



Uncomplicate IT service delivery with AI agents:

From automation to autonomy

The screenshot displays the Freddy AI Agent interface. At the top, the agent's name "Freddy AI Agent" is shown next to its logo. The chat history shows a user message from 4:34 PM: "I need an immigration letter for my UK trip." The agent's response, also from 4:34 PM, states: "I'll coordinate with **HR, Legal, and your manager.**" Below the response are three horizontal bars representing progress or steps. At the bottom, a ticket titled "Immigration letter request" is visible, with a "Create ticket" button. On the left side of the interface, there are three circular buttons labeled "HR", "Manager", and "Legal", each with a small icon. A circular profile picture of a woman is visible in the top right corner of the chat area.

CHAPTER ONE

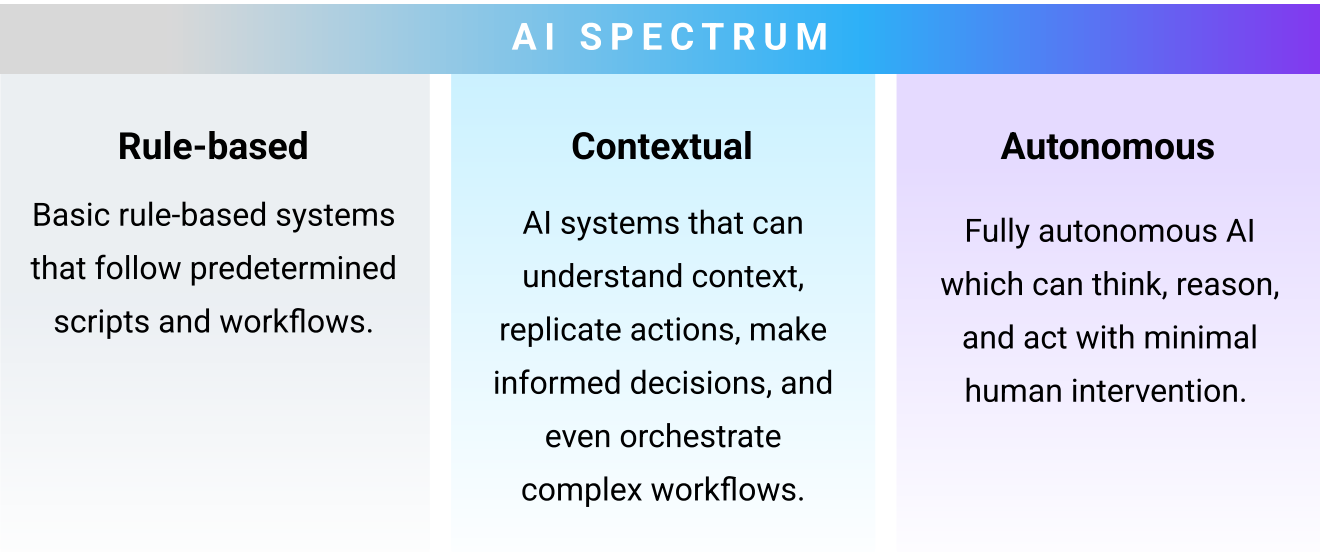
The evolution of AI in IT service management

The future of IT service management (ITSM) isn't just automated—it's becoming autonomous. What began as simple chatbots and rule-based scripts is evolving into AI agents that can understand context, make intelligent decisions, and take independent action. This isn't technological hype. It's a fundamental shift in how organizations approach service delivery, agent productivity, and employee experience.

The traditional ITSM landscape has been characterized by ticket queues, manual triage, and reactive problem-solving, dotted by prompted rule-driven behavior. Despite improvements in automations and self-service portals, IT teams continue to spend significant time on recurring issues, routine requests, and manual workflows. This approach, while functional, creates bottlenecks, increases resolution time and reduces employee satisfaction.

Understanding the spectrum of AI in ITSM

Agency in AI isn't binary- it exists on a spectrum.



Today's ITSM sits on this spectrum. Some organizations rely heavily on manual processes, while others have implemented sophisticated AI systems that can handle routine requests through intelligent automation and orchestration. Understanding where your organization falls on the spectrum and where the industry is heading is crucial for truly uncomplicated IT service delivery.

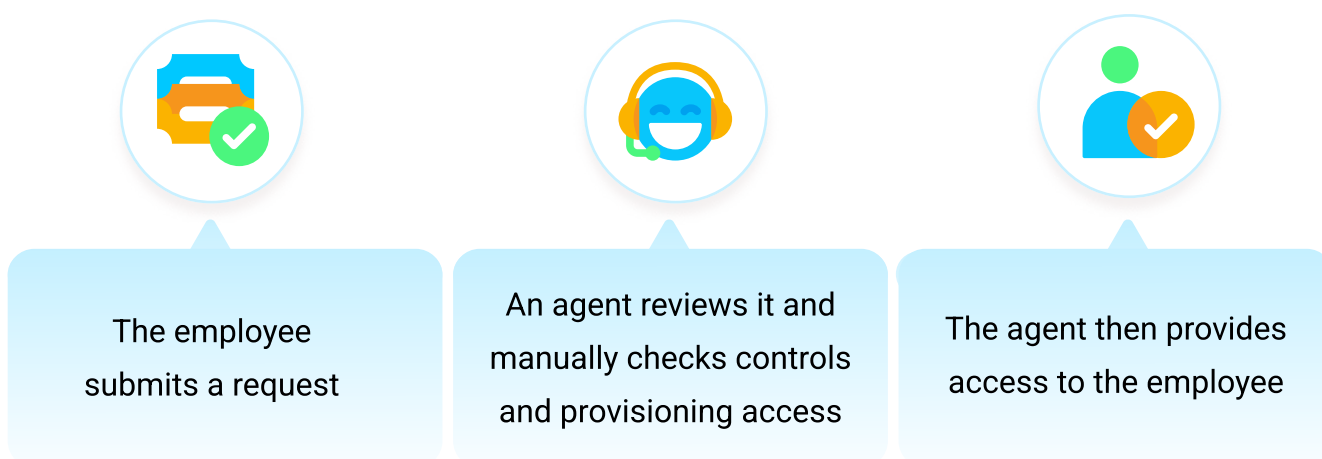
AI agents represent a new generation of artificial intelligence that goes beyond responding to routine queries or following a set of predetermined workflows. These systems can:

- Enable always-on conversational assistance for seamless experiences
- Operate autonomously with minimal human intervention
- Make contextual decisions based on complex scenarios
- Learn, adapt, and improve from each interaction
- Take proactive actions to prevent issues
- Maintain long-term memory of interactions and outcomes

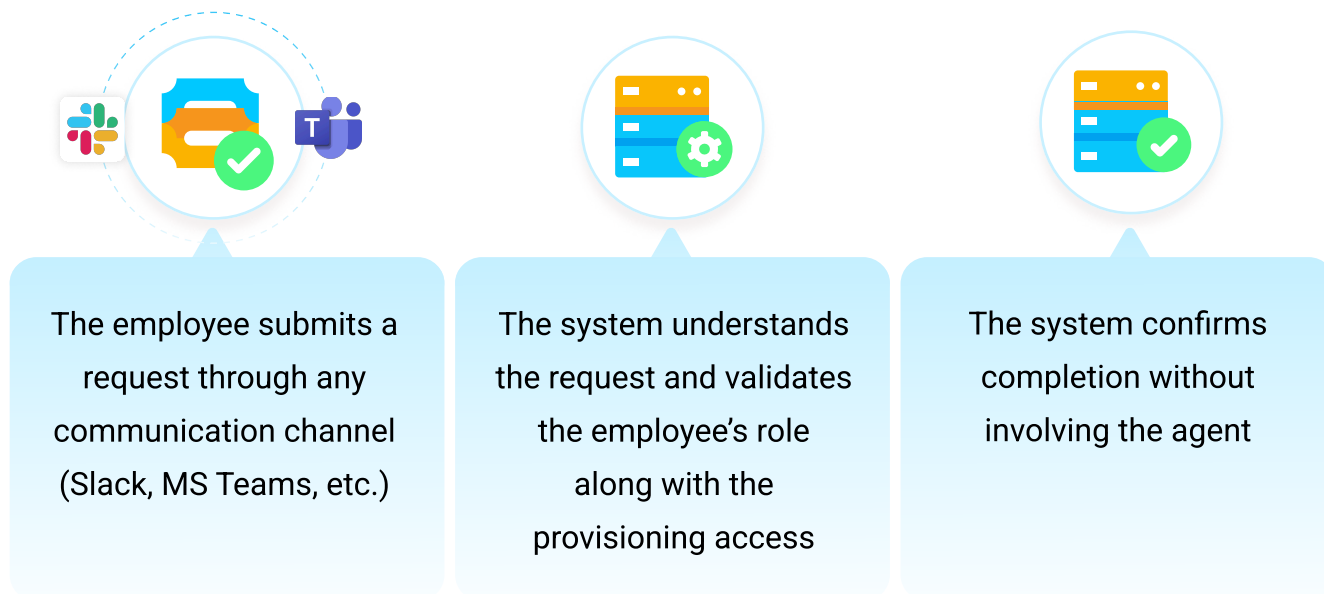
The distinction between AI agents and traditional (assistive) generative AI lies not only in their capabilities, but in their approach to problem-solving. While traditional AI systems act as a sophisticated assistant to employees and agents, an AI agent operates more like a capable colleague, creating and acting on those tasks, with simple or minimal prompts. Through natural language, it can handle significantly more challenging tasks and assignments without the rule-based decision process that traditionally constrained AI systems.

To understand how AI can enhance IT operations, let's consider an example: A new employee needs access to Zoom

In a traditional IT setup, this might require multiple manual steps:



Let's see how this could be transformed with intelligent orchestration:



The philosophy: Why do we need agentic AI in ITSM?

The question isn't whether we build fully autonomous systems, but why we should strive for greater AI agency in service management. In order to fully decode this puzzle, we must revisit the core challenges that have plagued ITSM for decades:

Complexity is the enemy of efficiency

Every manual step, every hard-wired integration, every rule-based decision tree adds friction to what should be seamless employee experiences. As organizations grow and their technology stacks become more complex, the need for intelligent orchestration becomes critical.

Employee expectations are evolving

The modern workforce expects consumer-grade experiences in their professional tools. They want instant responses, intuitive interfaces, and proactive support- not ticket queues and waiting times.

IT teams need to focus on strategic work

When IT professionals spend their time on routine provisioning and basic troubleshooting, they can't focus on innovation, security improvements, and business-critical projects that improve the quality of work as well as rationalize business investments.

Agentic AI in ITSM addresses these challenges by moving organizations along the spectrum toward more intelligent, contextual, and adaptive service delivery.

CHAPTER TWO

AI agents driving the future of IT Service Management

Traditional rule-based chatbots and virtual agents represent the first generation of AI in IT operations—they brought basic automation and helped IT teams make sense of the massive amount of data generated by modern IT systems. These virtual agents handle straightforward tasks like log analysis, performance monitoring, and basic incident response automation, but struggle with context and nuanced decision-making.

The journey of moving along the agency spectrum

1 Basic automation (Low agency)

Simple rule-based systems that follow predetermined workflows. These handle straightforward scenarios but require extensive configuration and break down when faced with edge cases.

2 Intelligent orchestration (Moderate agency)

Systems that can understand context, make informed decisions, and coordinate across multiple platforms and systems. They analyze issue context, draw from past resolutions, and apply learned patterns to new situations. They can handle complex scenarios by intelligently routing requests and orchestrating workflows without requiring hard-wired integrations.

3 Contextual intelligence (High agency)

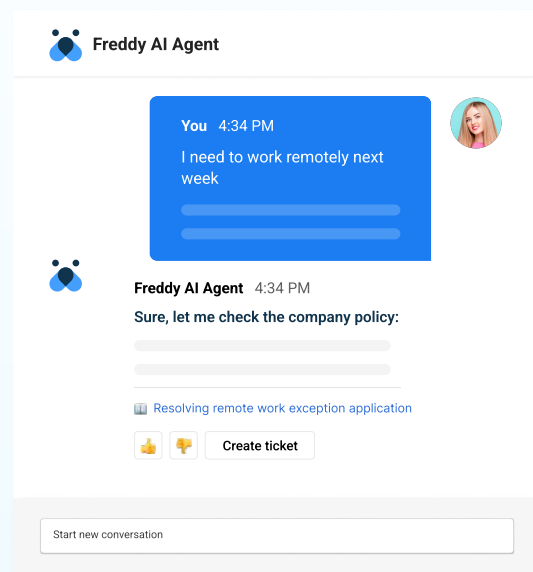
AI systems that understand not just what is being requested, but why, when, and for whom. They can adapt their responses based on user context, historical patterns, and business priorities. They also actively participate in knowledge creation and evolution by learning from every interaction and service request, recognizing patterns and insights that humans might miss. This creates an ever-evolving knowledge base that automatically updates and distributes insights throughout the organization to improve service delivery.

4 Autonomous operations (Highest agency)

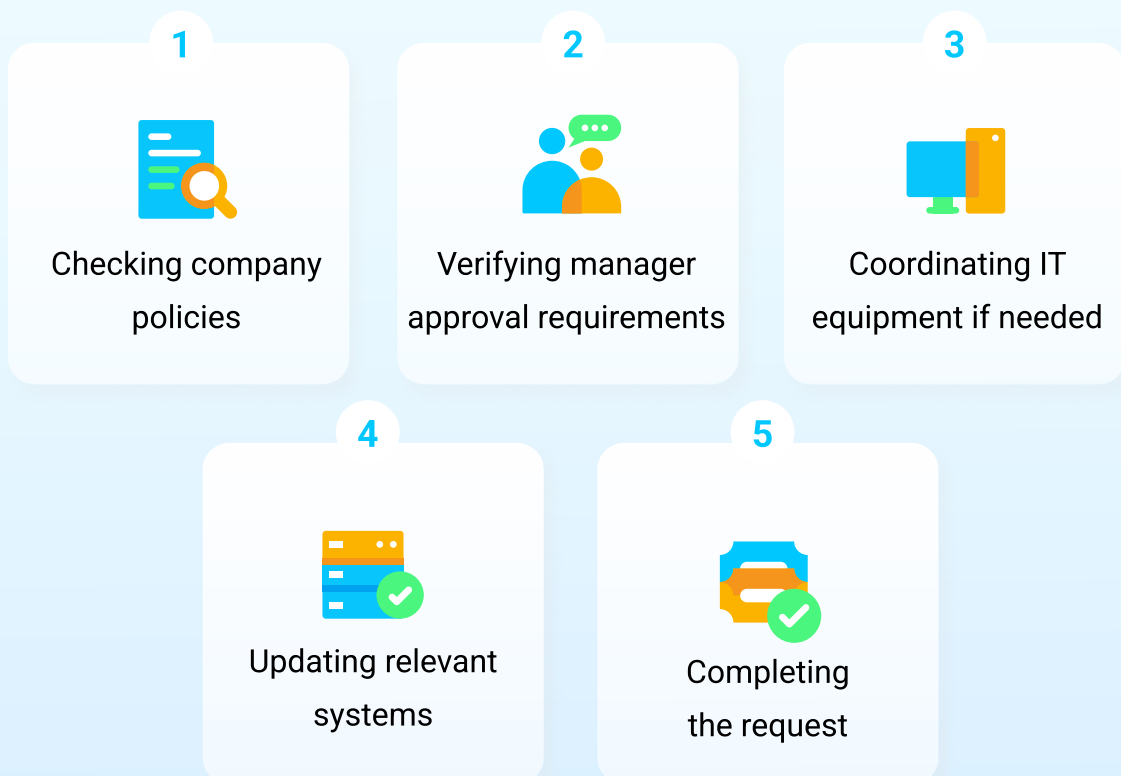
Fully independent (autonomous) systems that can think, plan, execute, and adapt complex multi-agent workflows and interactions with minimal human intervention. They learn from outcomes and continuously improve their decision-making capabilities. This sophisticated understanding enables AI agents to maintain coherent conversations across multiple interactions, mimicking the natural flow of communication with a skilled IT professional.

Scenario:

Consider an employee experience where AI agents understand goals like “I need to work remotely next week” and autonomously handles the complete process through natural conversation on familiar collaboration tools such as Microsoft Teams or Slack. Whether it's a 3 AM password reset or a midday benefits inquiry, employees receive immediate, personalized assistance.



Here's how the AI agent would handle the employee's remote work request:



Key capabilities and benefits of AI agents in ITSM

Impact on Service Delivery

The shift to an AI agent transforms IT service delivery in three key ways:

Key capability	Traditional chatbots	AI agent
From Reactive to Proactive	Responds to issues as they occur	Handle complex incoming queries and take independent action
From Assisted to Autonomous	Works within a pre-defined set of flows and system boundaries	Orchestrates responses across multiple systems and domains
From Hard-wired integrations to intelligent integrations	Suggest actions for humans to take	Takes independent action while keeping humans informed

“We’re only just beginning to see the positive impact of agentic AI on the workplace. From advisor to active problem-solver, an orchestrated symphony of specialized agents can thoughtfully handle a large and growing percentage of daily requests and help employees do their jobs more effectively. Copilots also step in to assist the human agent, further automating tasks and workflows that run a business. Freshworks is researching and applying the best of both worlds where people and AI can work together.”

Murali Swaminathan
Chief Technology Officer, Freshworks

CHAPTER THREE

Reimagining employee service delivery

The future of employee service delivery lies in goal-oriented AI systems that can understand objectives, plan processes, and execute solutions intelligently. Rather than forcing employees to adapt to rigid processes, these systems will adapt to employee needs while maintaining security, compliance, and efficiency.

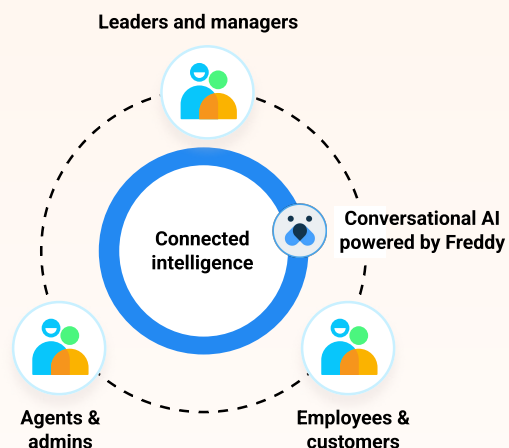
AI agents represent a fundamental rethinking of how organizations deliver employee support. By combining artificial intelligence with a deep understanding of business processes, they create a unified, always-on, intelligent service experience that employees can access anytime, anywhere. An AI agent acts as a capable digital colleague, providing effective service delivery and personalized support through natural conversations.

Connected intelligence: The missing link

The challenge with traditional ITSM tools isn't just complexity; it's disconnection. Organizations have separate chatbots for employees, different analytics for managers, and an entirely siloed system for agents. This fragmented approach means insights gained from one interaction never inform another, and intelligence remains trapped in individual tools rather than flowing across the organization.

Connected intelligence represents our vision for a unified AI framework that can help eliminate these artificial barriers between stakeholder experiences. Rather than separate tools that occasionally share information, it creates a seamless ecosystem where intelligence flows freely across all touchpoints and channels through layers. From the CIO analyzing service trends to the agent resolving tickets to the employee requesting support, this approach ensures that every interaction contributes to a collective intelligence that benefits everyone in the service ecosystem.

Our vision: Connected intelligence that learns and evolves across stakeholder interactions



The conversational AI future

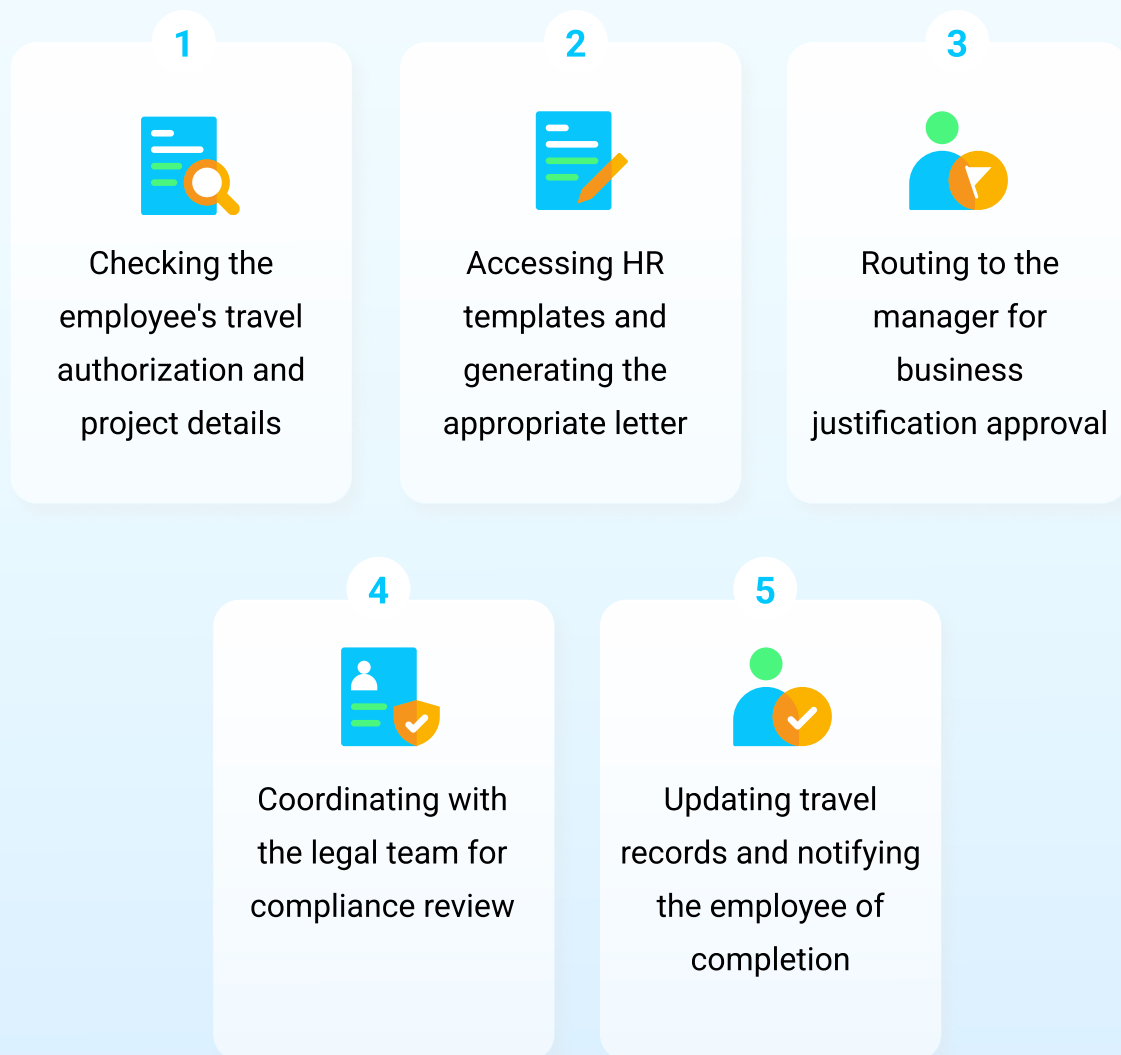
The next generation of employee service will be built on conversational AI that is:

- Available across all channels employees prefer to use
- Accurate through deep integration with organizational knowledge and systems
- Autonomous in executing complete processes rather than just providing suggestions

Scenario:

The integrated approach eliminates the traditional departmental maze employees face. Take the case of an employee saying, “I need an immigration letter for my business trip to the UK next month” through Slack. Rather than requiring them to figure out whether this involves HR, Legal, Finance, or Management, the AI agent seamlessly coordinates across all relevant departments.

Here's how the AI agent orchestrates this cross-functional request:



This consistency extends across all financial interactions. Whether an employee is requesting “I need to submit expenses from the client meeting last week” via Slack or any other platform, they can receive the same streamlined experience regardless of expense type or approval complexity.

Cross-functional service excellence

The modern employee doesn't just have IT issues. Their everyday interactions span multiple business functions, including HR, Admin, and Finance. Each interaction presents an opportunity to either enhance or diminish the employee experience. This is where an AI agent's unified approach makes a crucial difference.

Integrated service approach

Rather than forcing employees to understand which department handles which type of request, intelligent systems can route and coordinate across HR, IT, Finance, and other functions seamlessly.

Proactive service delivery

Advanced systems can anticipate needs based on patterns and context, providing information and support before employees even realize they need it.

Consistent experience standards

AI-enhanced systems can ensure consistent service quality and response times across all departments, eliminating the frustration of varied experiences depending on which team handles a request. This moves metric baselines from [SLAs to Experience Level Agreements, or XLAs](#), which can assess how employees experience their work environment as a whole, focusing on ease of use, satisfaction, and the overall quality of support rather than just technical metrics.

Creating intelligent, integrated employee and IT experiences

The power of AI agents lies in their ability to create designated workspaces and experiences that anticipate and adapt to employee needs. These workspaces are entirely custom-made with admins, functions, and protocols within each, protected by layers of security and privacy that give each business unit autonomous functioning capability. These systems learn from each interaction, understand patterns and preferences, and continuously improve their responses.

AI agents can operate in multiple languages and across various channels to ensure support for diverse, global workforces. Whether employees are working remotely, in office, or in hybrid arrangements, they receive consistent, high-quality support.

This intelligence manifests in practical ways. Here's a roadmap of its capabilities:

- **AI-driven data and process unification:** Seamlessly integrate information from CMDB, asset management, knowledge bases, and ticketing systems to provide comprehensive context for every service interaction.
- **Contextualized insights from proprietary data:** Leverage organizational-specific patterns, user behavior, and historical resolution data to provide personalized service delivery.
- **Unified search across enterprise systems:** Enable instant access to information spanning IT service catalogs, documentation, approval workflows, and integrated business applications through intelligent query processing.
- **Intelligent agent routing and escalation:** Automatically route incidents to the most qualified agents based on skills, workload, historical success rates, and current availability, while predicting escalation needs before they occur.
- **Autonomous workflow orchestration:** Coordinate complex multi-step processes like user provisioning, change management, and incident resolution across multiple systems without manual intervention.
- **Predictive service optimization:** Anticipate infrastructure issues, capacity needs, and service bottlenecks before they impact users, enabling proactive IT support.

While this vision may sound futuristic, leading organizations are already implementing these capabilities today. Freshworks is at the forefront of this innovation with Freddy AI Agent, which demonstrates how conversational AI can deliver on this promise of intelligent, autonomous support.

Freddy AI Agent

Freddy AI Agent helps organizations rethink how they can deliver seamless employee support. By combining artificial intelligence with deep understanding of business processes, it creates an uncomplicated AI-assisted intelligent service experience that employees can access anytime, anywhere.

Freddy AI Agent's capabilities:



24x7 availability with rapid impact

Unlike human agents, Freddy AI Agent provides consistent support around the clock, ensuring global workforces receive immediate assistance regardless of time zone or business hours. All of this without complex setup or training.



Autonomous, human-like support

Freddy AI Agent enables natural language interactions through Microsoft Teams, Slack, and other collaboration platforms in over 40 languages, allowing employees to describe their needs conversationally rather than navigating complex forms and workflows.



Unified organization-wide knowledge base

Through a unified search, Freddy AI Agent can access and synthesize information from knowledge bases, policies, and documentation to provide accurate, contextual responses to employee queries.



Continuous learning

Freddy AI Agent learns from each interaction, improving its ability to understand requests and provide relevant responses over time.

The impact of uncomplicated experiences is immediate and measurable—according to the [Freshservice Service Management Benchmark Report 2025](#), organizations implementing Freddy AI Agent see savings of 431,270 hours of agent time, which amounts to more than 49 years of saved work.

65.7%*

Tickets deflected when organizations use Freddy AI Agent

431,270* hrs

Hours of agent time saved by organizations using Freddy AI Agent

97%*

Average employee satisfaction scores across various sizes and categories of organizations

68%*

Customers choose Freddy AI Agent because it's easy to implement and use

CHAPTER FOUR

The ROI of AI

The true value of AI agents lies in its ability to help organizations achieve the perfect balance: high employee satisfaction while keeping costs under control. Let’s try and understand this through a strategic framework:

		Employee satisfaction	
		Low	High
Service Costs	High	You need a change! Define strategies to increase employee satisfaction through improved experiences while reducing service costs.	Decide whether you want to reduce your service costs or continue focusing on maintaining high levels of employee satisfaction.
	Low	Decide whether you want to improve employee satisfaction or continue to focus on keeping your service costs low.	You made it! You are keeping your employees happy and engaged while keeping your service costs low.

When organizations examine their service delivery through the lens of cost versus satisfaction, they typically fall into one of four scenarios. At worst, they face high costs and low satisfaction, requiring a complete transformation of processes and systems. Some achieve low costs but at the expense of employee satisfaction, while others maintain high satisfaction but at unsustainable costs.

The ideal scenario, and one where AI agents make a critical difference, is achieving high employee satisfaction while keeping costs in check.

At this intersection, AI agents:

- autonomously handle routine requests
- reduce cost per ticket
- ensure employees receive instant, high-quality support

It's not just about cutting costs or improving service in isolation; it's about intelligently optimizing resources to deliver better experiences more efficiently.

“It’s not about how much data you have or how big a model you build. It’s about human behavior. How do you change the company, the way they think, the way they behave? That’s how to leverage AI for meaningful value.”

Laks Srinivasan

Co-Founder, Return on AI Institute

[Global AI Workplace Report 2024](#)

Quantifying the impact

According to the [Freshservice Benchmark Report 2025](#), organizations implementing AI agents in their service delivery can see measurable improvements across KPIs (Key Performance Indicators):



Reduced service burden (and burnout)

With AI agents handling routine requests automatically, human agents can focus on complex issues that require empathy, creativity, and strategic thinking.



Improved response times

AI agents provide nearly instant responses to common, repetitive queries, helping eliminate wait times and improving overall employee satisfaction with service delivery.



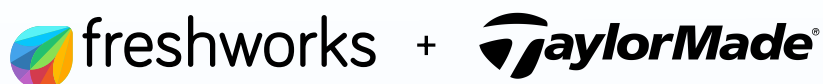
Accurate responses through knowledge bases

AI agents deliver consistent, accurate responses based on organizational knowledge and policies, reducing variability in service quality across different agents or departments.



Uncomplicated, scalable support

Organizations can handle increased service volume without proportional increases in staffing, providing a more scalable and cost-effective support model.



One cannot overlook the immediate benefits of an AI agent that delivers rapid time to value, while providing enterprise-grade solutions built on a bedrock of safety and security measures. [TaylorMade, the leading golf equipment manufacturer](#), highlights this evolution.

Facing a 250% spike in ticket volume during their cloud migration and remote work transition, they deployed Freshservice with Freddy AI across 12 time zones to support 3,000 employees globally.

The results were immediate:

100%

automation of critical workflows

50%

reduction in average ticket resolution time

90%

SLAs maintained without increasing headcount

“First-call resolution is a goal of many people in my world. With Caddy up and running, you have a much higher chance of getting fulfillment without any human interaction at all.”

Ali Chitsaz

Senior Manager of Global Digital Workplace, TaylorMade

CHAPTER FIVE

Porsche eBike Performance scaled support with Freddy AI - 300 employees, across borders

The challenge: Supporting rapid growth with scalable IT

When Porsche eBike Performance launched in 2022, they were embarking on an ambitious journey to revolutionize electric drive systems for e-bikes. As a subsidiary of one of the world's most prestigious automotive brands, it had a clear mission: develop and deliver pioneering electric drive systems globally by mid-decade.

However, with rapid growth came significant challenges. Supporting a workforce of over 300 employees across multiple locations, including teams in Ottobrunn, Germany, and Zagreb, Croatia, required more than traditional IT support systems.

The company needed a solution that could:

- Scale IT service delivery to match rapid business growth
- Standardize processes across international operations
- Support a multilingual workforce
- Enable rapid product development and deployment

The solution: AI-powered service transformation with Freddy AI

Porsche eBike Performance chose Freshservice with Freddy AI capabilities, implementing a comprehensive solution that included:

1 Intelligent service automation

Centralized service portal for streamlined request management along with:

- Microsoft Teams Servicebot integration for seamless access
- AI-powered 24/7 support through Freddy AI Agent
- Automated workflows for routine IT tasks

2 Multilingual support excellence

While maintaining their knowledge base in English, the system supports employees in Croatian and German, providing:

- Automated solution article generation from public sources
- Knowledge base enrichment from existing tickets
- Intelligent ticket routing and resolution
- Proactive issue identification and resolution

3 AI-enhanced operations

The implementation of Freddy AI Copilot brought additional capabilities:

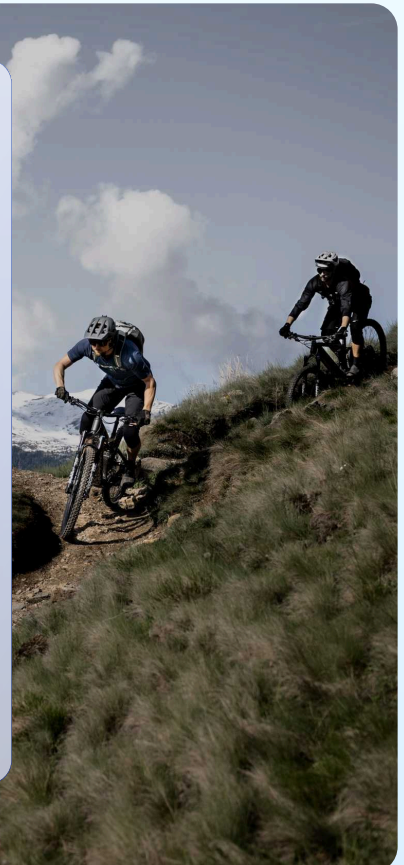
- Automated solution article generation from public sources
- Knowledge base enrichment from existing tickets
- Intelligent ticket routing and resolution
- Proactive issue identification and resolution

“Freshservice's AI capabilities are the backbone of our IT operations. With features like conversational support and the solution article generator, we are now able to deliver intelligent and user-centric IT support. Freshservice is simple and easy to understand, even for those without deep technical knowledge or rigorous IT training.”

Alexander Wunsch

Chief Financial Officer

Porsche eBike Performance



CHAPTER SIX

Embracing the future of work and people-first employee experiences

Organizations are constantly navigating the evolving landscape of employee service delivery, but AI agents have moved from experimental technology to essential business tools.

As we explore modern service management, we can identify several key principles for intelligent service delivery:



Start with employee needs

Employee experience has become a critical driver of business success. When organizations begin by understanding actual pain points and designing solutions that address these real problems, they empower their workforce and enjoy the impact that resonates throughout the business.



Focus on orchestration and automation

The future belongs to unified, intelligent service experiences. Freddy AI Agent has proven that breaking down departmental silos and creating seamless service delivery isn't just possible—it's becoming increasingly relevant and a competitive necessity. It is thus important to focus on the larger picture and help set up fundamentals that help orchestrate and automate to scale service delivery effectively.



Embrace the change now

The technology is ready. Organizations no longer need to wait months or years to realize the benefits of AI-powered service delivery. With solutions that can be deployed in minutes and show immediate impact, the time to leverage AI for ITSM is now.

Freshworks: Building a unified agentic AI platform

The Freshworks approach is to build a platform that represents the future of goal-oriented AI in service delivery, designed for organizations ready to move beyond simple automation toward truly intelligent process execution.

Our approach focuses on a single platform that can support:

- 1 **AI Agent** that can understand goals and execute complete processes
- 2 **AI Copilot** that assists human agents with agentic capabilities like predictive change management and intelligent process recommendations
- 3 **AI Insights** that enhances with agentic intelligence to not just identify patterns but recommend and execute preventive actions

The platform enables organizations to deploy AI agents that can:

- Understand complex, multi-step objectives described in natural language
- Plan optimal processes to achieve defined goals while respecting organizational constraints
- Execute actions across integrated business systems autonomously
- Learn from outcomes to improve future goal achievement
- Operate within guardrails with appropriate oversight and governance controls

People-first AI

Freshworks people-first AI service software enables exceptional customer and employee experiences. Our technology enhances human potential and eliminates friction—empowering employees to be more effective and businesses to be more efficient.

- **Efficient**

Every one of our AI capabilities are designed to unlock elements of human productivity within the specific business workflows we support. They eliminate hidden friction inside processes and shorten the time spent going from action to outcome. The result is new efficiency found from the streamlining of tasks and optimizing operations.

- **Intelligent**

Powerful agentic computations inside our platform manifest as intelligent capabilities embedded inside familiar Freshworks interactions. Our LLMs consistently orchestrate well-defined service tasks to completion, while AI agents independently execute processes across different tools en route to task completion on behalf of the engaging users. It's AI that understands context, takes action, and gets results—without added complexity.

- **Simple**

Interacting with our AI is intuitive and straightforward. There's no need to become an expert in prompting, building dialog flows, or steep learning curves to climb. It's accessible out of the box and noticeable process optimizations flow seamlessly through platform componentry on day 1. Find it in simple clicks, always-on direct messages, and dashboards with answers to questions you didn't know you had.

- **Trusted**

Our AI platform and application portfolio is anchored in enterprise-grade security and LLM governance principles. As part of our promise of uncomplication, we've built safeguards and practices to ensure customers can leverage AI for business success while protecting them against the risks of hasty or insecure AI implementations. It's peace of mind in maintaining privacy and compliance alongside achieving reliable and consistent AI results.

- **Innovative**

Our AI developments are designed specifically to transform the persona-based experiences we serve. Deep expertise in employee and customer service ensures our AI is clinical in treating specific, functional pains encountered throughout the service lifecycle. It's never a broad-brush development approach, but one that's by humans, for humans.

[Freshservice](#) is a modern, AI-powered, unified IT management platform that is easy to deploy, implement and maintain. Freshservice enables IT and business functions to scale with enterprise-grade ITSM, ITAM, ITOM, and ESM without the burden of high costs, complexity, or lengthy implementations that come with traditional tools. Freshservice comes with secure, trusted, and native AI copilots and AI agents to delight employees, supercharge operational efficiency, and drive bottom-line savings. Trusted by 18,000+ customers globally, Freshservice drives faster resolution times, higher employee satisfaction, and reduced operational costs, making IT a strategic enabler for business growth.

About Freshworks

Freshworks Inc. (NASDAQ: FRSH) provides people-first AI service software that organizations use to deliver exceptional customer and employee experiences. More than 74,000 companies, including American Express, Bridgestone, Databricks, Fila, Nucor, and Sony choose Freshworks' uncomplicated solutions to increase efficiency and loyalty. For the latest updates, visit www.freshworks.com and follow Freshworks on [LinkedIn](#), [X](#), and [Facebook](#).



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