



Refreshing business software that your teams will love



[www.freshworks.com](http://www.freshworks.com)



# About Us

Freshworks is the leading provider of cloud-based business software. Our products make it easy for teams to collaborate with each other, and also help provide their customers with the best experience possible. Our cloud-based suite of SaaS products is used by over 120,000 customers around the world including Honda, Bridgestone, Hugo Boss, University of Pennsylvania, Toshiba and Cisco.

Freshworks' suite of products has transformed the way world-class organizations collaborate with customers and co-workers. It includes Freshdesk (Customer support helpdesk), Freshservice (ITSM tool), Freshsales (CRM for high velocity sales teams), Freshteam (Applicant tracking system), Freshcaller (Call center software) and Freshchat (Customer messaging software).

Freshworks is headquartered in San Bruno, California and has global offices in India, UK, Australia, and Germany. Freshworks has raised over \$149 million and is funded by Accel Partners, CapitalG, Sequoia Capital and Tiger Global Management. More information is available at [www.freshworks.com](http://www.freshworks.com).



## Growth Story



## Our Investors

Accel

TIGER  
Tiger Global Management, LLC

capitalG

SEQUOIA 



## Our Products



freshdesk

Multichannel customer support software



freshservice

IT service management software



freshsales

CRM for high velocity sales teams



freshcaller

Cloud based call-center software



freshteam

Applicant tracking software



freshchat

Customer messaging software



freshmarketer

Conversion Optimization Suite



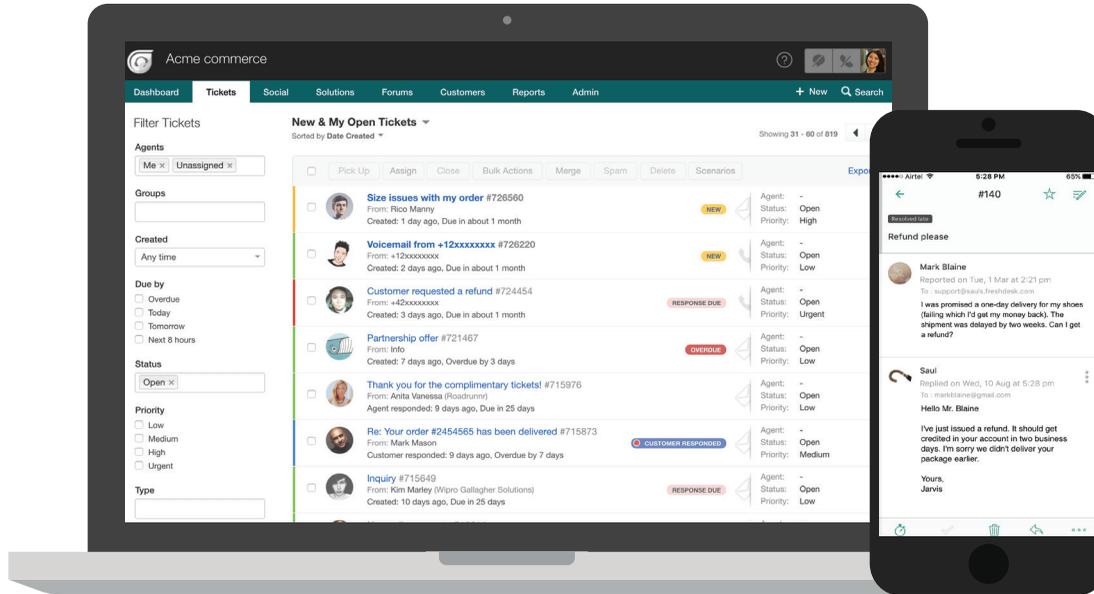
## Our Customers





Multichannel customer support software





Freshdesk is a cloud-based helpdesk software that streamlines customer conversations across multiple channels and enables faster collaboration with your support team for quick responses to your customer. With 150+ integrations, we make it simple for businesses to provide superior customer support. We are trusted by 100,000+ companies worldwide.



# Why Freshdesk



## Streamline conversations

Stay on top of all requests coming in from different support channels.



## Collaborate better

Get help from the right people across internal teams by looping them into tickets.



## Stay productive

Make use of smart automations and game mechanics to get things done faster.



## Customers' Thoughts



“

*Since moving teams to Freshdesk, we have seen huge gains in terms of performance, customer satisfaction, team morale and reputation.*

**Simon Sheridan, Product Manager**

“

*We have noticed increased levels of satisfaction from customers and our customer support staff are happier too. We now have multiple teams on Freshdesk and they are operating in a more joined-up way.*

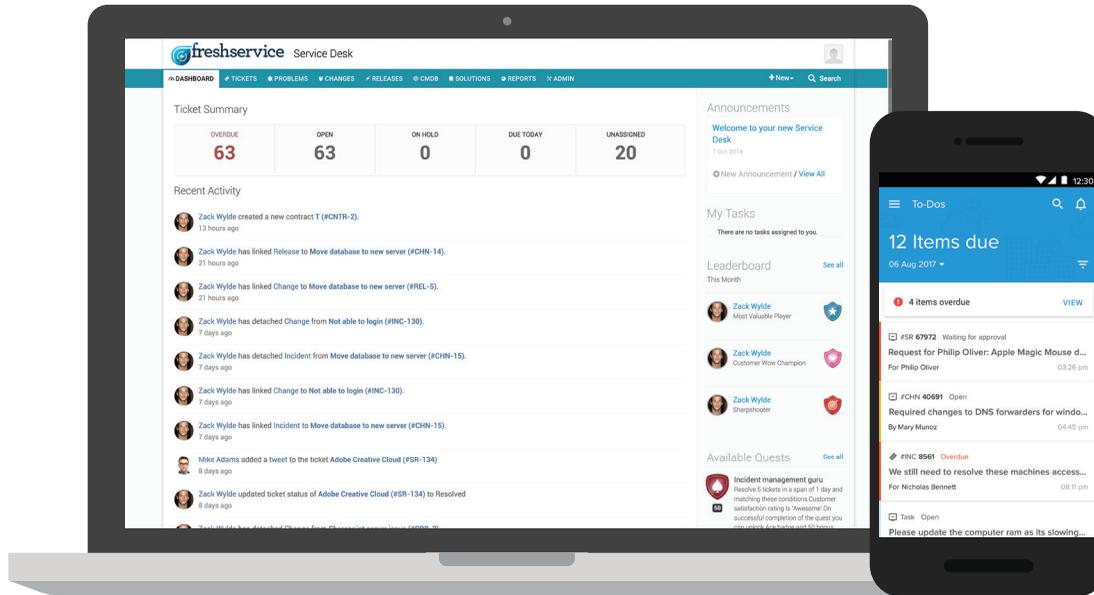
**Dave Cray, Head of Customer Experience**

**rightmove**



IT service management software





Freshservice is an ITIL-aligned service desk solution that brings a fresh approach to ITSM, enabling IT organizations of all sizes to provide exceptional IT service delivery and support. It provides a service catalog, knowledge base, asset management and a host of other features.



# Why Freshservice



## Multi-channel support

Automate tasks and support issues via email, self-service portal, phone and chat.



## Information at your fingertips

Maintain records of contracts, hardware, software, and other assets, all in one place.



## Knowledge base

Provide a knowledge base of information and a detailed service catalog to employees.



## Easy to use and set up

Freshservice's modern and intuitive UI requires minimal to no training.



## Work smarter on the go

Use the mobile service desk app for iOS and Android to provide support from anywhere.



## Customers' Thoughts

**M&CSAATCHI**

“

*“If another organization is frustrated with their current ITSM tool and wants a breath of fresh air, then Freshservice is there ready and waiting.”*

**Adam Le Feuvre**, Project Manager M&C Saatchi

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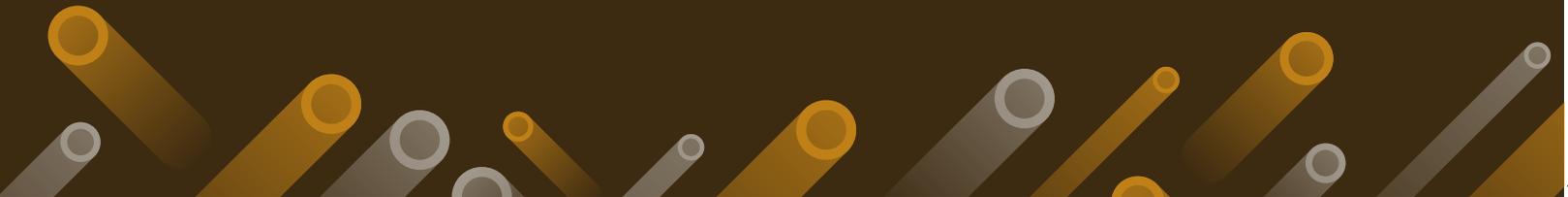
*“With Freshservice, our IT service is improving month on month, and is continuing to exceed everyone's expectations.”*

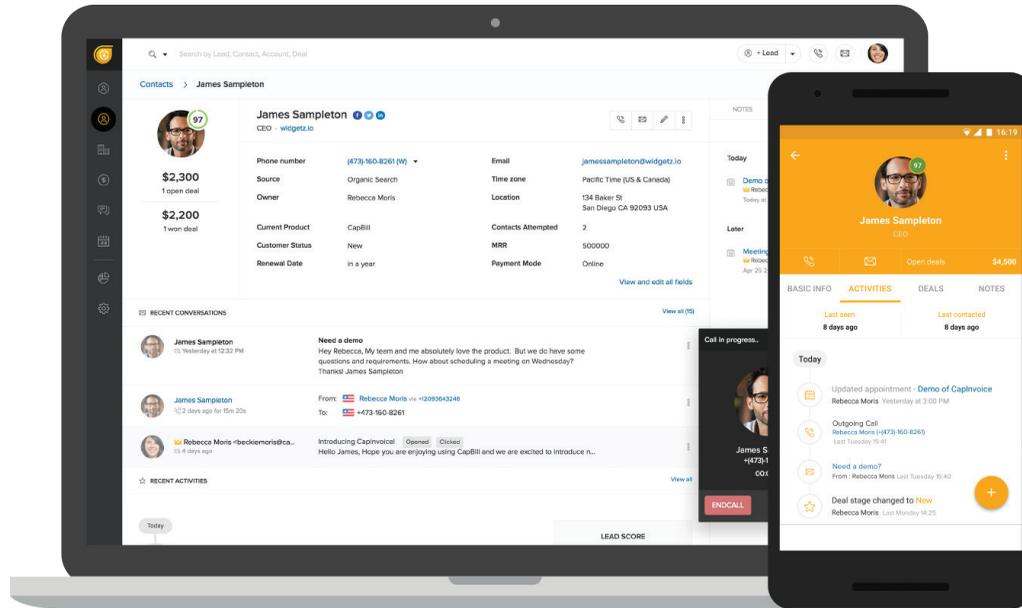
**Grant Harris**, Head of IT operations

**Western Sussex**   
**Hospitals**  
NHS Foundation Trust



CRM for high velocity sales teams





Freshsales is a sales CRM, the first of its kind to seamlessly offer everything a salesperson needs in one hassle-free package. With built-in phone and email, AI-based lead scoring, activity tracking and visual deal pipeline, it helps sales teams close deals faster.



# Why Freshsales



**Built-in phone  
and email**



**Send personalized  
messages**



**One click to  
hot leads**



**Automate actions  
using workflows**



**Eliminate manual  
data entry**



**Manage sales  
pipeline better**



## Customers' Thoughts



“

*“Freshsales includes all features we expect in an agile sales CRM. Our sales team has a quick overview of leads and deals, and is equipped with the necessary information in one screen. We’re very excited about how Freshsales will support our sales process in the future.”*

**Dr. Axel Niclas**, COO, Celexon Group

“

*“Great UX, simple and powerful Segment integration that helps track our customer behaviour end-to-end - this is why I love Freshsales CRM.”*

**Daniel Lopes**, CTO, Know your Company





Call center software on the cloud





CallLogs

Rob Stark  
ADMINISTRATOR

Search Notes...

Filter

CUSTOMER	TALK TIME	ASSIGNED TO	RECORDING	NUMBER	HANDLE TIME	HOLD TIME	AVG SPEED	COST	
+266666687	00:00	Winterfell Public Helpline	00:00	Winterfell +12099630745	00:00	00:00	00:00	\$0.00	Apr-06-2017
Garth	01:44	Ned Stark	00:00	Winterfell +12099630745	02:14	00:00	00:00	\$0.032	Apr-05-2017
Nearly Headless Nick	12:41	Ned Stark	00:00	Winterfell +12099630745	13:10	00:00	00:00	\$0.00	Mar-30-2017
+919884687424	00:25	Ned Stark	00:00	Winterfell +12099630745	00:54	00:00	00:00	\$0.00	Mar-30-2017
Josh	11:51	Ned Stark	00:00	Winterfell +12099630745	12:20	00:00	00:00	\$0.00	Mar-30-2017
Josh	00:14	Ned Stark	00:00	Winterfell +12099630745	00:44	00:00	00:00	\$0.00	Mar-30-2017
Matt	01:24	Brandon Stark	00:00	Winterfell +12099630745	01:53	00:00	00:00	\$0.00	Mar-28-2017
+919884687424	00:07	Ned Stark	00:00	Winterfell +12099630745	00:11	00:00	00:00	\$0.00	Mar-28-2017
Freshcaller Sales Feedback	00:00	Ned Stark Winterfell Public Helpline	0:09		00:09	00:00	00:00	\$0.00	Mar-20-2017

< 1 2 3 >

Freshcaller is a cloud-based call center software for businesses of all sizes. You can launch your phone system in minutes and purchase local phone numbers in over 40+ countries. You can setup a multi-level IVR solution, create business hour based routing, engage in conference calls & create custom greetings and voicemails depending on different user scenarios.



# Why Freshcaller



## Absolutely zero hardware

Launch your call center without purchasing any hardware. Absolutely no initial investment required to get you started.



## Absurdly easy setup

Handle calls without installing any software. Get going with a web browser and a working internet connection.



## Astonishingly affordable

Kick-start your call center with a pay-as-you-grow plan. Our success lies in your growth.



## Customers' Thoughts



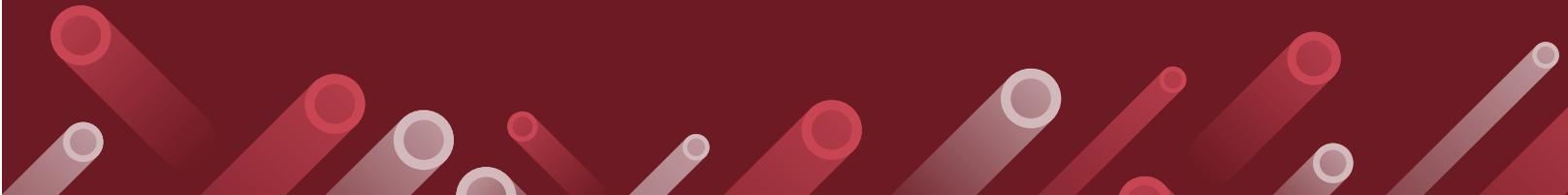
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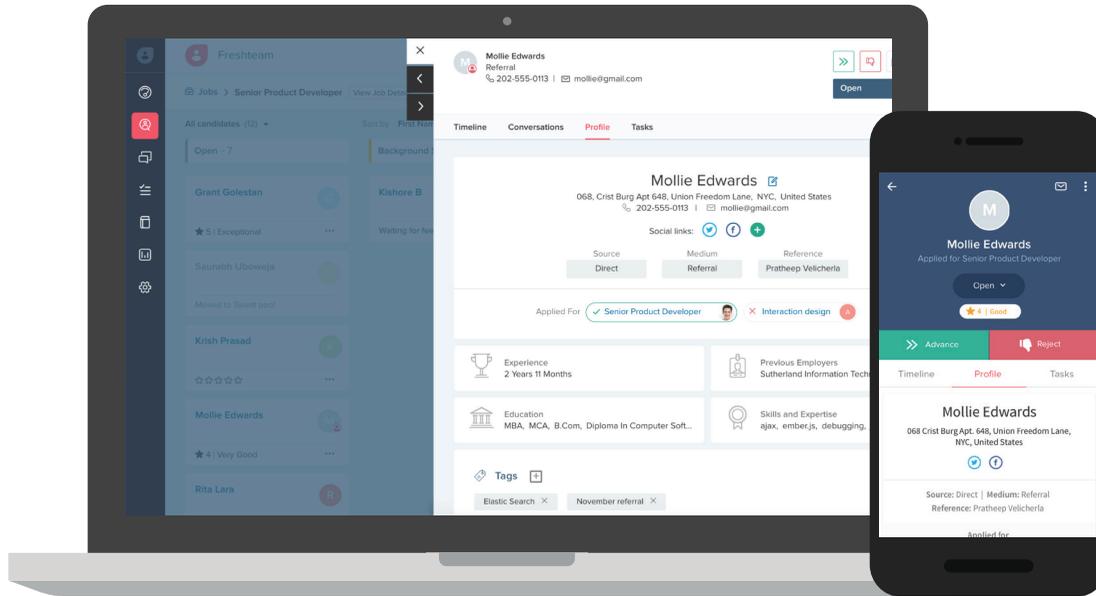
*“It is a simple to configure cloud PBX system. I found it easy to buy numbers from different countries and set-up my business call center in minutes. There are call monitoring options for supervisors during call and we make it a point to listen to all the call recordings together to improve our communication. Call center is not technical anymore.”*

**Alexandre Schio**, Diretor de Operações Loupen



Applicant tracking software





Freshteam is an applicant tracking system that helps recruiters source, interview, and hire great talent. We built Freshteam to enable recruiters to focus more on recruiting and less on operational tasks like debriefing interviewers and sorting resumes.

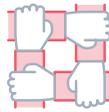


# Why Freshteam



## Information at fingertips

Everything you need to know about candidates - resumes, emails, interview feedback - is in one place.



## Collaborative hiring

Work with the hiring team online to schedule interviews, gather feedback and make the right decisions.



## Affordable pricing

Freshteam's Sprout plan is free forever and ever for businesses with up to 50 employees.



## Recruit on the go

Keep up with your hiring pipeline even when you're on the move.

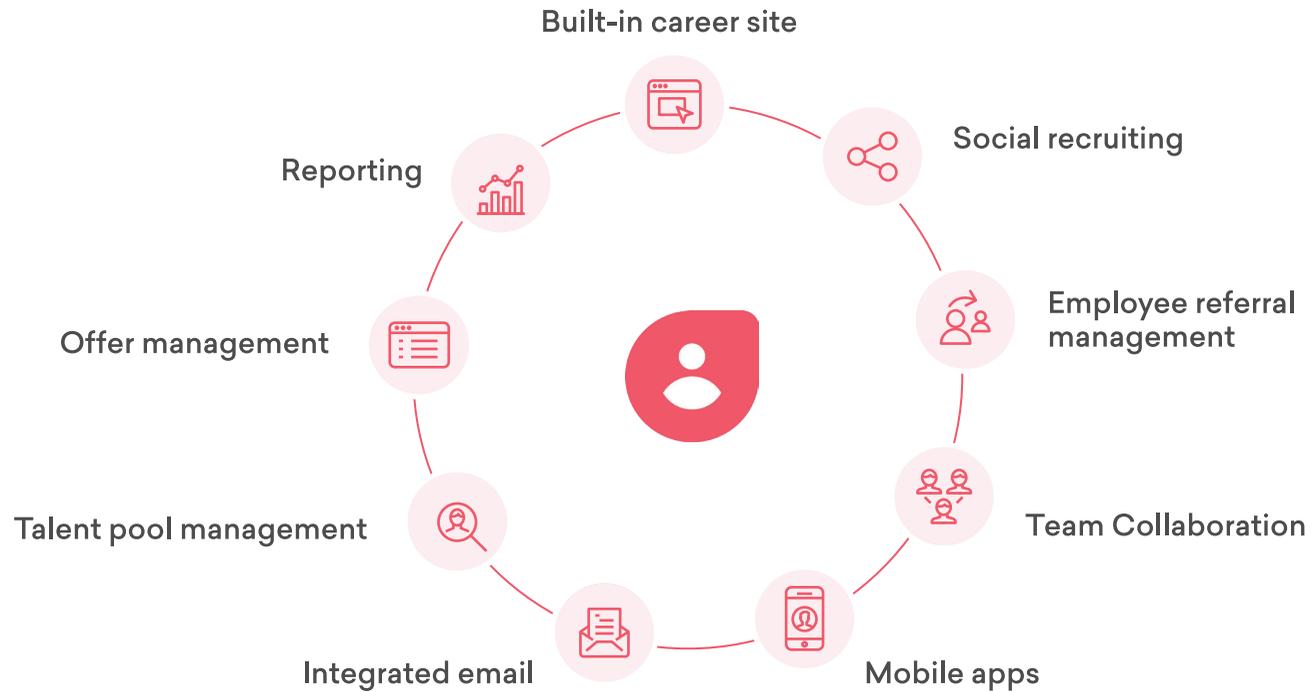


## Manageable candidate database

Archive candidates to the talent pool and rediscover them when new job postings open up.



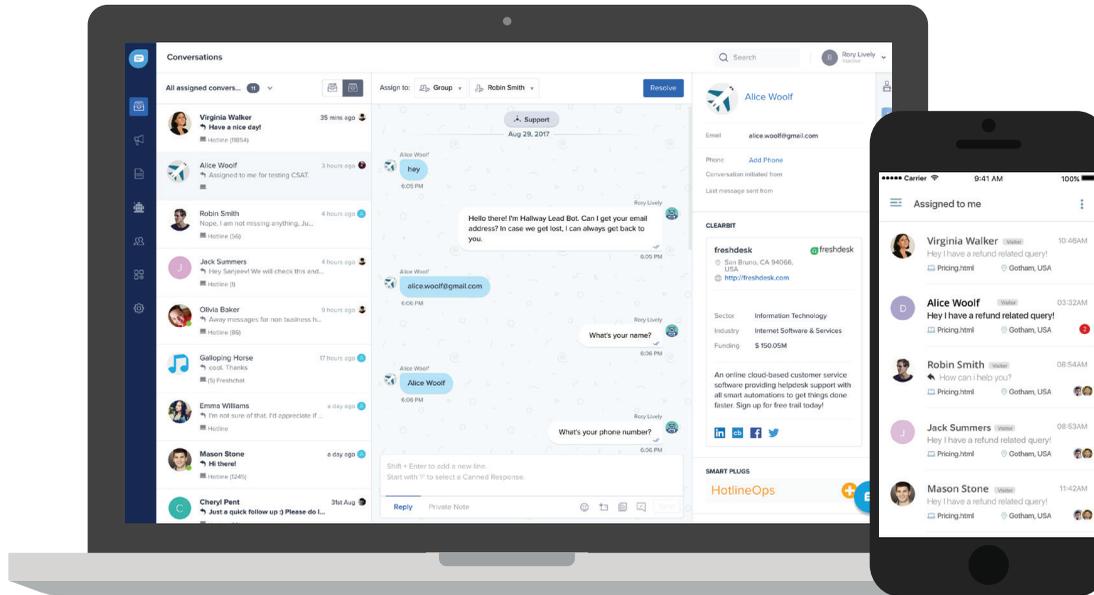
# Features





Customer messaging software





Freshchat is a modern messaging app for sales and customer engagement teams. A leap from legacy live-chat systems, Freshchat helps businesses and its teams focus on a continuous and context-driven experience with customers.



# Why Freshchat



## Engage with visitors proactively

With triggered messaging, identify specific visitor actions and personalize conversations.



## Generate leads with bot

Let the bot validate responses, and auto-upload them into the CRM. Use customizable workflows to control bot interactions.



## Reduce churn, grow adoption

Onboard, retain, re-engage. Send announcements, get feedback, or share product tips to increase customer lifetime value.



## Champion interactions with context

Respond better with enriched user data, chat history, and event timeline. Pull out real-time visitor data from external apps.



## Customers' Thoughts

*Chargebee*

“

*"Freshchat delivers a brand new chat experience that seems to have found a great balance, between messaging & self-service, in a way that makes sense for the customer AND the business."*

**Krish Subramanian**, Co-Founder and CEO, Chargebee

“

*"We're using Freshchat to solve for our customers' needs with precision, and in real time. Freshchat has ensured our customers receive prompt personalized experiences, and also brings in operational efficiencies that make assisted buying extremely scalable."*

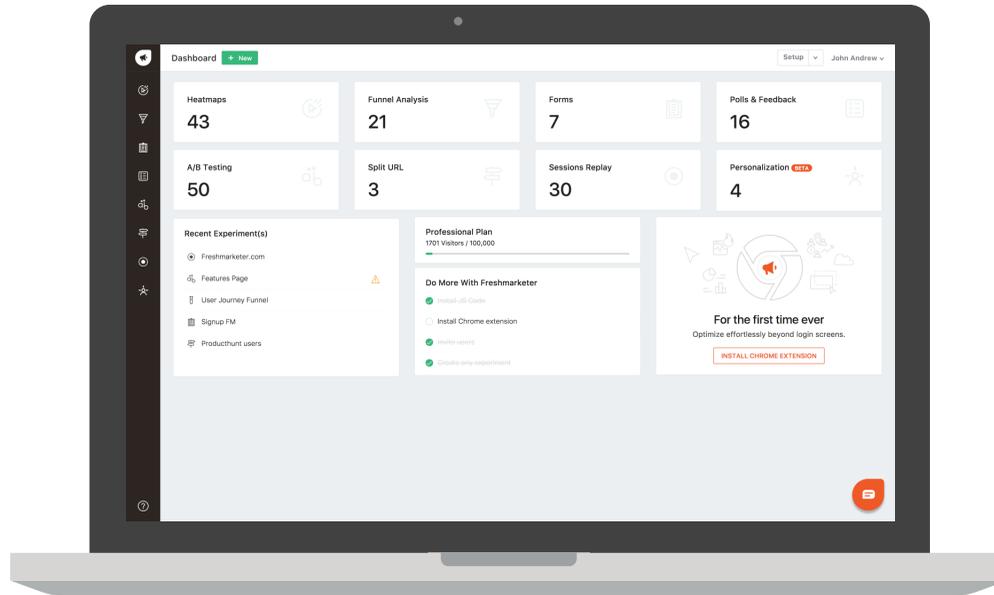
**Rajesh Magow**, Co-Founder and CEO-India, MakeMyTrip





Conversion Optimization Suite





Freshmarketer is an all-in-one conversion optimization tool. It helps you track visitors' behavior in real time and optimize your web pages for increasing conversions on the website. From heatmaps and A/B testing to running polls and receiving feedback, you're fully equipped to boost your conversions



# Why Freshmarketer



## Track everything in real-time

Understand visitors' behavior on your website by tracking every click, scroll, tap, and conversion.



## Data-driven decisions

Get unique insights into every user segment. Make informed decisions that boost your website conversions.



## Do more with Chrome extension

Create and edit web pages in just minutes without much technical expertise with Freshmarketer's Chrome extension.



## Everything you need to convert

Save your time and money from juggling between tools as Freshmarketer is packed with all the powerful features.



## Personalize visitors' experience

Provide personalized experiences with tailor-made web content to diverse audience segments.



## Customers' Thoughts



**E-COM SOLUTIONS**  
DROP SHIPPING INVENTORY SYSTEM

“

*“Not only has Freshmarketer caused a breakthrough in sales conversions, but every time I’ve contacted support I’ve had fast and well-informed replies and that really says a lot.”*

**Matt Metzger**, E-Com Solutions

“

*“Managing many websites and demand gen programs for companies of all sizes - Freshmarketer has been a real valuable tool for our team and a real benefit to our customers success.”*

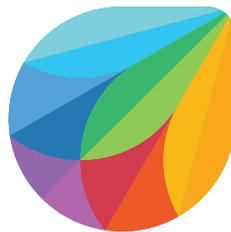
**William Goddard**, Managing Partner, GotoMarketers



to know more visit:

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