



FROM CONNECTED TO SMART

The Road to a World-Class
Campus IT Experience





AGENDA

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FRESHWORKS OVERVIEW

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DRIVERS OF ITSM IN HIGHER EDUCATION

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THE 4 PRIORITIES FOR A MODERN CAMPUS

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SUCCESS STORIES



Freshworks Overview

About Freshworks

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 offers a full suite of SaaS (Software as a Service) products that create compelling customer experiences and let businesses share a 360-degree view of relevant customer information internally.

11
global
offices

08 enterprise ready products

freshdesk
Customer support management

freshsales
Sales CRM

freshservice
IT service management

freshchat
Modern live chat

freshconnect
Contextual collaboration software

freshmarketer
Marketing automation

freshsuccess
Customer success software

freshcaller
Phone systems & call management

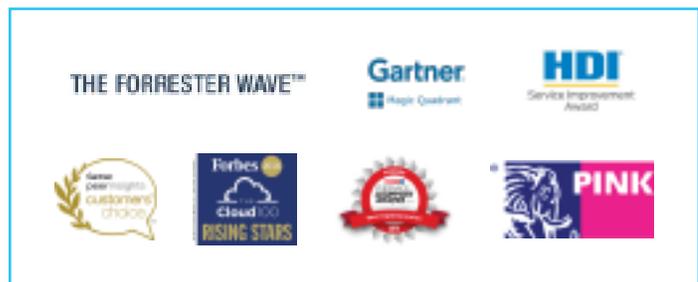
150K customers
in **135** countries



Security



Accolades





Drivers of ITSM in Higher Education

Digitally-Savvy End-users

The average 18-34-year-old college student owns seven tech devices. Redesigning the experience to deliver new services can level-up your campus from being just “connected” to being “smart.” The IT desk is the bare minimum to transform the campus experience for both the faculty and the student.

Dynamic user pool

IT teams in universities cater to a diverse set of users - students, faculty, alumni. Understanding the varying needs of each user group while setting up processes and configuring tools is essential to delivering excellent IT services.

IT and beyond

ITSM in higher education goes beyond delivering traditional IT services to campus-wide services such as facilities, finance, event services, and more.

“EdTech spend to reach \$252 bn by 2020 – Global report”

Source: Re Fuel's College explorer study

The 4 IT Priorities for a Modern Campus



**ESTABLISH A
ONE-STOP-SHOP
OF CAMPUS SERVICES**



**DELIVER IT SUPPORT
ANYWHERE,
ANYTIME**

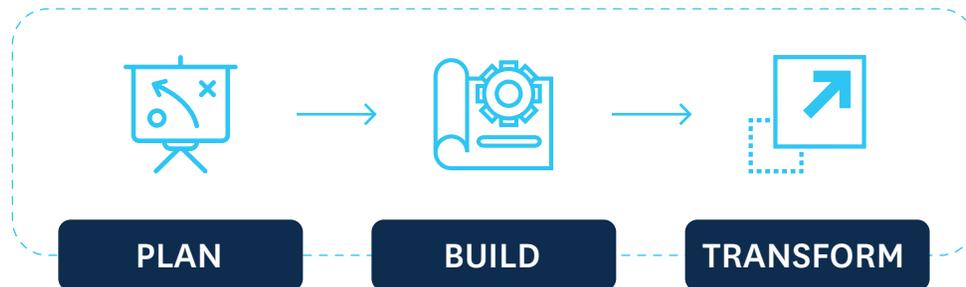


**ENSURE
CAMPUS SERVICE
CONTINUITY**



**IMPROVE
IT STAFF
PRODUCTIVITY**

1. Establish a One-Stop Shop of Campus Services



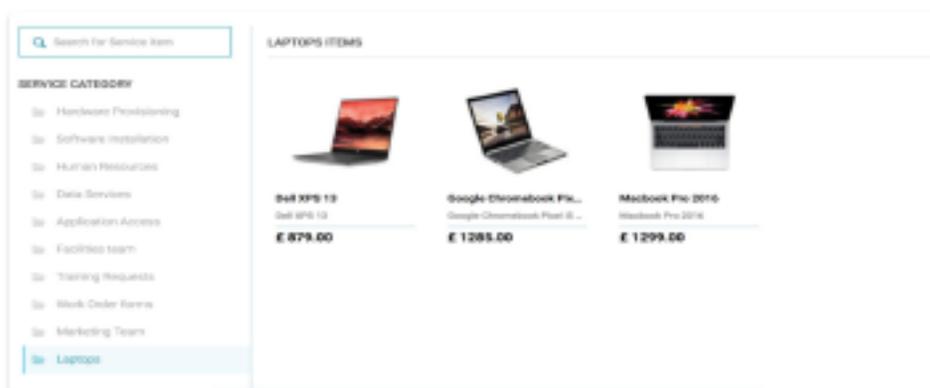
PLAN

- Chart the IT and non-IT requirements of students, faculty and other stakeholders on campus
- Identify services that receive maximum requests
- Catalog the list of apps and software students most frequently use

BUILD

- Configure a service portal with IT and non-IT categories of service items.
- Customize and personalize the service portal with your university branding and logo
- Integrate your self-service portal and service catalog
- Enable self-service with FAQs, solution articles, campus tours, guides, etc.
- Build automated workflows to enable seamless request fulfillment

TRANSFORM

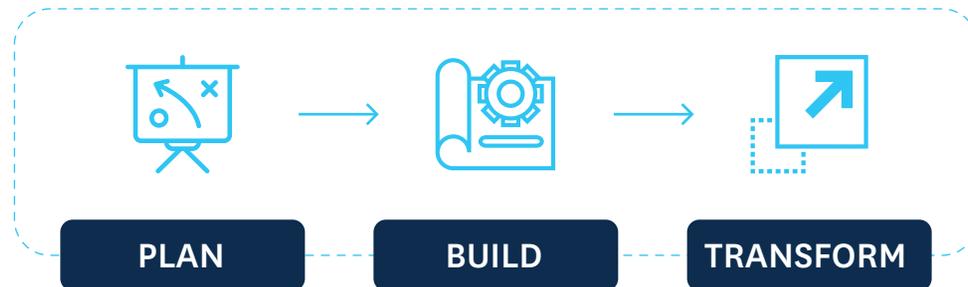


Campus IT experience

Reduction in first-line calls and emails

A shopping like experience for students, staff & other stakeholders.

2. Deliver IT Support from anywhere, anytime



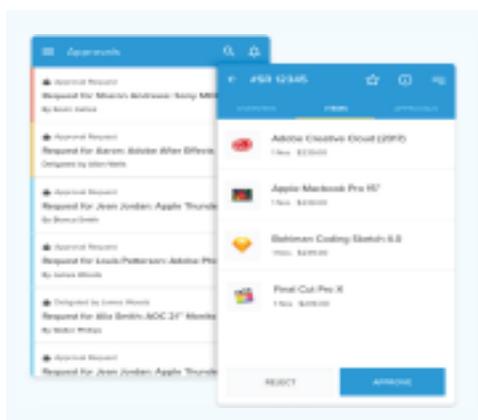
PLAN

- Evaluate the existing channels at disposal for end-users to reach out to the IT team.
- Identify collaboration tools, most popular apps, and other avenues students often use to communicate, collaborate, and interact.

BUILD

- Integrate IT service desk with popular collaboration tools such as Slack, MS teams, WhatsApp, and other intranet portals such as Workplace to take services to where students are and where work happens
- Build a mobile-first approach for IT support in the campus
- Set up notifications, alerts, and give students and faculty the visibility into IT service lifecycle.

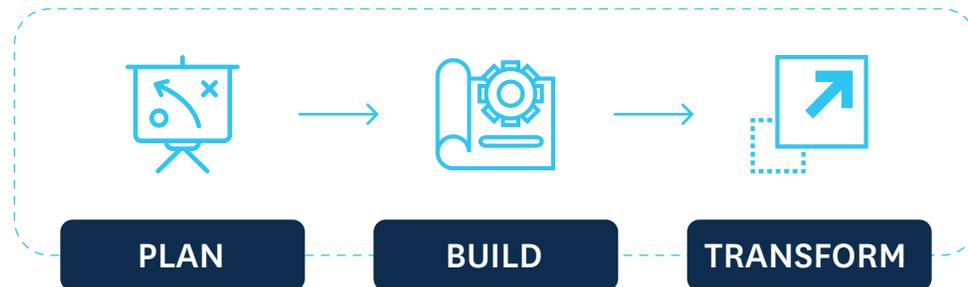
TRANSFORM



Campus IT experience

Faster and reliable IT service delivery
Modern, convenient campus experience

3. Ensure Campus Service Continuity



PLAN

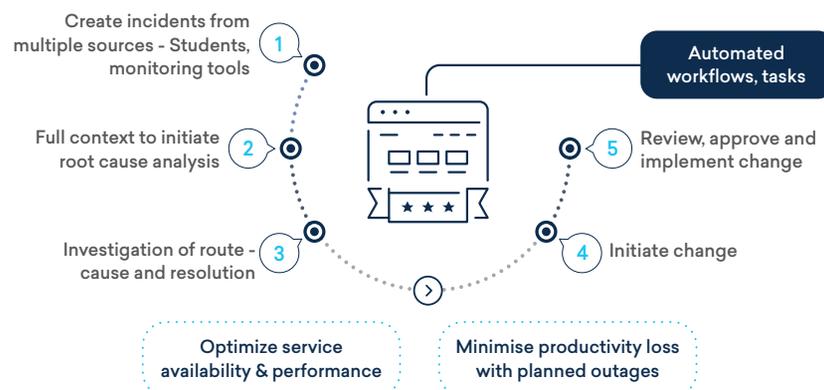
- Study the relationship of students with technology
- Detail out the application, software, and services students would need
- Create a repository of all IT assets on campus and track them from procurement, maintenance, depreciation, and disposal from a single dashboard.

BUILD

- Create customized forms to capture the details of the assets with fields such as owner name, asset key, configuration details, serial number, etc.
- Implement Mobile Device Management (MDM) to ensure the protection of security and data when the device is stolen or lost

TRANSFORM

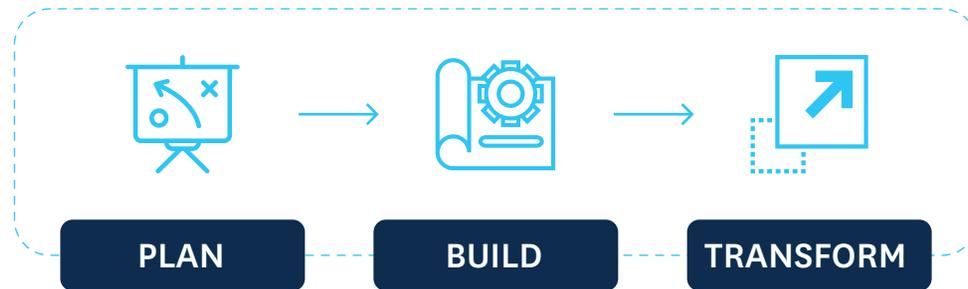
- Take a proactive approach to monitor the health of the campus's IT infrastructure with customized analytic reports



Campus IT experience

Reduction in campus service issues and outages

4. Improve IT Staff Productivity



PLAN

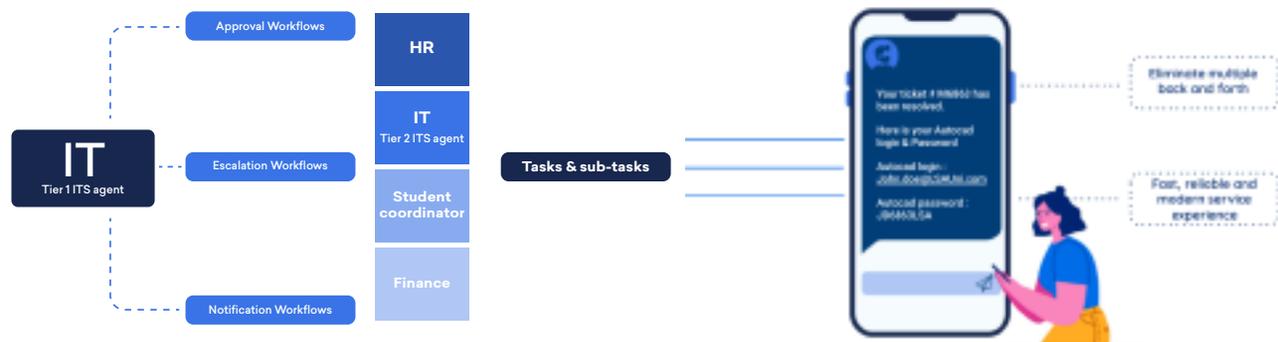
- Distinguish roles and responsibilities between local, central IT and non-IT departments

BUILD

- Define relevant SLAs for services offered
- Auto-assign tickets to IT agents or groups, set multi-level approval, and automate processes such as student admission, application access, etc. using a Workflow Automator.
- Establish performance metrics and ways for continual improvement
- Deploy automation capabilities to suggest the right self-help article to students

TRANSFORM

- Allow the IT staff to stay on top of their game with custom dashboards



Campus IT experience

Faster resolution to critical campus service outages

★ SUCCESS STORIES ★



Greg Collins

Senior Client Engagement Specialist,
Wake Forest University

“Previously, no one used the support portal for entering tickets. Now Freshservice is used widely across all departments.”

[KNOW MORE](#)



Brad Christ

CIO & Associate Vice President for IT,
Eastern Washington University

“With a growing IT services workload, maintaining records and increasing accountability is critical. With Freshservice, we look forward to achieving just that.”

[KNOW MORE](#)



Iain Cameron

Users Services Manager,
The University of Aberdeen

“We’ve been delighted with Freshservice and are proud to be partners with them. And we haven’t even mentioned the increasing amount of machine learning and AI that has started to bear fruit with Freshservice.”

[KNOW MORE](#)



Juan Ramone Dorte

Social IT Director,
INCAE Business School

“We use Freshservice in a way nobody else did before - by using it in many teams that aren’t just IT. It’s efficient and exactly what we wanted.”

[KNOW MORE](#)

About Freshservice

Freshservice, by Freshworks, is a cloud-based service desk and IT service management (ITSM) solution that currently serves more than 20,000 SMB, mid-market, and enterprise customers worldwide. Freshservice is designed using ITIL best practices to help IT organizations focus on what's most important - exceptional service delivery and customer satisfaction. In addition to supporting their service desk and ITSM needs, customers choose Freshservice based on ease to use, speed of setup, customer service, and affordability. Freshservice, has an intuitive UI, is effortlessly configurable and customizable to meet customers' exact requirements and easily integrates with other business and IT systems. Native integrations with several popular cloud services such as Google Apps, Dropbox, AWS, Slack, MS Teams, and Power BI also speed up deployment and reach. Freshservice is a leader in the 'IT Service Management Tools for Small Businesses Category' Grid by G2 Crowd.

www.freshservice.com

