

9 October 2023

**RE: SFU1 Testimonial**

As a book retailer with both an online and physical store network, it was crucial for us to find a solution that would allow us to provide a seamless omnichannel experience for our customers. That's why we turned to SFU1 for the implementation of Freshdesk.

From the very beginning, SFU1's team of experts impressed us with their deep understanding of our business needs and the unique challenges we faced as a multi-channel retailer. They tailored the Freshdesk platform to meet our specific requirements and provided valuable insights into how we could improve our customer service operations.

Throughout the project, SFU1 consistently exceeded our expectations with their efficiency, professionalism, and attention to detail. The Freshdesk platform has been a game-changer for us, allowing us to manage customer interactions across all channels with ease and providing us with valuable insights into customer behaviour and preferences.

But what sets SFU1 apart is their unwavering commitment to ensuring our complete satisfaction with the final product. They provided excellent training and support to our team, making sure that we were able to make the most of the Freshdesk platform. They also continue to be a valuable resource for us as we look for ways to optimise and expand our use of Freshdesk.

In short, working with SFU1 was a fantastic experience, and we would highly recommend them to any organisation looking for a reliable and competent implementation partner for Freshdesk or any other customer service platform. We are grateful for their contributions to our success.



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Maureen Dry  
GM: IT