



CUSTOMER STORY

Transforming a legacy contact center for the digital-first era.

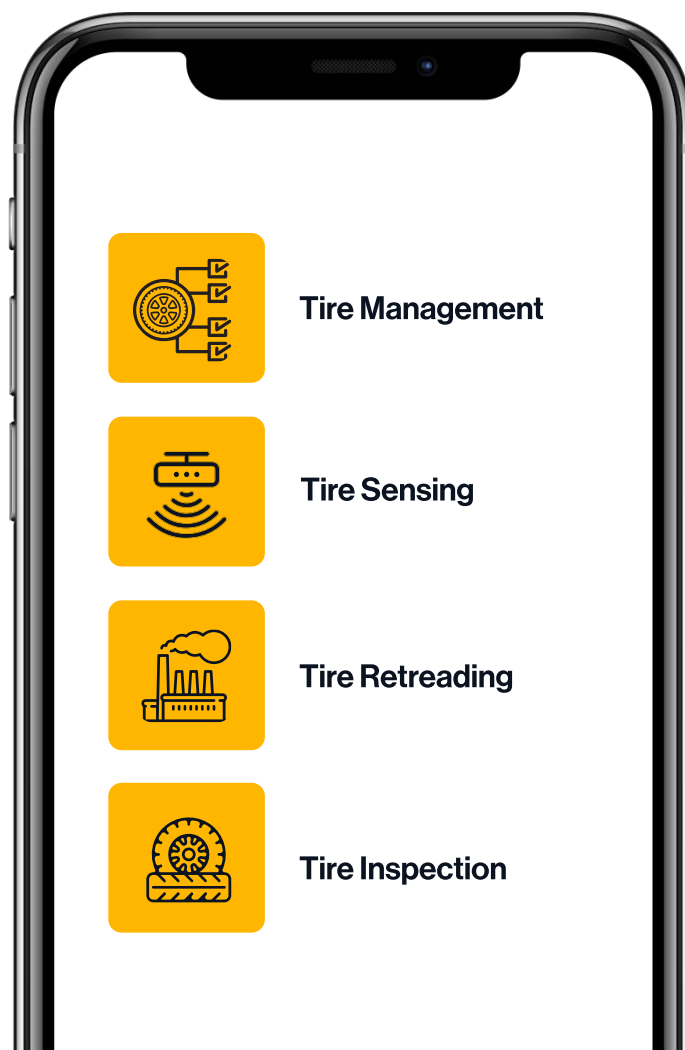
The story of

BRIDGESTONE



Bridgestone, the world's largest tire manufacturer, operates globally across six continents and 150 countries. The brand is a pioneer in using technology to create easy-to-use digital experiences for customers and employees – it does so with the help of **tire care applications** that offer technical support teams complete visibility into customers' tire usage, enabling faster resolutions as soon as issues crop up. It's a recipe for customer delight.

The central customer service team consists of 50+ sales reps, field engineers, and tire technicians distributed across the US, Europe, and Japan. Jointly managing 1000+ tickets of varying complexities every month, the team relied on manual routing to ensure that product- and region-specific support requests were addressed by the right team.





Legacy customer service and a fragmented agent experience

As the team expanded, they realized that their existing customer service setup – consisting of shared inboxes, phone calls, and manual routing – was not built for scale.

- ✓ Email-reliant support infrastructure had **negligible documentation and searchability**. Agents had to resolve issues that may have been solved in the past, impacting TATs and SLAs.
- ✓ Cross-geography **collaboration on complex tickets** was performed ad-hoc, lengthening resolution times and diluting context.
- ✓ **Non-existent self-service** forced customers to rely on the support team more often than was necessary.
- ✓ A disconnect between **Bridgestone's customer-facing apps** and its **support channels** (email/phone) forced customers to leave the app to request assistance, disrupting the user experience.

In order to get around these inefficiencies and fully commit to creating effortless customer and agent experiences, Bridgestone partnered with Freshdesk.



Delivering fast and easy customer service with Freshdesk

Bridgestone rapidly implemented Freshdesk for their customer service teams across 20 countries. They had one goal: To make it incredibly easy for customer to request service, and for agents to deliver it.

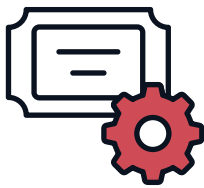
Bridgestone's new digital-first customer service strategy resulted in a consistent 91% adherence to the 12-hour SLA.

This strategy hinged on three pillars:

- ✓ **Automating the customer service workflow**
- ✓ **Simplifying customers' access to assistance**
- ✓ **Creating effortless agent experiences**

Automating the customer service workflow

Freshdesk replaced Bridgestone's shared inbox with a centralized support console that offered full transparency to every agent. This simple move had three upshots: It allowed for automation of previously manual activities, improved the global team's visibility into the progress of ticket resolutions, and simplified cross-geographical collaboration, which led to a marked increase in agent productivity.



Incoming calls and emails are automatically converted into support tickets, and appended with the customer's service request history. Agents have full context into every customer request, and spend less time on tracking resolutions and escalations.



Every ticket is documented and searchable, allowing agents to sift through resolved tickets, reuse tested solutions, and save time on solving recurring customer issues from scratch.



Tickets are auto-assigned to different agent groups based on their geography and ticket content. The time saved on manual ticket assignment has reduced average ticket age by 97%, saving the team nearly 35 hours a month.

Simplifying customers' access to support

Improving the accessibility of support was a cornerstone of the team's new customer service strategy. By offering customers the freedom of choice, the team not only empowered customers with faster service, but also an effortless user experience – this reduced Bridgestone's First Response Time to <15 minutes. Emails and phone calls aside, customers can now receive assistance in one of two ways:



Self-service

500+ FAQs and help articles were added to the Freshdesk knowledge base, allowing customers to find solutions to simple issues without contacting the support team. If self-service does not answer their questions, customers can now raise a ticket from the same interface with a single click.



In-app Support Widgets

Bridgestone has introduced a Freshdesk widget into their customer-facing apps, through which tickets can be raised with a single tap. The widget automatically captures user information (such as location) to minimize customer effort, and built-in automation rules help route the ticket to the right regional team.



Creating effortless agent experiences

Bridgestone identified a positive correlation between agent satisfaction and customer satisfaction, and customized Freshdesk to help agents do their jobs better. The automation of ticket assignment, documentation, and escalation saved significant time, and the Freshdesk interface allowed agents to easily collaborate with one another without having to leave their support consoles.

Integrations have played a critical role in reducing agent effort:

- ✗ Prior to Freshdesk, agents who encountered tickets related to bugs in Bridgestone's customer-facing apps had to summarize the bug information and raise another ticket to the DevOps team.
▽
- ✔ In order to eliminate this duplication of effort, a Freshdesk instance with Azure DevOps was set up via API.
▽
- ✔ Now, agents can simply link incoming tickets with raised bugs by entering the DevOps ticket ID into Freshdesk.
▽
- ✔ DevOps updates and bug resolutions can be tracked in real time, allowing agents to revert to customers at a faster pace.



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“In the future, we plan to onboard more solutions [onto Freshdesk] ... There’s a lot of room for us to expand - we’re onboarding lots of agents, we’re getting serious about support, and we’ll make sure that we support our digital products to the fullest with Freshdesk!”

Luke Gaspar,
Field Engineer & Digital Engineering Leader

BRIDGESTONE



Delight your customers with effortless omnichannel service. Engage in more meaningful conversations every day, across every channel with Freshdesk.

Ready to take the next step?

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