CASE REFERENCE · RETAIL & SUPPLY CHAIN

Fashion Retailer

Freshworks

Fashion Retailer	Retail & Supply Chain	Deploy · Operate	
CLIENT	INDUSTRY	DELIVERED AS	• Freshservice • Freshchat • Journeys • Self-service portal

ENTERPRISE SERVICE MANAGEMENT

Modernising enterprise service management with a SaaS-first, omnichannel platform

First Digital runs a major fashion retailer's enterprise service management on Freshworks Freshservice, from Azure single sign-on to WhatsApp live chat, across roughly 1,400 agents.

01

THE CHALLENGE

The retailer mandated a review of its enterprise service management tooling with two clear goals: to mature and expand service-management capability across the enterprise, and to secure a sound, future-fit technology investment. It needed a single, scalable SaaS platform that could modernise increasingly manual ways of working and reduce its dependency on bespoke, custom-coded solutions, without compromising on enterprise governance or cost control.

02

THE APPROACH

Partnering with First Digital, the retailer selected Freshworks' Freshservice as its strategic ESM platform. The decision was anchored in Freshservice's comprehensive, SaaS-first enterprise capabilities, its potential for rapid time to value, and its ability to reduce reliance on in-house development, backed by enterprise-grade vendor commitments covering platform availability, support, dedicated account engagement and product training. Delivery was hands-on and collaborative. The teams met in person at kick-off and at critical milestones, blended in-person and remote work to keep delivery moving, and trained users directly on the retailer's own platform build so the business stayed close to the solution throughout.

03

THE OUTCOME

Since 2022, First Digital has implemented and supported the retailer's Freshservice estate, starting with Azure AD B2C single sign-on and a branded login and growing into an ongoing ESM support-and-development programme across multiple business workspaces. The work has spanned platform configuration, reporting and analytics, employee onboarding automation with Journeys, and integration with ServiceNow and Azure DevOps, all on a structured cadence of regular operational sessions. The estate now runs Freshchat live chat and messaging across web and WhatsApp with ticket creation and routing automation, SaaS-based access for distributed service teams, and dashboards that give clearer visibility of workload and performance. The retailer has renewed its Freshworks subscription on a three-year term running to 2028, covering roughly 1,400 Freshservice agents alongside Freshchat, reflecting a strategic, embedded platform that First Digital continues to mature.

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04 RESULTS

- ✓ ~1,400 — Freshservice agents
- ✓ Since 2022 — First Digital partnership
- ✓ 2028 — Subscription renewed to

05 SUMMARY & BENEFITS

- ✓ Freshservice Enterprise as the retailer's strategic ESM platform, roughly 1,400 agents across multiple business workspaces, renewed on a three-year term to 2028.
- ✓ Reporting and analytics: curated dashboards that surface workload, performance and adoption insights.
- ✓ A connected estate: Azure AD B2C single sign-on, ServiceNow and Azure DevOps integration, and Freshchat live chat across web and WhatsApp.
- ✓ A long-running First Digital partnership: implementation, stabilisation, onboarding automation and continuous optimisation on a regular delivery cadence.

Want a result like this?
Talk to us about your own challenge — info@firsttech.digital or +27 10 501 0800.

Let's Talk →