SUPPORT BENCH
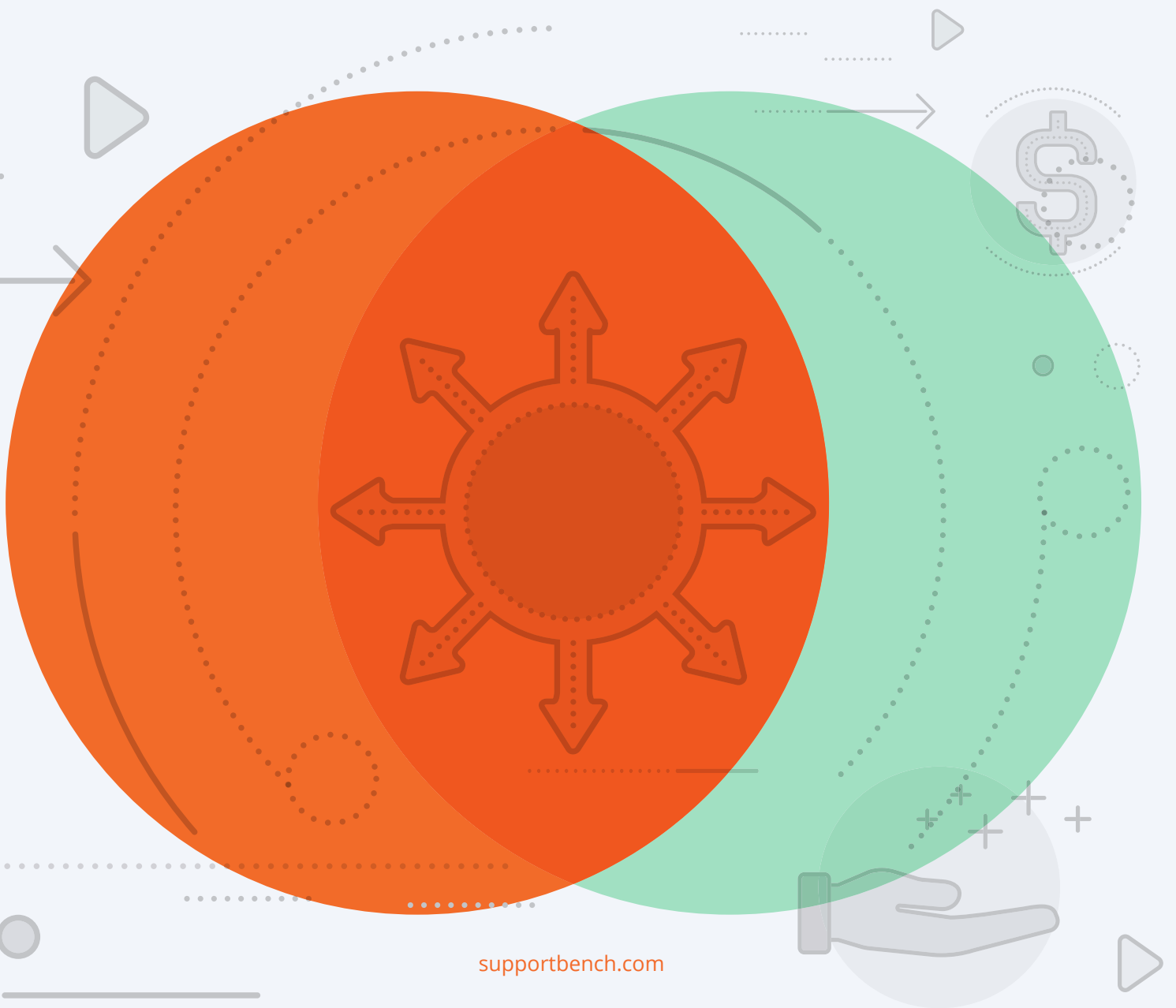
vs.

freshdesk

Comparison: Supportbench vs. Freshdesk

It can be challenging to choose the right customer support software for your business. There are a lot of support companies on the market to choose from, and multiple factors such as pricing, features, and scalability, to take into account.

There is no universal answer to which customer support software is the best. There are always pros and cons to any customer support solution. What suits one business may not be the best for you. It boils down to your unique business and individual needs. To help you make the most informed decision, we've compiled a comparison guide of two customer support solutions in the market: **Supportbench** and **Freshdesk**.

Whether you are a smaller business looking for a system to improve your workflow and streamline your service tickets or a growing enterprise that requires robust features that can help you scale, this comparison guide will help steer your decision-making process.

Tabe of Comparison

SUPPORT BENCH   freshdesk

In order to provide you with the most comprehensive comparison, we took a look into the extensive features of both support providers.

The tables below provide an exhaustive list of the features that Freshdesk and SupportBench offer in the following areas:

Support	Customer surveys
Case management	Calendaring
Case automation	Analytics
SLA management	Mobile apps
Knowledge base	Security
Community	

CASE MANAGEMENT

17 ITEMS

	Supportbench	Freshdesk
Single pane of glass (cases, articles, queue, and forum posts)	🟢	🔴
Email management	🟢	🟢
Case and activity templates	🟢	🟢
Case notifications	🟢	🔴
Add watchers to cases, queues, companies, and contacts	🟢	🔴
Customizable activity types	🟢	🔴
Add tags to cases	🟢	🟢
Case and activity merging	🟢	🟢
Integrated time tracking	🟢	🟢
Case discussions	🟢	🔴
Customer 360 view	🟢	🔴
HTML activities and content	🟢	🔴
Create case relationships	🟢	🟢
Case event trail	🟢	🔴
Agent collision detection	🟢	🟢
Custom views	🟢	🟢
Export case views	🟢	🔴

CUSTOMER SUPPORT

5 ITEMS

	Supportbench	Freshdesk
Email support	🟢	🟢
Phone support	🟢	🟢
Portal	🟢	🟢
Rollout assistance	🟢	🔴
Monthly check-ins	🟢	🔴

SLA MANAGEMENT

5 ITEMS

	Supportbench	Freshdesk
Advanced SLA assignment (company, contact, asset, priority, etc.)	🟢	🔴
Multiple SLA policies	🟢	🔴
Workflow-triggered SLA pre and post-violation	🟢	🟢
Multiple business hours assigned by team and queue	🟢	🔴
Stop SLA clock on calendar events (i.e. holidays)	🟢	🔴

SUPPORT BENCH

KNOWLEDGE BASE

8 ITEMS

	Supportbench	Freshdesk
Article management (agent ownership, queue ownership)	🟢	🔴
Control community publishing via agent role	🟢	🔴
Article lifecycle with auto-expiry	🟢	🔴
Article revision histories	🟢	🔴
Create articles from case activities	🟢	🟢
Relate articles to cases	🟢	🔴
Event-triggered workflows	🟢	🔴
Analytics on articles and usage	🟢	🟢

COMMUNITY

5 ITEMS

	Supportbench	Freshdesk
Multiple communities	🟢	🟢
Liquid templates	🟢	🟢
Knowledge base	🟢	🟢
User forums	🟢	🟢
Case management	🟢	🟢

CASE AUTOMATION

3 ITEMS

	Supportbench	Freshdesk
Event-triggered workflows	🟢	🟢
Scheduled-triggered workflows	🟢	🔴
Time-triggered workflows	🟢	🔴

CALENDARING

3 ITEMS

	Supportbench	Freshdesk
Case, agent, team, and global calendars	🟢	🔴
Workflow-triggered event creation	🟢	🔴
Workflow-triggered events	🟢	🔴

ANALYTICS

4 ITEMS

	Supportbench	Freshdesk
Real-time team and global dashboard	🟢	🟢
Case history pivoting	🟢	🟢
Knowledge base reporting and statistics	🟢	🟢
Forum reporting and statistics	🟢	🟢

CUSTOMER SURVEYS

6 ITEMS

	Supportbench	Freshdesk
Send customized and schedule surveys	●	●
Real-time NPS score	●	●
Multi-meta-driven surveys	●	●
Custom questions	●	●
Case survey view	●	●
Response-triggered workflows	●	●

SECURITY

6 ITEMS

	Supportbench	Freshdesk
Custom role-based agent security	●	●
Isolated database	●	●
Unique account encryption keys	●	●
Selectable data centers	●	●
Infrastructure security	●	●
Data redundancy	●	●

MOBILE APPS

7 ITEMS

	Supportbench	Freshdesk
Android and iOS apps	●	●
Case management	●	●
Policy enforcement	●	●
Recently accessed items	●	●
Company management	●	●
Contact management	●	●
Push notifications	●	●

RESULTS

As you can see, both Freshdesk and Supportbench offer many customer support features. To figure out which support software is best for you requires determining what is important for your business and your customers, as well as the type of support you want to offer. For example, if your customers lean more towards self-service, then it makes sense to select a provider with robust knowledge base offerings.
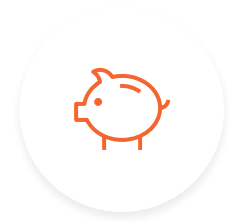
Total Score

SUPPORT BENCH

freshdesk

69

Vs

31

The scores are calculated by tallying up each of the features the support providers offer in the following categories: Support, Case management, Case automation, SLA management, Knowledge base, Community, Customer surveys, Calendaring, Analytics, Mobile apps and Security.

PRICING

PRICE MATRIX	SUPPORTBENCH	FRESHDESK.COM	DIFFERENCE	SAVINGS
5 agents	$1,200 /year	$5,940 /year	+20.2%	**$4,740**
10 agents	$2,400 /year	$11,880 /year	+20.2%	**$9,480**
15 agents	$3,600 /year	$17,820 /year	+20.2%	**$14,220**
25 agents	$11,250 /year	$29,700 /year	+37.9.%	**$18,450**
50 agents	$45,000 /year	$59,400 /year	+75.8%	**$14,400**
100 agents	$120,000 /year	$118,800 /year	+101%	**- $1,200**

SUMMARY

Support: Both Supportbench and Freshdesk offer email/phone support and customer portal but Supportbench also offers additional help with rollout assistance and monthly check-ins.

Case management: In addition to the case management features that Freshdesk offers, Supportbench also offers a consolidated channel view, case notifications, watchers, customizable activity types, case discussions, 360 views, and case event trails and more.

Case automation: Supportbench and Freshdesk both offer event-triggered workflows but Supportbench's workflows are also schedule and time-triggered.

SLA management: Both support providers offer workflow-triggered SLA pre and post violation but Supportbench has the added features of advance SLA assignment, multiple SLA policies, multiple business hours assigned by team and queues, as well the ability to stop the SLA clock on calendar events such as holidays.

Knowledge base: Supportbench and Freshdesk both offer the ability to create articles from case activities and to see the analytics on articles and usage. Supportbench also offers extras such as auto-expiry, article relation to cases, publishing access based on roles, and more.

Community: Supportbench and Freshdesk are matched in the features they offer for community, both offering multiple communities, liquid templates, knowledge bases, user forums, and case management.

SUMMARY

Customer surveys: Both offer response-triggered workflows for customer surveys but with Supportbench, you can also send customized and scheduled surveys, get real-time NPS scores, create custom questions, and more.

Calendaring: Supportbench offers the ability to create case, agent, team, and global calendars, as well as to create events triggered by workflows.

Analytics: Supportbench and Freshdesk are matched in the features they offer for analytics, both offering a real-time team and global dashboard, case history pivoting, and knowledge base and forum reporting and statistics.

Mobile apps: Both support providers offer case management, policy enforcement, and push notifications on their Android and iOS apps, but Supportbench also offers recently accessed items, as well as company and contact management.

Security: Supportbench and Freshdesk both offer infrastructure security and data redundancy, with Supportbench also offering role-based access, isolated database, unique account encryption keys, and selectable data centers.

Pricing: Both Supportbench and Freshdesk follow a per agent pricing structure. With that structure, Supportbench is more affordable for small to medium-sized businesses, up to a certain point. Freshdesk is better suited for enterprise business. As evidenced by our pricing matrix, companies will start to save money with Freshdesk instead once they need more than 100 agent licenses.

CONCLUSION

When choosing a customer support software, the two main factors businesses typically focus first on are features and pricing, but there are other considerations to take into account that are equally as important.

- ✓ Can the solution seamlessly handle increased volumes of tickets and customers as you grow?

- ✓ Is the software flexible enough to customize processes to how you want to work?

- ✓ Can you customize and set specific SLAs to manage customer and employee expectations effectively?

- ✓ Does it integrate with your existing business tools to form a cohesive system?

- ✓ What type of self-service options does it allow you to offer your customers?

- ✓ Are you able to leverage the collective knowledge of your team and grow your knowledge base over time?

No two businesses are the same. When it comes to choosing a customer support solution, it ultimately comes down to your individual business and its needs.

SUPPORT BENCH

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Supportbench is the next generation support
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