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freshworks

The Business Economic Value of Freshservice by Freshworks

Enterprises migrating from large legacy platforms to Freshservice achieved an ROI of 168% driven by operational cost savings, increased staff efficiency, and unlocked scalability for service growth.

MAY 2026

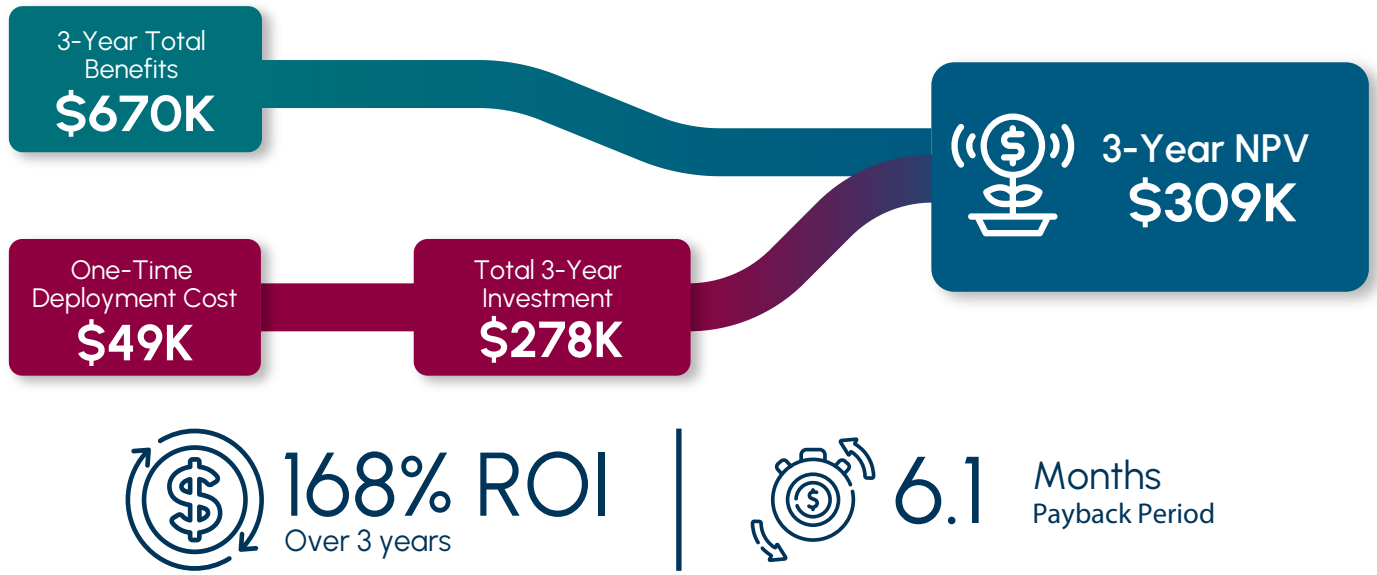
Executive Summary

Freshservice, by Freshworks, is a cloud-native service management platform that helps unify service, asset, and operations management on one AI-powered platform. The suite includes incident and change management, asset management, Configuration Management Database (CMDB), self-service portals, modern incident management, AI-powered automation through Freddy AI, and real-time analytics. The platform is built for enterprise scale and extends beyond IT to HR, finance, facilities, and any service-intensive function.

Futurum measured the Business Economic Value (BEV) of Freshservice by interviewing leaders from four enterprise customers, each with 800 to 1,200 licensed agents using Freshservice, and aggregating their reported business impacts with proprietary Futurum Research data and 91 customer reviews from global enterprise customers of Freshservice on G2. Futurum built a scalable composite financial model per 100 users that quantifies the investment and measurable benefits across interviewees' deployments, demonstrating the potential financial impact for Freshservice customers.

Futurum's financial analysis found that Freshservice delivered a three-year ROI of 168% and a 6.1-month payback period for enterprise customers that replaced high-cost legacy platforms with Freshservice's unified, AI-enabled ITSM environment (see Figure 1). Accounting for both benefits and costs, the deployment generated a three-year Net Present Value (NPV) of $308,986 per 100 licensed users, meaning each licensed user generated over $1,000 of net benefits after costs per year.

Figure 1. Modeled Three-Year ROI and Total Net Benefit Profile for Freshservice Deployments



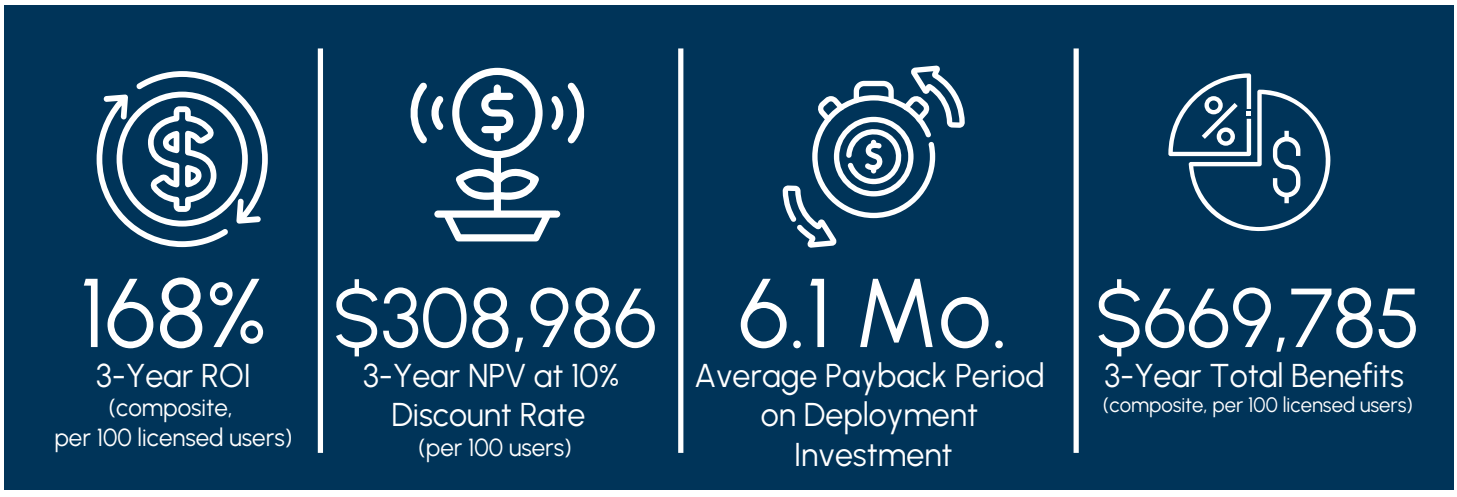
All four organizations achieved consistent, measurable financial benefits by deploying Freshservice despite differences in scale, industry, and prior platform complexity. The top three financial returns from migrating from large legacy platforms to Freshservice included:

- Reduced direct platform costs by replacing high-cost legacy ITSM contracts and consolidating fragmented tool landscapes into a unified Freshservice platform
- AI-powered productivity improvements through Freddy AI Copilot and intelligent self-service automation, reducing agent resolution time, deflecting routine tickets, and compressing end-user wait times
- Operational scale & service growth, without proportional headcount or cost increases, as Freshservice's workflow automation and structured ITIL enforcement enabled existing teams to handle significantly higher service volumes.

Freshservice also enhanced service delivery, enabled AI capability maturity, improved compliance and reduced risks, shifted teams to higher-value work, and improved employee experience. Interviewees were satisfied with their investment, and this sentiment is echoed by G2 review data, which shows an NPS score of 75 with a 4.5/5 rating across 91 enterprise reviewers of Freshservice in the past three years.[1]

When nearly three-quarters of enterprise buyers say UI matters most, the complexity burden of legacy ITSM platforms becomes a measurable economic liability, not just an annoyance.

Figure 2. Composite Financial Outcomes per 100 Users (Three-Year BEV Model)



1 Source: G2 review data from April 27, 2023 through April 27, 2026 from global enterprise customers of Freshservice (N=91 reviewers).

Methodology

BEV Study Overview

Futurum, a leading technology research and analyst firm, conducted in-depth interviews in early 2026 with four enterprise organizations that actively use Freshservice as their primary IT service management platform. These organizations were selected based on demonstrated use across IT and business service workflows and their ability to provide both cost and operational impact data; they are presented anonymously with aggregated individual data points to protect confidentiality. Futurum consolidated data from the four organizations, along with its proprietary research data and G2 buyer and user data, into a composite financial model that represents a typical Freshservice enterprise deployment. Where organizations differed in scale, pricing structure, or deployment approach, Futurum normalized inputs to a common baseline to enable comparability across the dataset (see Table 1).

This research was commissioned by Freshworks. Futurum conducted all data collection, modeling, and analysis independently and retains final editorial control over the findings and content.

Table 1. Profile of Participating Organizations Included in the Composite Model

Organization Type	Industry	Employees	Agents
Specialty Retail	Retail, Multi-location	8,000	800
Global Data Storage	Technology Manufacturing	27,000	975
Electronics Distribution	B2B Electronics Distribution	5,000	500
IT Consulting & Managed Services	IT Consulting/Managed Services	2,000	1,200

Financial Analysis Methodology

The BEV analysis evaluates impact over a three-year period, consistent with typical enterprise investment horizons. Futurum applied fully burdened, organization-specific labor rates ranging from $45 to $92 per hour, reflecting regional variation in IT staffing costs confirmed by interviewees. Futurum applied 50-65% attribution factor to productivity and operational benefits to isolate the impact of Freshservice relative to other contributing systems and process changes. This conservative assumption reflects that not all observed benefits can be attributed solely to the platform. Direct cost savings, such as reductions in legacy platform licenses, are attributed 100% to measured cost differences. Pre-Freshservice baseline rates were modeled to reflect phased deployment and AI capability expansion across user groups, based on patterns observed in the four interviewed organizations.

The composite model focuses on measurable financial and operational outcomes. The analysis does not assume workforce reductions unless interview participants explicitly state otherwise; productivity gains appear as increased service capacity and throughput rather than headcount reductions. Results are based on a limited sample of four organizations and do not represent the full population of Freshservice customers. However, the findings provide a directional view of observed outcomes and consistent value patterns across active production deployments (see Table 2).

Table 2. Key Financial Assumptions and Modeling Parameters

Financial Assumption	Value / Approach
Discount Rate	10% applied uniformly across all four models
Attribution Factor	50–65% for productivity and operational benefits, varying by organization based on deployment maturity and the degree to which Freshservice could be isolated as the primary driver of observed change; 100% for direct cost savings; the attribution factor isolates the percentage of observed gains attributable specifically to Freshservice, distinct from concurrent organizational investments or process changes
FTE Hourly Rate	$45–$92/hr (organization-specific, interviewee-validated; varies by region and role)
Benefit Accrual Period	Year 1 through Year 3 only; Year 0 = one-time deployment cost exclusively
Normalization Base	Per 100 licensed users, equal-weight composite average of all four organizations

Migration & Adoption

The Need for Freshservice

Before deploying Freshservice, the four organizations in this study faced a common problem that manifested differently across their industries: ITSM environments had become too expensive, too fragmented, or too brittle to support their next phases of growth.

- Legacy ITSM platform licensing costs were escalating at renewal, with no new capabilities.
- Some teams managed 18 separate ITSM tools inherited from acquisitions.
- Compliance workflows existed entirely outside the ticketing system.
- Production changes broke unpredictably because the development environment lacked guardrails.

Futurum's data agrees: according to CIOs, Vendor Management has risen from a major challenge for 15.3% of CIOs up to 27.8% of CIOs from Q2 to Q4 of 2025 alone. A strong platform consolidation strategy is an important way to control vendor management challenges.[2]

Freshservice addressed these structural gaps by replacing fragmented, overpriced environments with a unified, AI-enabled platform built for modern service operations, rather than adding another layer of tooling.

2 Futurum Research, CIO Insights Global Survey, Q2 2025 and Q4 2025. Filtered to enterprise respondents.

Why Decision-Makers Selected Freshservice

Each organization's leaders and IT decision-makers decided to migrate from their large legacy platforms to Freshservice with convergent selection criteria:

- The Specialty Retail Organization sought a cost-justified alternative to its incumbent ITSM platform after an unsustainable renewal cycle.
- The Global Data Storage Organization needed a platform to consolidate a dozen standalone tools, including analytics, AI, a Configuration Management Database (CMDB), and Sarbanes-Oxley (SOX) compliance workflows, under a single contract without add-on fees.
- The Electronics Distribution Organization evaluated 15 ITSM alternatives before selecting Freshservice, citing its structured development environment, which helped prevent the production instability that had characterized the prior platform.
- The IT Consulting & Managed Services Organization required a single platform to standardize ITSM processes across 18 inherited systems from 15 acquired companies, supporting both internal IT and 2,500 external managed services customers.

Across organizations, the common draw was Freshservice's all-inclusive licensing model: a single per-seat price that covers AI, analytics, CMDB, change management, and the full ITSM module suite. Organizations that had been paying incremental add-on fees for each capability found this model both structurally simpler and financially more predictable. As one interviewee noted, platforms that price capabilities individually limit adoption. Departments that could benefit from AI or analytics self-service are often excluded because the incremental cost of enabling access is too high.

Meanwhile, AI spending is steeply rising. According to Futurum's 1H2026 data, the top three GenAI use cases for AI Platform decision-makers are Support/CX (56.5%), Knowledge Management (51.7%), and Operations/Workflow (51.1%), which each map directly to ITSM core functions.[3] An ITSM platform like Freshservice, which delivers embedded AI for ticket resolution, knowledge base automation, and workflow orchestration, is positioned at the intersection of the three highest-priority enterprise AI use cases. AI Platform decision-makers also identify transparent pricing, rapid implementation, fast time to value, and strong data governance as critical factors – areas where interviewees felt Freshservice excelled.[4]

3 Futurum Research, AI Platforms Decision Maker Survey, 1H 2026.
4 Futurum Research, AI Platforms Decision Maker Survey, 1H 2026.

Futurum's review of G2 data from the past three years identified 91 reviews from global enterprise customers of Freshservice.[5] For these reviewers, the top two drivers by far were ease of use and features. They rated Freshservice: 6.4/7 for meeting requirements, 6.5/7 for ease of use, 6.25/7 for ease of setup, and 6.44/7 for ease of admin. Reviewers reported a 5/7 sentiment to pricing, but when compared specifically to the large enterprise platforms, cost savings and consolidation emerged as major categories:

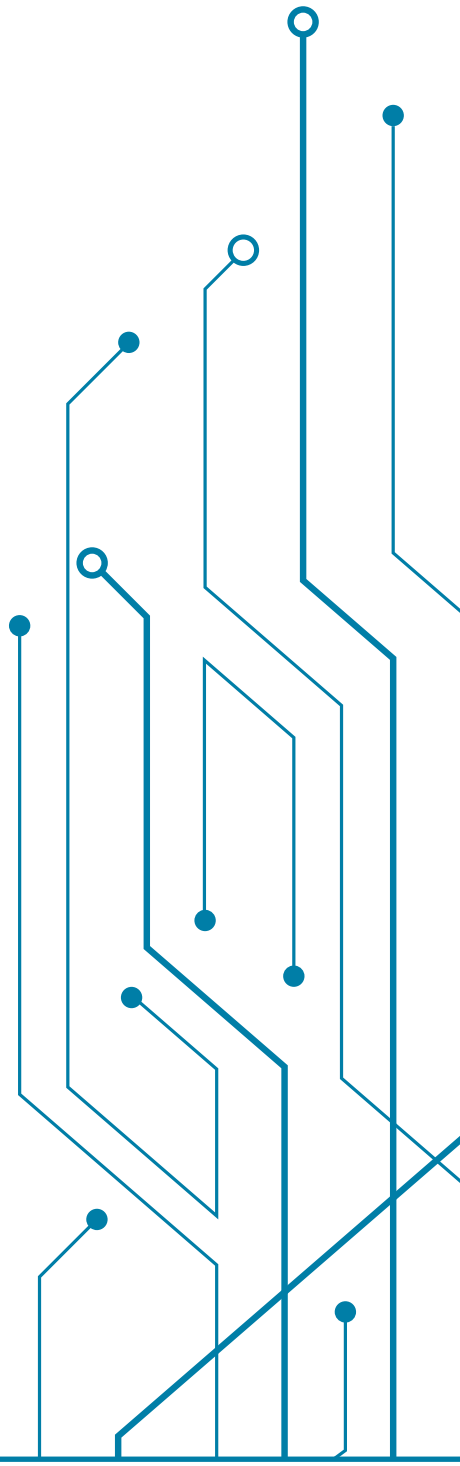
"The main issue for us was the pricing – [prior solution] was planning to nearly triple our annual costs. In comparison, Freshservice has proven to be a much better fit for our needs."

***"We switched from [prior solution] to Freshservice primarily for ease of use, better value, and faster implementation**. Freshservice offers a much more intuitive interface, both for agents and end users, which reduced training time and improved adoption across the board. While [prior solution] is highly customizable, it often felt overly complex and required significant effort to manage and configure. Freshservice strikes a better balance – it's powerful, but far more user-friendly and agile for our team's daily needs."*

–Administrator review of Freshworks on G2, a global enterprise that switched from a large legacy platform

"Our prior platform is a powerful tool that met the company's needs at too high a price point. The number one decision maker was cost."

– IT Operations Coordinator, Specialty Retail



5 Source: G2 review data from April 27, 2023 through April 27, 2026 from global enterprise customers of Freshservice (N=91 reviewers).

Freshservice Deployment

Deployment timelines to migrate from legacy platforms to Freshservice ranged from two months to one year for the participating enterprises, with variance driven by scale and the balance between a tight scope for speed versus more careful deployments for high-complexity needs or future-proofing.

Agent onboarding proved less burdensome than expected for all four interviewees. Although training and change management are often cited as major deployment cost drivers for similar investments, interviewees consistently described these deployments as straightforward, thanks to Freshservice's user-friendly interface and onboarding materials.

None of the organizations added a net headcount to support the deployment. Once the first production workflows were live and agents could see tickets routing, resolving, and escalating automatically without manual intervention, the internal conversation shifted from 'should we expand this?' to 'what else can we automate?'

Global Data Storage

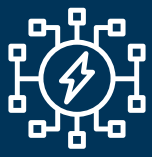
Two months

Tight scope, careful operational planning, and no-charge Freshworks implementation consulting got 975 agents in only two months.

Specialty Retail

Four months

Fast deployment to 800 agents despite a multilocation environment.



Electronics Distribution

Seven months

Well-planned deployment to 500 agents with two months of design workshops and five months of development, establishing a workflow and automation foundation with minimal external support needs.

IT Consulting & Managed Services

One-year phased rollout

Large, complex five-country European deployment to 1,200 agents and 2,500 external customers.

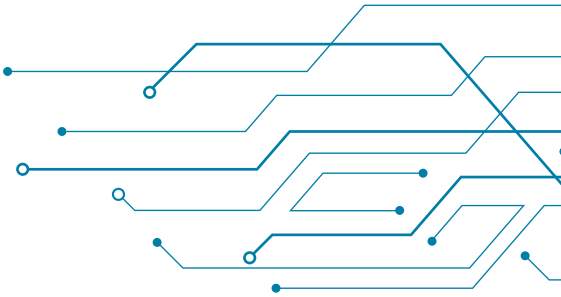
Average of G2 Reviewers from Enterprises[6]

3.2 months to go live

16.7 months to reach a positive ROI.

"Freshservice provided... the guardrails to develop and customize just enough without breaking production. It has never happened since we brought it online."

– Desktop Services Director, Electronics Distribution Organization



6 Source: G2 review data from April 27, 2023 through April 27, 2026 from global enterprise customers of Freshservice (N=51 reviewers for time to go live, N=32 reviewers for time to positive ROI).

Financial Impact & Investment Categories

The following sections outline the key business value drivers and investment categories identified across the four organizations by migrating from large legacy ITSM platforms to Freshservice. Each include: the mechanism by which value was generated, the composite assumptions used in the financial model, the observed range reported by interviewees, and a 'What This Means for You' note explaining how results may vary across organizational contexts.

Freshworks Reduced License Costs & Consolidated Platforms

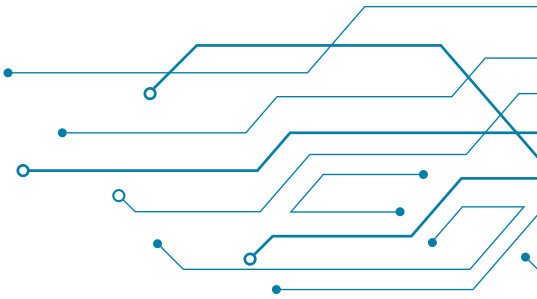
Freshservice's all-inclusive licensing model, which covers AI, analytics, CMDB, and the full ITSM module suite under a single per-seat price, eliminated the pattern of incremental add-on costs that had driven prior platform expenses upward year over year. This direct software licensing cost reduction was the most immediate and consistent financial benefit.

The Global Data Storage Organization illustrates both cost-reduction and consolidation benefits. The organization reduced its annual ITSM licensing spend by $300,000, moving from a quoted legacy platform renewal of $800,000 to $500,000 with Freshservice, while increasing its licensed seat count from 900 to 975. It simultaneously consolidated roughly a dozen standalone tools, including analytics, AI, reporting, and SOX compliance platforms, into Freshservice's unified suite. This saved an additional estimated $90,000 per year by eliminating integration overhead, vendor management complexity, and duplicate administrative effort.

Other organizations showed similar patterns:

- The Specialty Retail Organization saved approximately $100,000 annually compared to its prior platform, a 25% reduction in per-seat cost.
- The Electronics Distribution Organization eliminated its legacy concurrent licensing platform and replaced separate e-signature tools with native Freshservice functionality, saving approximately $91,500 annually.
- The IT Consulting & Managed Services Organization consolidated 18 ITSM tool contracts into a single Freshworks relationship, eliminating per-tool support and maintenance costs and simplifying vendor management across a five-country operation.

"Freshservice wasn't every discrete thing with a different sticker price. You could opt in for all aspects of ITSM, AI, analytics, everything, basically under one umbrella."



–Senior Director, IT Infrastructure, Global Data Storage Organization

Key Metrics

$65,000
License & Consolidation Savings, Year 1
(composite per 100 users)

$195,000
License & Consolidation Savings, 3-Year Total
(composite per 100 users)

18 → 1
ITSM Systems Consolidated, IT Consulting & Managed Services Organization

What This Means For You

When evaluating the business case for Freshworks at your own organization, consider the following:

- **This benefit will scale** for organizations with larger legacy platform contracts or more fragmented tool landscapes.
- **The cost reduction is immediate, direct, and predictable** and does not depend on adoption ramps or behavioral change.
- **Organizations currently paying above-market rates on long-running legacy ITSM contracts have a clear financial case**, particularly those approaching renewal cycles with escalating quotes.
- **The all-inclusive Freshservice licensing model removes the ceiling on capability adoption:** departments that previously could not afford to enable AI, analytics, or CMDB features now have access to them at no incremental cost.

Freshworks Enabled Agent Productivity & AI-Assisted Resolution

Freshservice's Freddy AI Copilot, streamlined workflow execution, and real-time ticket traceability delivered measurable productivity improvements for service desk agents across all four organizations, with gains increasing as AI adoption matured. These productivity improvements directly increased the enterprises' ability to service customers and drive growth without major headcount increases:

- The Specialty Retail Organization provided the most direct comparative data: within its Freshservice deployment, agents using Freddy AI Copilot resolved tickets in an average of 12 hours, compared with 16 hours for agents without Copilot, a **25% improvement in resolution time based on live production data**. The organization modeled Copilot deployment scaling from an initial cohort of 140 agents (17% of its 800-agent workforce) in Year 1, expanding to 280 agents in Year 2 and 400 in Year 3, increasing the total productivity impact as adoption expanded.

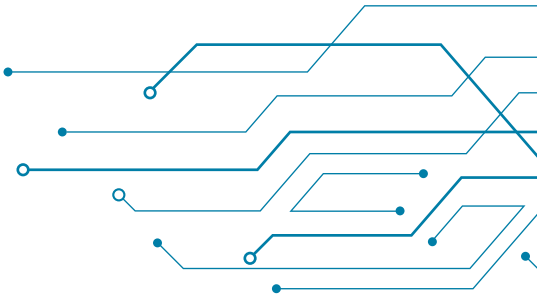
- The IT Consulting & Managed Services Organization compounded productivity at scale; in its first year with Freshservice, **it handled 50% more tickets with the same number of agents**. The Chief of Staff attributed half the impact – Freshservice's unified platform, automated workflows, and structured enforcement of ITIL processes.

- The Global Data Storage Organization **reduced the time spent interacting with the system by 50% per ticket**, attributed to Freshservice's streamlined field structure, automated workflow progression, and AI-assisted recommendations replacing time-consuming processes through the prior platform's complex interface and manual multi-field updates across disconnected tools.

Across all four organizations, ticket traceability and activity-level visibility emerged as consistent, non-AI drivers of productivity. Freshservice's granular activity logging removed operational ambiguity associated with misrouted or lost tickets, reducing the time agents and managers previously spent tracking and reconciling ticket status.

"From 2024 to 2025, we did 50% more tickets with roughly the same number of FTEs. We doubled our managed services revenue but only grew headcount by 10%."

–Chief of Staff, IT Consulting & Managed Services Organization



Key Metrics

$55,000
Agent Productivity & AI Savings, Year 1
(composite per 100 users)

$234,841
Agent Productivity & AI Savings, 3-Year Total
(composite per 100 users)

25%
Reduction in Avg. Resolution Time with Freddy AI Copilot
(composite per 100 users)

What This Means For You

When evaluating the business case for Freshworks at your own organization, consider the following:

- Organizations with higher salaries, larger Copilot deployments, or higher ticket volumes can realize greater value from this category. The 25% reduction in resolution time in this model is based on live production data from an interviewee, forming a conservative baseline. However, external benchmarks[7] indicate that AI-assisted resolution improvements can increase as adoption matures and coverage expands.

- Actual outcomes will vary based on the quality of the knowledge base, workflow design, process maturity, and user adoption.

- Organizations that invest in knowledge base depth before expanding Copilot, ensuring the AI can surface relevant articles and context immediately, will accelerate the rate at which this benefit compounds in Years 2 and 3.

Freshworks Delivered AI-Powered Self-Service and Workforce Productivity

Freshworks' AI capabilities extend well beyond automating routine responses. They fundamentally reshape how IT organizations deliver value to employees and manage service workloads at scale. The Freshservice platform embeds Freddy AI across two complementary delivery modes: Freddy AI Copilot, which augments agent workflows by accelerating resolution and reducing handle time, and Freddy AI Agent, which resolves employee requests autonomously without requiring live agent involvement. Together, these capabilities produce compounding returns across both operational efficiency and end-user experience.

Across the four organizations in this study, Freshworks-enabled self-service and AI-assisted productivity contributed $174,944 per 100 users in quantified three-year value, reflecting improvements in resolution speed, reduced end-user wait time, and a lower total cost per service interaction. Two of the four organizations had active Freddy AI deployments contributing directly to self-service outcomes; the remaining two realized productivity gains through platform-enabled workflow improvements and end-user experience enhancements. One participating organization, a global data storage company, confirmed a 50% reduction in per-ticket system handling time, cutting agent system time from five minutes to 2.5 minutes per ticket across more than 280,000 tickets annually. A second organization in specialty retail scaled Freddy AI Copilot adoption from 140 to 400 agents over the study period, while its autonomous self-service capabilities remain in an earlier ramp-up phase.

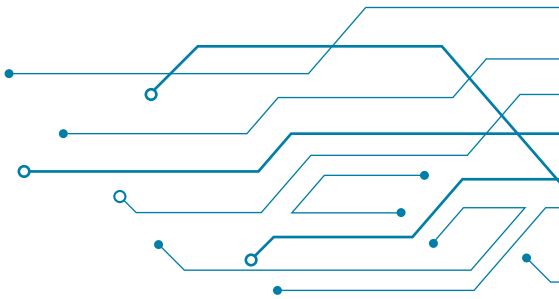
To place these outcomes in a broader context, Freshworks' Benchmark Report 2025 documents a 76.6% reduction in resolution time for Copilot-assisted tickets compared to manually handled tickets across active deployments. The productivity gains observed in this study are consistent with what the platform delivers at scale, and the organizations here represent different points on the maturity curve. As each advances its Freshservice AI configuration, the operational and workforce productivity outcomes are structured to increase over time.

The impact on end-user productivity extended across all four organizations: real-time notifications, lifecycle transparency, and mobile-optimized ticket management reduced the disruption caused by IT incidents regardless of whether AI self-service was fully active. Employees no longer had to wait in phone or chat queues for an initial response. Instead, the self-service portal and AI capabilities provided immediate acknowledgment and, in many cases, immediate resolution. The Electronics Distribution Organization highlighted mobile ticket management as a particularly high-value capability for its facilities team, whose members work away from desks: "Everything that the facilities team does is on their phone. They can just pick up a ticket, close the ticket, update the ticket, all really fast."

7 McKinsey & Company, The State of AI: Global Survey 2024.

At scale, the cumulative effect of faster resolution and shorter wait times returns substantial hours to the broader workforce, one of the largest benefit categories in the composite model.

"Users don't wait in queues anymore. They can ask their question and get an immediate response from the bot. That's where the big wins are coming from, and why users are so pleased."



–Senior Director, IT Infrastructure, Global Data Storage Organization

Key Metrics

$174,944
Three-year self-service and end-user productivity value across the four organizations per 100 users

50%
Reduction in per-ticket system handling time
(Global Data Storage organization)

76.6%
Reduction in resolution time for Copilot-assisted tickets
(Freshworks Benchmark Report 2025)

What This Means For You

When evaluating the business case for Freshworks at your own organization, consider the following:

- Deepen the knowledge base to improve AI self-service economics.
- Prioritize high-volume, repetitive request types early to maximize AI-driven automation and end-user productivity gains, which compound as adoption and platform maturity increase.
- AI-driven productivity and efficiency outcomes grow with platform and adoption maturity, but results will vary by implementation and starting configuration.
- Organizations with larger ratios of end users to agents will realize greater value, as productivity gains extend beyond licensed users to the broader workforce.

Freshworks Improved Business Continuity & Major Incident Management

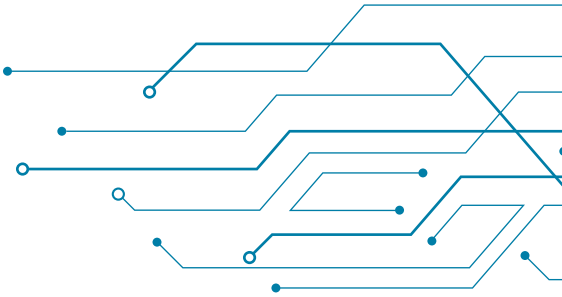
Freshservice's major incident management, CMDB integration, and problem management capabilities reduced financial risk from unplanned downtime for critical infrastructure at scale. The value of major incident management stems from cumulative improvements, including faster response times, fewer repeat incidents, and reduced mean time to resolution for high-priority issues:

- The Global Data Storage Organization runs manufacturing operations continuously across multiple continents, identifying the integrated CMDB as high-value: with 70,000 assets tracked and linked to incident, change, and problem records, the organization can trace incident root causes in real time, reducing the time between detection and resolution. In the prior environment, where data was fragmented across multiple tools, root cause analysis was slower and more reliant on institutional knowledge.

- The Electronics Distribution Organization reported similar improvements in operational continuity. In the prior system, production issues occurred frequently and disrupted operations; since deploying Freshservice, the organization has had zero production breaks attributed to structured development guardrails and stronger change management controls.

"Freshservice was a fresh start, a quantum leap forward in modernizing our processes. Having a single source of truth for all information, with its interrelated parts, is the biggest win."

–Senior Director, IT Infrastructure, Global Data Storage Organization



Key Metrics

$10,000
Business Continuity & Uptime Value, Year 1
(composite per 100 users)

$36,000
Business Continuity & Uptime Value, 3-Year Total
(composite per 100 users)

70,000
CMDB Assets Tracked for Real-time Incident Correlation, Global Data Storage Organization

What This Means For You

Business continuity value is inherently organization-specific, and this study's financial valuation is conservative by design.

- Manufacturing firms, financial services organizations, and retailers with high per-hour revenue exposure to downtime will see greater financial benefits.
- Organizations with documented SLA obligations or regulatory reporting deadlines will reduce additional financial risks such as contractual penalties and compliance costs.
- The CMDB investment case is the strongest when managing complex, interdependent infrastructure: once 70,000+ assets are mapped and correlated with incidents in real time, the marginal value of each additional linked record compounds and accelerates incident analysis.

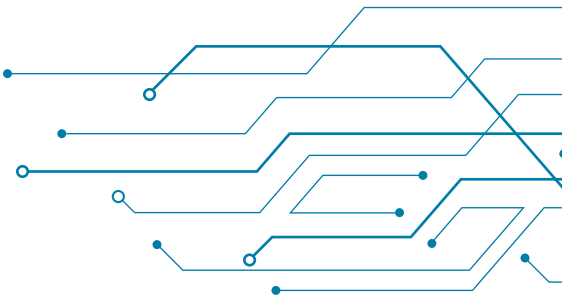
Freshworks Improved Scalability & Enabled Business Growth, with Minimal Headcount & Cost Increases

Freshworks empowered all interviewed enterprises to automate high-volume service operations, increasing throughput without proportional increases in headcount or operating costs. Rather than adding agents to handle rising ticket volumes or an expanded platform scope, organizations used automation, intelligent routing, and self-service to extend capacity. Operational efficiency absorbed increased demand, letting the organizations defer planned headcount additions.

- The IT Consulting & Managed Services Organization **nearly doubled managed services revenue with only a 10% increase in headcount** (from 10% to 22% of company revenue). Combined with 50% ticket growth with unchanged agent staffing, per-agent throughput growth compounded as automation matured and platform adoption expanded.
- The Global Data Storage Organization extended Freshservice to HR, Finance, Security, Logistics, and Physical Security without adding dedicated administrators.
- The Specialty Retail Organization avoided adding IT staff while expanding AI capabilities and cross-functional use in its first year.

"What was going to take us into the future and set us up for growth the next 10–15 years? That was the real key.* We saw Freshservice as a disruptor *in this space."

–Desktop Services Director, Electronics Distribution Organization



Key Metrics

$8,000
Scalability & Headcount Avoidance, Year 1
(composite per 100 users)

$29,000
Scalability & Headcount Avoidance, 3-Year Total
(composite per 100 users)

2x
Managed Services Revenue Growth with Only 10% Headcount Increase, IT Consulting & Managed Services Organization

What This Means For You

Headcount avoidance is most credible when supported by documented staffing plans or open requisitions, both of which were present in the organizations studied. Organizations with rapidly growing ticket volumes, especially those expanding into HR, Finance, or Facilities, are more likely to realize this benefit as automation absorbs incremental demand. The IT Consulting & Managed Services Organization illustrates this dynamic, with a 50% year-over-year increase in ticket volume absorbed without proportional headcount growth, reflecting improved operational capacity as automation matured. This benefit is particularly relevant in constrained labor markets, where hiring timelines are extended.

Freshservice Delivered Additional Qualitative Value

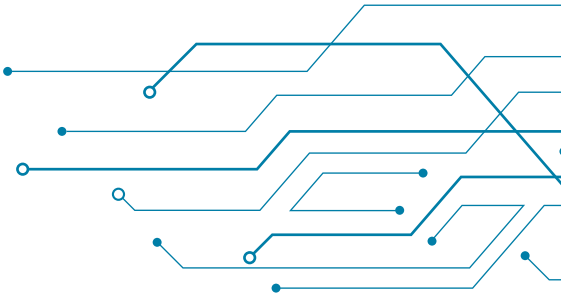
Freshservice provided qualitative benefits consistently for interviewees that sit outside the quantified model: better service delivery, AI capability maturity, compliance and risk reduction, shift to higher value work, and improved employee experience. Interviewees consistently reported these outcomes, but as the connection to direct financial impacts could not be proven, they are not included in the quantified financial model and its ROI, NPV, or payback calculations. This study also omits any potential additional benefits that organizations with different before states (not a large legacy platform) or different use cases and needs might experience, as those are outside the scope of this data collection.

Better Service Delivery & Quality

The IT Consulting & Managed Services Organization reported an increase in NPS from approximately 30 to over 51 after deployment, reflecting more consistent, transparent ITSM processes. These internal changes produced measurable service outcomes, including higher SLA performance, faster response times, and reduced reliance on informal escalation channels.

"Our NPS moved from around 30 to over 51 since we deployed Freshservice. That's a reflection of everything improving together, the processes, the visibility, the responsiveness."

–Chief of Staff, IT Consulting & Managed Services Organization



Growth of AI Capability Maturity

Organizations that deploy Freddy AI for defined use cases build the groundwork for capabilities that extend beyond immediate ROI. They develop governance, knowledge management, and change management practices over time that enable broader adoption of AI-enabled service operations. For example, the Global Data Storage Organization described its deployment as an ongoing progression, expanding from initial AI use in IT to active deployment across HR and Finance, supported by a self-service portal serving 27,000 employees.

Improved Compliance and Risk Reduction

Freshservice strengthened compliance and risk management capabilities. For example, the Global Data Storage Organization implemented SOX-compliant workflows within Finance, supported by structured approvals, documented change control, and complete audit trails capabilities that were difficult to achieve in prior fragmented environments. Across organizations, structured change management reduced the risk of undocumented or untraceable system changes, improving operational stability and audit readiness. For example, the Electronics Distribution Organization reported that its frequent production incidents in the prior environment ceased after migrating to Freshservice.

Shift-Left to Higher-Value Work

Interviewees described a reduction in low-value operational work and increased focus on more complex service activities. Structured workflows, automated routing, and AI-assisted resolution reduced time spent on manual ticket handling, status tracking, and switching between disconnected systems. Agents could focus more on complex issues requiring judgment, technical expertise, and stakeholder interaction.

Employee Experience

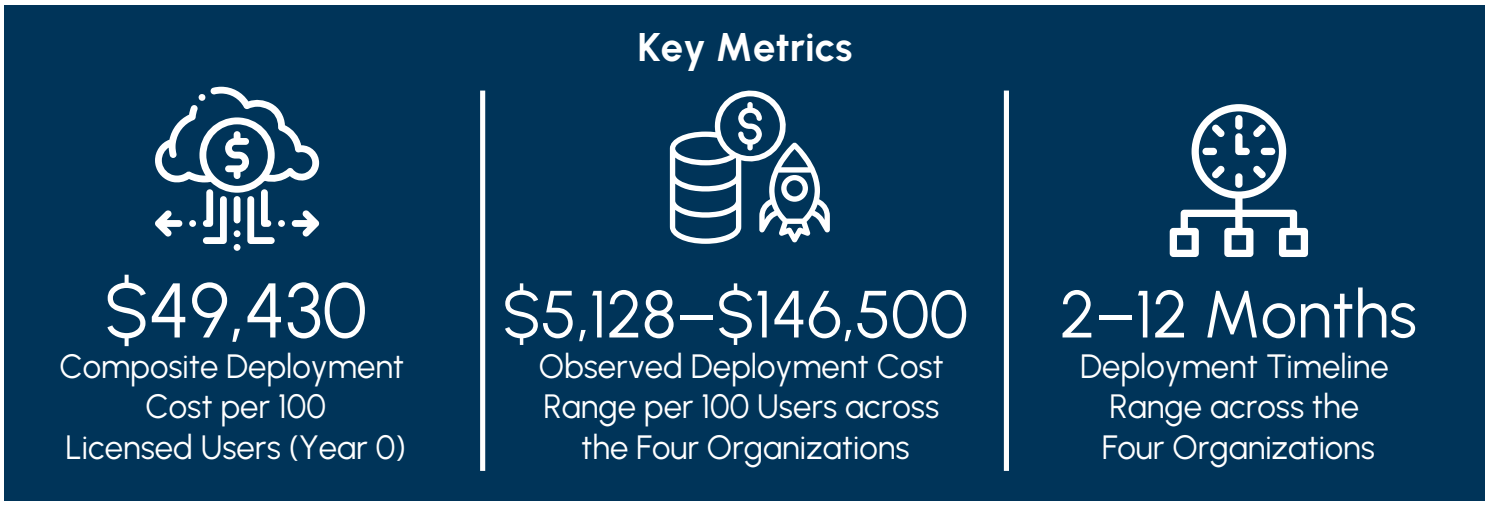
Employees shifting from manual, repetitive tasks to more complex service work reported cleaner workflows, faster feedback loops, and reduced operational friction, contributing to improved day-to-day working experience.

Deployment and Implementation Costs

Freshworks' initial deployment costs include implementation and professional services, internal labor for configuration and workflow development, training and change management, API and integration work, CMDB build-out, and data migration from legacy platforms.

The normalized deployment cost was $49,430 per 100 users, but costs varied widely across organizations from $5,128 per 100 users (Global Data Storage with included implementation support) to $146,500 per 100 users (IT Consulting & Managed Services Organization, which required a phased rollout across five countries and more than 15,000 hours of internal labor). G2 data mirrors this analysis exactly: the average onetime costs for deploying Freshservice were $49,500 normalized per 100 users for the 22 enterprise reviewers on G2 that provided cost data.[8]

Costs were driven primarily by integration complexity and internal labor rather than licensing. Organizations that leveraged Freshworks' implementation resources achieved lower costs and faster time-to-value, whereas those requiring third-party consulting, custom integrations, or multi-country standardization incurred higher upfront investment.



What This Means For You

Deployment and servicing costs are the most controllable variables in the BEV equation, but unlike licensing's predictable cost scaling with usage, service-related costs vary with scope, integration requirements, and organizational complexity.

Organizations that define scope tightly, negotiate implementation support in the licensing deal, and use Freshworks' bundled onboarding resources will deploy at a fraction of the composite average. Year 0 infrastructure integration connectors, workflow templates, and CMDB configuration carry high reuse value. The marginal cost of extending Freshservice to another business function in Year 2 or 3 is substantially lower than the initial investment, so per-function cost drops with each expansion

8 Source: Futurum weighted normalization of N=22 global enterprise reviewers on G2 from April 27, 2023 through April 27, 2026 that are customers of Freshservice.

Annual Operating Costs

Annual operating costs include platform licensing, administration, and ongoing configuration and optimization. These costs were generally stable year over year for study participants, with only modest increases in some cases driven by user growth or expanded platform usage.

The normalized annual operating cost was approximately $76,280 per 100 users for Years 1 through 3, including about $57,000 for licensing and $19,280 for administration. Futurum omitted G2 review data from the financial analysis to high variability without the ability to deeply examine and verify all costs, but notably, G2 reviewers indicate much lower costs may be achievable for some organizations.

The Global Data Storage Organization demonstrates the efficiency of the all-inclusive model. Despite expanding coverage to six departments and broadening the platform's scope, annual costs remained stable because there were no incremental per-module or per-feature fees. However, premium support and consulting services can require additional costs, as experienced by the IT Consulting & Managed Services Organization.

Key Metrics

$76,280
Composite Annual Operating Cost per 100 Licensed Users (Years 1–3)

$57,000
Annual Technology Licensing per 100 Licensed Users

2.2x–3.4x
Annual Benefit-to-Operating-Cost Ratio, Year 1 through Year 3

What This Means For You

Annual operating costs should be evaluated in the context of scale, scope, and utilization. As deployments expand to non-IT departments, the platform's value surface grows while its per-seat cost structure remains fixed, improving the benefit-to-cost ratio year over year. In this study, annual benefits exceeded annual operating costs by approximately 2.2x in Year 1, increasing to approximately 3.4x by Year 3 as the benefit curve accelerated while operating costs remained stable. Organizations that maintain governance discipline, ensure knowledge base hygiene, and execute planned AI capability expansions on schedule will realize the steepest improvement in this ratio over the modeling horizon.

Recommendations

The outcomes documented in this study reflect what disciplined, well-scoped Freshservice migrations from large legacy platforms delivered across diverse enterprise contexts.

Based on the results and recommendations from the customer interviews, Futurum recommends:

- **Begin with a well-defined scope, then expand:** Activate Freddy AI Copilot and self-service capabilities early, and establish baseline metrics for deflection and resolution time. Organizations that start with a focused deployment achieve faster time-to-value and lower initial costs, whereas broad, cross-functional rollouts increase complexity and delay results.

- **Establish operational baselines before go-live:** Measure ticket volumes, handling times, and resolution performance before deployment. Clear baselines enable accurate attribution of outcomes and strengthen future business cases for expansion.

- **Standardize processes before scaling automation:** Consistent, ITIL-aligned processes are required to realize the full value of automation. Organizations that deploy automation on inconsistent processes risk amplifying inefficiencies rather than eliminating them.

- **Design governance and knowledge architecture for scale:** Early investment in structured workflows, audit controls, and high-quality knowledge bases improves AI performance and reduces the need for manual intervention over time. Foundational infrastructure built in Year 0 enables more efficient expansion in later phases.

- **Extend beyond IT and engage non-IT business units early on workflow ownership:** Expanding into functions such as HR, Finance, and Facilities increases platform value at minimal incremental cost. Success depends on process clarity and change management, not technology investment.

- **Use vendor implementation resources:** Organizations that engaged Freshworks implementation support achieved faster deployment and lower costs. The implementation strategy should be defined during contract negotiation to optimize cost and time-to-value.

- **Consider additional potential value drivers if your organization has a different starting point:** This study focuses on migrations from large enterprise platforms; organizations with other profiles such as using only basic prior tools, that had major multi-tool fragmentation (across departments, from M&A, conglomerates), or that are smaller in size (small, midsize, or high-growth) may find a number of additional potential benefits versus other problems, gaps, or opportunities in their prior environments.

Financial Summary

This financial analysis illustrates the potential financial impact of migrating to Freshworks' Freshservice for enterprises that previously operated large, legacy ITSM platforms. All values are normalized to a per-100-licensed-users basis. Equal-weight composite average across four organizations. Numbers may not sum exactly due to rounding.

Figure 3. Three-Year Cash Flow-Composite BEV Model (Per 100 Licensed Users)

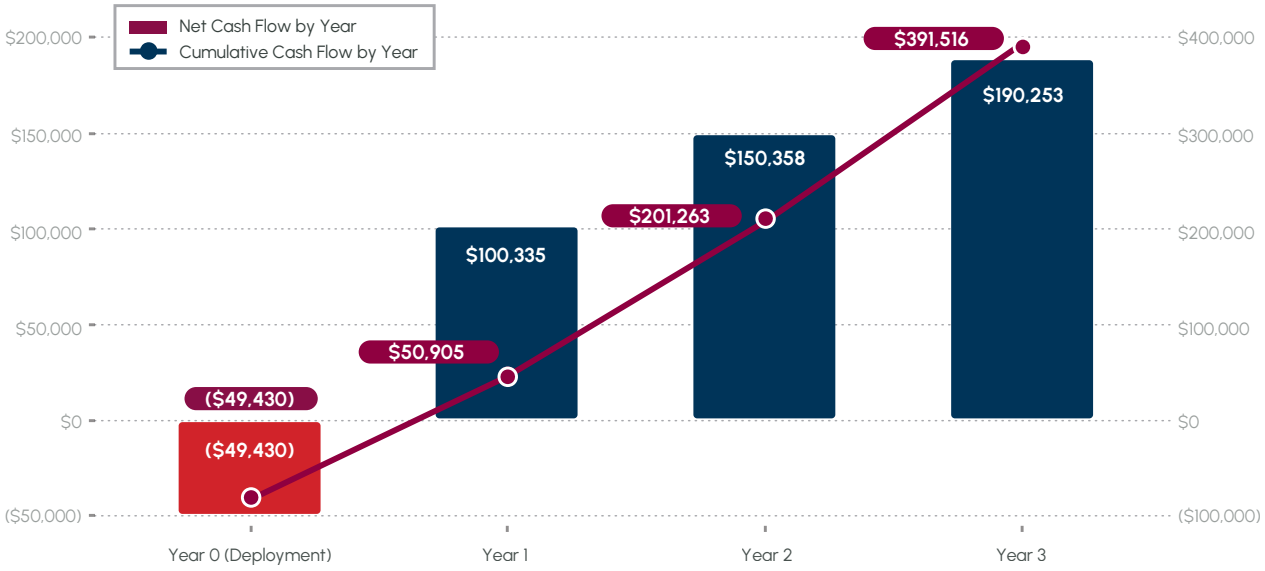


Table 3. Composite BEV Results (Per 100 Users)

Metric	Composite Result (Per 100 Users)
3-Year ROI	168%
Payback Period	6.1 months
3-Year NPV at 10% Discount Rate	$308,986
Initial Deployment Cost (Year 0)	$49,430
Total 3-Year Operating Cost (Years 1–3)	$228,840
Total 3-Year Investment (All-In)	$278,269
Total 3-Year Benefits (Undiscounted)	$669,785

Table 4. Composite BEV Results (Per 100 Users)

Benefit Category	Composite Model (3-Year, Per 100 Users)
License Cost Reduction & Tool Consolidation	$195,000
Agent Productivity & AI-Assisted Resolution	$234,841
Self-Service, Deflection & End-User Productivity	$174,944
Business Continuity & Major Incident Management	$36,000
Scalability & Headcount Avoidance	$29,000
Total 3-Year Benefits	$669,785

Freshworks sponsored this BEV study, which The Futurum Group conducted in accordance with its established methodology for quantifying the value of enterprise software and services. The financial outcomes presented reflect aggregate data from primary interview data collected by Futurum Research analysts in early 2026 with four enterprise organizations that deployed Freshservice between 2022 and 2025. All financial figures are research-based estimates and should not be construed as guarantees of future financial performance; they provide an illustrative view of the outcomes organizations may expect from migrating to Freshservice with appropriate planning, process investment, and ongoing AI activation discipline. Individual results will vary based on organization size, prior platform complexity, industry vertical, and deployment maturity.

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Freshworks is a global software company that provides modern, cloud-based solutions designed to improve customer and employee experiences. Its portfolio spans customer support, IT service management (ITSM), CRM, and marketing automation, with a focus on ease of use, rapid deployment, and strong ROI. A key offering, Freshservice, is an AI-powered IT service management platform that helps organizations streamline service delivery, automate workflows, and improve operational efficiency across IT and business teams. Freshworks differentiates itself through intuitive design, fast time-to-value, and a pricing model that makes enterprise-grade capabilities accessible to mid-market and large organizations alike.

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