercare phase into the value realisation phase-. All team members are trained and experienced, with more than five years of experience in their respective fields.

The implementation will involve scoping, meetings with your team to finalise the plan, configuration, customisation, migration, Testing, Training and finally, go live. Below are the phases in which the implementation is done.



Initiate: This phase aims to set a strong foundation for a successful go-live with no risks. Major outcomes of this phase are gathering all requirements, defining scope and objectives, outlining key project activities along with roles and responsibilities, and training your system administrators and product champions on the configuration process.

Configuration: All the configurations and integration requirements are addressed and implemented. We will assist you with the set-up and integration of Freshworks Marketplace apps with your CES or EES instance. Marketplace offers a wide selection of apps that can be configured in a matter of minutes.

Data Migration: Freshworks can support Customer migration from your existing platform to Freshdesk Omni. The platform can facilitate the migration of tickets, notes, solution articles, agents, groups and more. You can have a glimpse at the migration plan proposed by Freshworks below.

Test and Train: At this stage, the Freshworks onboarding team will work with Customer to create test cases, agree on the test timeline, and coordinate to complete the testing on time. Freshworks follows the train-the-trainer model for product champions who will, in turn, train support teams and departments.

Hypercare: Once the project goes live, the engagement manager and onboarding specialist will

work with you on platform adoption maximisation, configuration optimisation, and product support

After-sales Account Management

At Freshworks, we understand that your business's evolving needs require us to continuously provide the right level of support and ongoing stakeholder alignment. The Customer Success team at Freshworks is your guide to navigating the post-sale journey with you. Our team of Customer Success Managers (CSMs) focuses on ensuring our customers successfully deliver their business outcomes from their investment. By using proven methodologies to support the joint development and execution of a Success Plan, your CSM ensures the Customer Success Plan provides the foundation, visibility, and tracking of identified Key Performance Indicators (KPIs). Your customer success plan will map your business benefits to the software investment you've made.

Your CSM will ensure access to the Freshworks ecosystem – senior management, product management, product roadmaps, engineering access, and support from the business units, as required. CSMs at Freshworks want to help simplify the complexity of your world, build on the implementation, drive software adoption, and look for business benefits aligned with your strategy to exploit the full capability of your investment and measure KPIs that align with identified value. To ensure you realise value from your investment, we work with you to drive transformation across your business, delivering ROI reporting and ensuring that your satisfaction with Freshworks improves (as measured by NPS). We use our proven toolkit, which introduces access to industry best practices, tracking the adoption of your software and linking to specific KPIs.

Your CSM resources are seasoned industry leaders with IT and Customer Service portfolio expertise. We operate as a value champion for your business, ensuring customer advocacy into Freshworks. We do this by providing a senior trusted advisor as a single point of contact, incentivised by your success, with access to the Freshworks ecosystem to drive the joint development of the success plan and governance. Our CSMs are experienced people: experienced in Freshworks but also in the wider business world. Our role is not to sell you software – we are not a technical resource – our role is to understand and value the challenges and work with you on the cases, tied to business benefit, mapped to a measurable value.

We understand that our customers invest in our products and services because you want to use them to help achieve a set of positive outcomes: Customer Success is all about helping you to do just that. It's about being clear on the outcomes you want to achieve and understanding what needs to be done in order to achieve them. It's about putting mechanisms in place to track progress and identify as early as possible when corrective action is needed and it's about accountability: holding your people accountable for staying the

course – ensuring value realisation and benefits management is part of the normal operating model and culture and holding Freshworks accountable for its part of the bargain.

Termination Process

Term, Termination and Suspension

a. Term. This Agreement is effective as of the Effective Date (or, for online Customers, the date of sign up on the Website) and will continue through the then-current Subscription Term. Service Plans commence on the start date specified in the relevant SOF (or, for online Customers, the date of sign-up on the Website) and continue for the Subscription Term specified therein.

b. Renewal. Unless a party gives written notice of non-renewal or downgrade at least thirty (30) days prior to the expiration of the relevant Subscription Term, Service Plans will automatically renew at the same number of Users and at the same Service Plan (including any add-ons), for a period equal to the previous Subscription Term.

c. Fee Adjustments. Upon renewal, Freshworks will adjust the Fees to reflect delivered innovation, general cost inflation, and other relevant factors. Freshworks will notify you of any fee adjustments at least thirty (30) days before your renewal date, and these adjusted fees will take effect at the beginning of the Renewal Term. Furthermore, any discounts or price protections previously provided by Freshworks will not apply to a renewal if your overall number of Users, Service Plan (including any add-ons), or contract terms are reduced or lowered from the prior Subscription Term.

d. Suspension. Freshworks may suspend Customer's access to the Services, Software, Mobile Apps and/or Customer's Account, on the following grounds: (i) late payment/non-payment of undisputed Fees, per the process noted in Section 5(b) above; (ii) termination of the Services due to non-renewal of the Services by Customer; (iii) Customer's or its Users' breach of Section 2 (Use Restrictions); or (iv) in the event suspension is deemed necessary by Freshworks to prevent or address the introduction of Malicious Software (as defined in Section 9.b below), a security incident, or other harm to Customer, Freshworks, or Freshworks' other customers. Freshworks will notify Customer of any such suspension. Freshworks will use diligent efforts to attempt to limit, where commercially feasible, the suspension to affected Users or Freshworks Technology, and will immediately restore the availability of the same as soon as the issues leading to the suspension are resolved. Such suspension will in no way affect Customer's other obligations under this Agreement.

e. Termination for Cause. Either party may terminate this Agreement by written notice to the other party in the event that (i) such other party materially breaches this Agreement and does not cure such breach within thirty (30) days of such notice, or (ii) immediately in the event the other party becomes the subject of a petition in bankruptcy or any other proceeding relating to insolvency, receivership, liquidation or assignment for the benefit of creditors.

f. Free Trial Customers. Upon the expiration of Customer's free trial, Freshworks may immediately suspend Customer's access to the free trial Services. Customer must export Customer Data before the end of the free trial or Customer Data will be permanently deleted. Notwithstanding anything to the contrary in this Agreement, Freshworks will have no obligation to maintain, store, or otherwise retain Customer Data beyond the end of the free trial period.

7. Data Export and Retention. Upon termination or expiration of this Agreement or any SOF for any reason, Customer's access to the Services, Software, Mobile Apps, APIs, and other Freshworks Technology will terminate. Freshworks strongly recommends that Customer export all Customer Data before Customer closes Customer's Account. Freshworks will make Customer Data available for export for fourteen (14) days from the effective date of the closure of Customer's Account due to: (i) the termination or expiration of this Agreement, or (ii) termination or expiration of the applicable SOF ("Data Export Period"). Customer may download or delete its Customer Data at any time during the Subscription Term. Where Customer Data is retained by Freshworks and can be exported, and provided that Customer is current on its payment obligations as described in Section 5, Customer may contact Freshworks within the Data Export Period at support@freshworks.com to have Freshworks export Customer's Customer Data. Beyond such Data Export Period, Freshworks reserves the right to retain Customer data for up to three (3) months before deleting all Customer Data in the normal course of operation except as necessary to comply with Freshworks legal obligations, maintain accurate financial and other records, resolve disputes, and enforce its agreements. Customer Data cannot be recovered once it is deleted.

Please refer to <https://www.freshworks.com/terms/>

5. Our experience

Case Studies

Preferably Public Sector but Private Sector is also good. If it is Private Sector see how you can tailor this to problem, action and outcome and how this could translate to the Public Sector.

[Suffolk County council](#)

[Collinson Group](#)

[Citizens Advice](#)

Clients





<https://www.freshworks.com/customers/>

Contact Details

For any other questions relating to Freshworks and the G-Cloud listing, please reach out to any of the dedicated Freshworks representatives below.

Keith.Laughlin@freshworks.com - UK Account Management Director

Shoaib.yunus@freshworks.com - UK Account Management Director