



# Freshsales Suite



## CRM

### Unite sales and marketing teams around the intelligent, all-in-one CRM

Built on the **next-generation customer engagement platform**, Freshsales Suite helps **break internal silos** and **deliver personalized experiences** across marketing and sales. The AI-powered CRM enables sales and marketing professionals to better understand customers with the right customer insights, at the right time across each touchpoint. The solution includes sales force automation, marketing automation, chat, and telephony all in one place.

### Grow relationships and revenue with a single customer view

#### Find more opportunities

Attract visitors, automatically convert them into leads, run campaigns based on their behavior, and turn your website into a lead generation machine.

##### Top features:

- ✓ Chatbots
- ✓ Web Forms
- ✓ Visitor Tracking
- ✓ Heatmaps and A/B Testing

#### Close deals faster with AI

Freddy AI helps you focus on the right deals that will drive revenue. Get insights across the funnel from lead to revenue with multi-touch attribution.

##### Top features:

- ✓ Pipeline Management 2.0
- ✓ Freddy AI Deal Insights
- ✓ CPQ
- ✓ Slack Collaboration

#### Engage better through personalization

Surface the best leads, communicate across a customer's preferred channel and personalize messages based on behavior.

##### Top features:

- ✓ Unified Customer Record
- ✓ Built-in Chat & Phone
- ✓ Email Journeys
- ✓ Personalization

#### Nurture customer relationships

Develop long lasting relationships with customers. Enable sales and support to work together to help the customer grow their business.

##### Top features:

- ✓ Segmentation
- ✓ Polls & Feedback
- ✓ Freshdesk Integration
- ✓ Customer Journeys

### Align sales and marketing for faster growth

Teams no longer have to juggle between multiple tools. With sales and marketing teams sharing one solution on a unified platform that's built to organically work together, they can now stay aligned and start delivering better results faster.

Unified tech stack

Common metrics dashboard

360° customer view

Multi-touch attribution

## Get a CRM your team will love

- Freshsales Suite is **affordable, quick to implement**, and eliminates IT complexity
- It is intuitive and easy to use resulting in **higher adoption**
- Unlike legacy CRMs, it **doesn't require intensive training** to get started
- **Eliminates manual data** entry with automation
- Freddy Insights and Next Best Action **helps teams strategize** better

## Discover smart work with Freddy AI

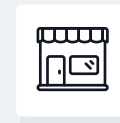
Freddy AI will help teams know which deals are worth pursuing, provide insights to move deals forward, recommend the next best action, and alert you to the best time to make a connection.

### Freddy AI, your smart assistant helps you with:

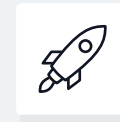
- Pipeline Management
  - Deal Insights
  - Dynamic Forecasting
- Predictive Contact Scoring
- Deduplication
- Smart Connections
- Email Out of Office Detection
- Calendar Suggestions (Email)
- Freddy Suggestions and Next Best Action



## The enterprise-ready CRM



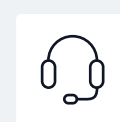
100+  
Marketplace  
Apps



Scalable  
Platform



Robust  
Security



24x5  
Omnichannel  
Support



CRM Lead Management

Sales Force Automation

## Trusted by businesses worldwide



BLUE NILE

dyson

MUNZO



Freshworks provides innovative customer engagement software for businesses of all sizes, making it easy for teams to **acquire**, close and keep their **customers for life**.

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