

Freshworks enables customers to reward their clients and employees

The business software leader is integrating the Uber Vouchers API with its product suite to provide new transportation benefits

Vertical: Technology

Primary use: Loyalty & Rewards

The business need

With more than 150,000 customers around the globe, business software leader Freshworks is always looking for new ways to help them deliver wow moments to their own clients and employees. The company's product portfolio spans CRM, customer service and experience, employee engagement, and marketing automation solutions—with the Freshworks Marketplace offering more than 600 apps that can be integrated into their solutions to further customize for each business's specific needs.

In an effort to drive customer engagement and incentivize employee performance even more, the company searched for new rewards to offer, and ridesharing was at the top of their list.

"The Freshworks team has been evaluating ways in which gamification can have a positive impact on employee performance," says Anand Venkatraman, VP, Global Partnerships, Freshworks. "When we considered incentives that employees and customers around the globe would get excited about, vouchers for Uber trips was a clear, compelling choice."

The solution

Uber Vouchers will be available for all of their customers in the Freshworks Marketplace. Initially the integration will be optimized for Freshdesk and Freshsales, the company's customer support and CRM solutions. Eventually it will be rolled out across other products in the company's portfolio, and the Uber Vouchers platform will enable the delivery of ride credits for Uber throughout all of them.



Freshworks provides customer engagement software to businesses of all sizes, making it easy for customer support, sales, and marketing professionals to communicate more effectively with customers and deliver moments of wow.



“Freshworks is always looking for innovative ways to help our customers offer the best possible customer experience. Uber Vouchers are a perfect fit and help elevate customer satisfaction.”

Anand Venkatraman
VP, Global Partnerships
Freshworks

“Given the breadth of our customer engagement software, Freshworks loves simple, well-designed platforms that work seamlessly across the entire portfolio,” says Rajiv Ramanan, Head of Freshworks Marketplace Partnerships. “The new Uber Vouchers platform enables a truly global activation in both the literal and figurative sense, and we envision a wide number of use cases for it.”

Examples of how Uber Vouchers may be implemented as part of the Freshworks customer services toolkit include:

- Ride voucher promotions integrated into new customer campaigns launched through the Freshsales CRM product
- Event promotions featuring Uber Vouchers for prospective attendees, administered by the Freshmarketer campaign management product
- Customer support issue appeasement campaigns offering ride vouchers, managed through the Freshdesk customer support and Freshservice IT service management products
- Ride vouchers for job candidate travel overseen by the Freshteam recruitment product

The benefits

By teaming with Uber for Business, Freshworks enjoys a number of key benefits including:

- A flexible, customizable solution that can be tailored across their product suite to meet their business needs
- An API that taps into Uber’s global transportation network for on-demand rides
- Access to Uber’s business team for ongoing collaboration to drive innovative solutions and benefits for customers worldwide

“The Uber Vouchers solution will help our clients to power better customer and employee experiences that are ultimately tied to their brands. Such positive interactions can have a lasting impact on a business in a number of ways, and our customers recognize the importance of providing them,” says Venkatraman.



For more information
about Uber Vouchers, visit:

uber.com/vouchers