



MASSIVE OPPORTUNITY FOR IT LEADERS LEVERAGING AI USE FRESHWORKS NOW

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Abstract:

Freshworks released the findings of its second annual “State of Workplace Technology” report, which found a 71% increase in the number of software applications on IT teams’ work computers over the last year. To manage this spiraling complexity, the report found that IT pros—especially senior leaders and younger generations—are embracing AI to automate workflows and boost efficiency with 86% of IT pros reporting that their organizations are already using AI. Freshworks creates business software anyone can use. Purpose-built for IT, customer support, and sales and marketing teams, our AI-boostered products are designed to let everyone work more efficiently and deliver more value for immediate business impact. Freshworks operates around the world to serve more than 65,000 customers

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Introduction:

Unlocking a Massive Opportunity for IT Leaders: AI and Freshworks in Tandem The IT landscape is constantly evolving, and keeping pace demands bold and innovative solutions. In this scenario, the powerful combination of Artificial Intelligence (AI) and Freshworks presents a massive opportunity for IT leaders to transform their operations, enhance efficiency, and deliver exceptional value to their organization. The growing complexity of IT environments: Today's IT teams manage a vast array of applications, leading to challenges with sprawl, complexity, and efficiency. AI automates tasks, identifies patterns, and delivers insights, empowering IT leaders to overcome these challenges and achieve more. Freshworks as the ideal platform for AI integration: Freshworks offers a unified customer service, IT service management, and

workplace collaboration platform, ideal for leveraging AI capabilities seamlessly. Prepare to embark on a journey towards a future where AI and Freshworks empower IT leaders to unlock their full potential and drive organizational success.

Why need IT Leaders to work in AI with Freshworks:

The latest 'State of Workplace Technology' report by Freshworks reveals that 75% of Gen Z IT pros currently use AI to support their workload. Smart, simplified technology, paired with the power of AI, will do more to drive productivity and efficiency than legacy software has done in decades. IT leaders who embrace automation and technological agility to reduce complexity will be the ones whose teams come out ahead.

Principles of Massive Opportunity:

Focus on human-centric AI: Ensure AI



complements and empowers IT professionals, not replaces them. Prioritize tasks that free up time for strategic work and human interaction. Address potential biases: Be aware of potential biases in training data and mitigate them through data cleansing and diverse datasets. Ensure fair and inclusive outcomes for all users. Prioritize transparency and explainability: Choose interpretable AI models that allow IT leaders to understand how decisions are made, fostering trust and confidence. Uphold data privacy and security: Comply with regulations and ethical standards to ensure user data is protected and privacy is respected. Strategic Integration and Alignment: Start with clear goals and objectives: Define specific needs and challenges AI can address within your IT environment. Align AI initiatives with overall business strategy. Focus on high-impact use cases: Prioritize areas where AI can generate significant value, such as automating repetitive tasks, improving service desk efficiency, or optimizing IT resource allocation. Leverage Freshworks platform strengths: Seamlessly integrate AI solutions with existing Freshworks tools and workflows to maximize platform benefits. Embrace a data-driven approach: Use data insights to continuously monitor and evaluate AI performance, refining models and ensuring effectiveness. Change Management and User Adoption: Proactive communication and training: Prepare IT teams for the introduction of AI, addressing concerns and providing adequate training to build trust and understanding. Collaborative implementation: Involve IT professionals in the selection, evaluation, and deployment of AI solutions to ensure buy-in and successful adoption. Focus on continuous learning and adaptation: Stay up-to-date on AI advancements and adapt your approach as technology and needs evolve.

Conclusions

Ethical and Responsible AI Adoption:

Focus on human-centric AI: Ensure AI complements and empowers IT professionals, not replaces them. Prioritize tasks that free up time for strategic work and human interaction.

Address potential biases: Be aware of potential biases in training data and mitigate them through data cleansing and diverse datasets. Ensure fair and inclusive outcomes for all users.

Prioritize transparency and explainability: Choose interpretable AI models that allow IT leaders to understand how decisions are made, fostering trust and confidence.

Uphold data privacy and security: Comply with regulations and ethical standards to ensure user data is protected and privacy is respected. Strategic Integration and Alignment.

Start with clear goals and objectives: Define specific needs and challenges AI can address within your IT environment. Align AI initiatives with overall business strategy.

Focus on high-impact use cases: Prioritize areas where AI can generate significant value, such as automating repetitive tasks, improving service desk efficiency, or optimizing IT resource allocation.

Proactive communication and training: Prepare IT teams for the introduction of AI, addressing concerns and providing adequate training to build trust and understanding.

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