News article

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Fresh partnership for Waterstons

Building on an already strong relationship, we are delighted to now be an Authorised Reseller and Sales Consultant for Freshworks, a provider of AI-assisted service software that delivers exceptional experiences for customers and employees.



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Previously only operating within managed service support, the new authorisations mean we are able to better serve clients as a simple partner in everything from advisory to licensing, implementation, and ongoing service improvement. This means we're better placed than ever to help our Freshworks clients shape their ITSM strategies.

James Noakes, our ITSM Service Management Lead, explains: "This is a really exciting time for us and Freshservice as it gives us the ability to deliver a fully end-to-end offering from design and build to optimisation and long-term support.

"With these authorisations from Freshservice, clients can build a fully mature ITSM/ITOM function with Waterstons experts who know their environment, challenges and people. This reduces complexity, generates value quickly, and builds a scalable ITSM foundation."

Freshservice provides a simple, single platform for IT and business teams to deliver better, faster employee service. Asking through the Freshservice portal means the right person can address and track the issue, as well as monitor all software and hardware to make sure nothing gets lost or forgotten within a vast IT landscape.

As a UK Service Partner and Reseller, we offer the following Freshservice support:

- ITSM platform creation – Build and configure a tailored ITSM platform aligned to your processes.
- User portal UI & UX design – Create intuitive, user-focused self-service portals.
- ITOM workshop – Strengthen operational maturity through asset management, monitoring, and automation alignment.
- AI & automation – Implement Freddy AI, Copilot, and automation workflows to streamline service delivery.
- Training – Equip teams with hands-on Freshservice skills.
- Support – Ongoing technical and strategic assistance to keep the platform evolving.

To find out more about Freshservice and how we can use it to help your organisation, click here. Or get in touch with James at james.noakes@waterstons.com