



# Case Study

iConnect Info  
Solutions

Vishal Gavankar  
2022

# Digital payments and Financial services

**Freecharge** - Indian payment application used by customers to recharge mobile phones, pay utility bills, shop online and also use the unique 'Chat n Pay' service.

## Key Deliverables:

- **Twitter & Facebook integration**
- **Custom Apps:**
  - **Hide fields**
  - **Note manager**
  - **Hide/Disable ticket fields**
  - **Option\_based required fields**

## Problem Statement

Freecharge was looking for ticketing solutions for their 2 teams: Customer care and Merchant team. They were using another ticketing system but they needed a more robust system for managing their customer requests and merchant queries.

## Approach to deliver the solution

1. iConnect assigned an Account Manager for point of contact in managing PO's, Invoices, and escalations.
2. Project Manager responsible for overall onboarding, integration and implementation and Go-Live.
3. Separate set of project engineer(s) and developer(s) for handling the implementation and integration processes.

## Solution

### **Freshdesk - Customer Service software providing helpdesk support with smart automations**

1. Freshdesk was proposed to meet the problem statement of Freecharge. As an Onboarding and Integration service partner, iConnect proposed steps to achieve seamless onboarding and integration of Freecharge Agents, Merchant Team and Customers.
2. iConnect provided a 'Project Manager' to understand the nature of implementation and configuration required by our client.
3. We integrated their social media business accounts, specifically Twitter and Facebook to Freshdesk.
4. We provided separate Automations and Dashboards for both the teams.

- To maintain separate categories and status for both teams, we installed special apps on Freshdesk so that their workflow does not overlap one another.

## Achievement

- Create separate Category, Sub-categories and Status on the same instance for 2 separate teams.
- Migration of tickets from their previous ticketing system.

