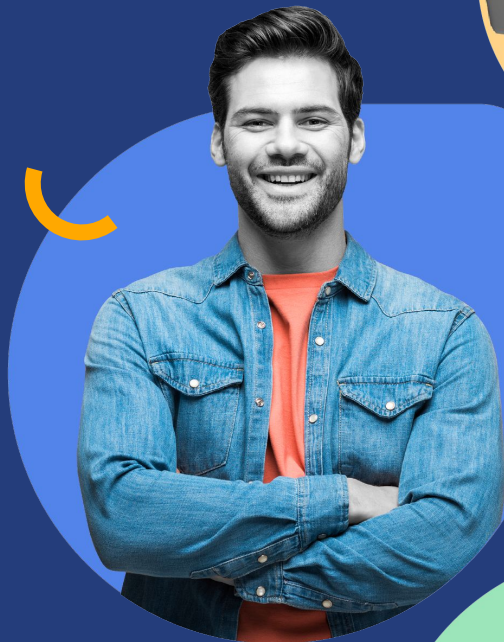




TRAINING

Session #

Introducing Freshworks CRM





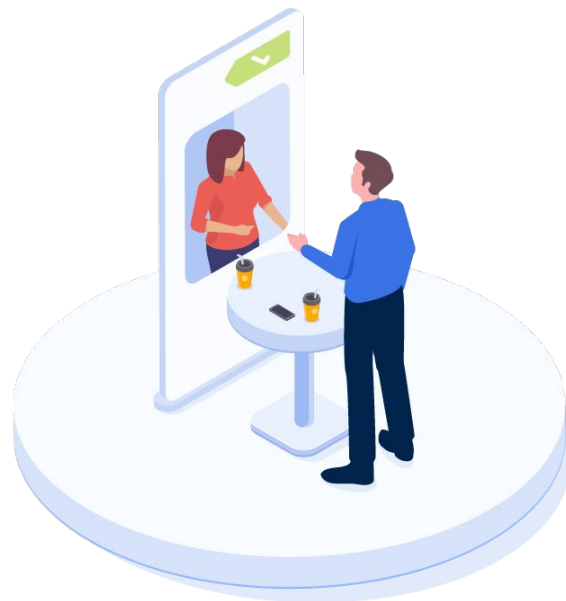
Agenda

Who are we?

Freshworks CRM Overview

Top 3 talking points

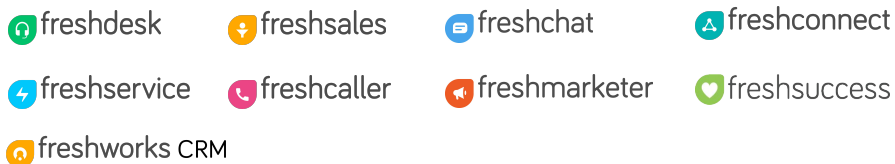
Q & A





Today, we are a customer engagement platform leader

ENTERPRISE READY



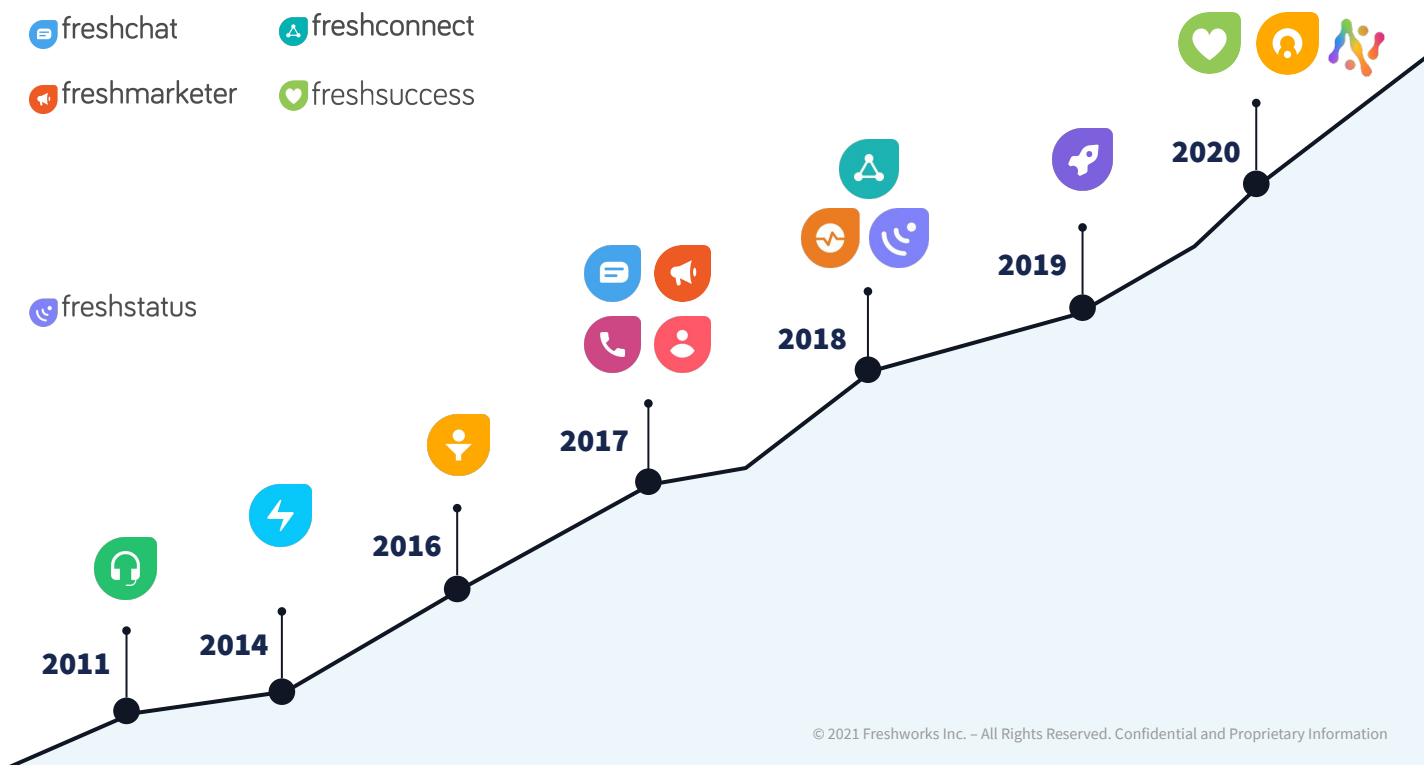
INCUBATION PRODUCTS



PLATFORM



150K+
Customers





Freshworks company overview



FORRESTER®

Gartner
Magic Quadrant

HDI
Service Improvement
Award



Forbes
Cloud 100
RISING STARS





So, what is the story?

A typical marketing and sales flow in a B2B SaaS company



Siloed approach to sales and marketing



Teams juggle at least 6 to 8 tools

Lead Generation tools



Marketing Automation (Campaigns)



Website visitor tracking



Web-to-lead capture



Conversion Optimization



Chat



CPQ



Invoicing



Collaboration tools



Telephony



Call Recording, Logging & Tracking



Sales engagement, Email tracking and Email Sync



Lead Scoring, Sales Intelligence



Reporting



Helpdesk



What is the problem for sales and marketing teams?



**Too many tools,
siloed teams & data**



**Broken customer
experience**



**Slow adoption &
time to value**



**Sales and marketing at
loggerheads**



Lack of insights



Current state of CRM





Now is the time for a new kind of a CRM!

What if there is an iPhone moment in Business Software?



The “iPhone moment” for CRM



Mainframe Platform

Build



1980

COBOL, C, UNIX,
Mainframes



Client/Server Platform

Buy



1990

SAP, Siebel, PeopleSoft,
Oracle



Cloud

Subscribe to a shell
and build



2000

Salesforce.com



A converged cloud platform

Subscribe and use out
of the box



2020

Freshworks CRM

The Evolution

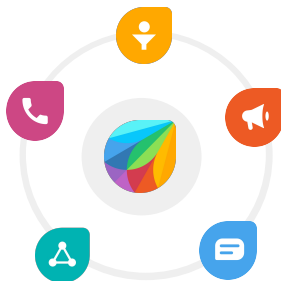


Product



2016

Suite



2019

Solution



2020



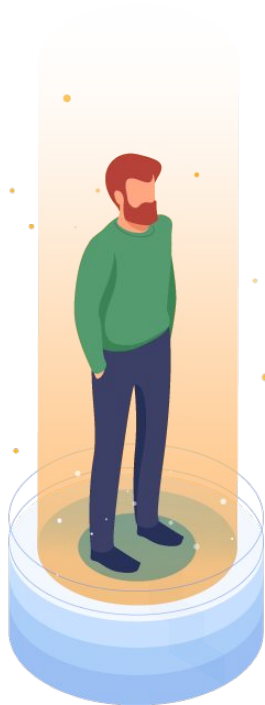
Introducing Freshworks CRM

Freshworks CRM, powered by Freddy AI, built on the next-gen customer engagement platform, helps businesses unify their internal silos and deliver personalized experiences across marketing and sales at scale.





Freshworks CRM Capabilities

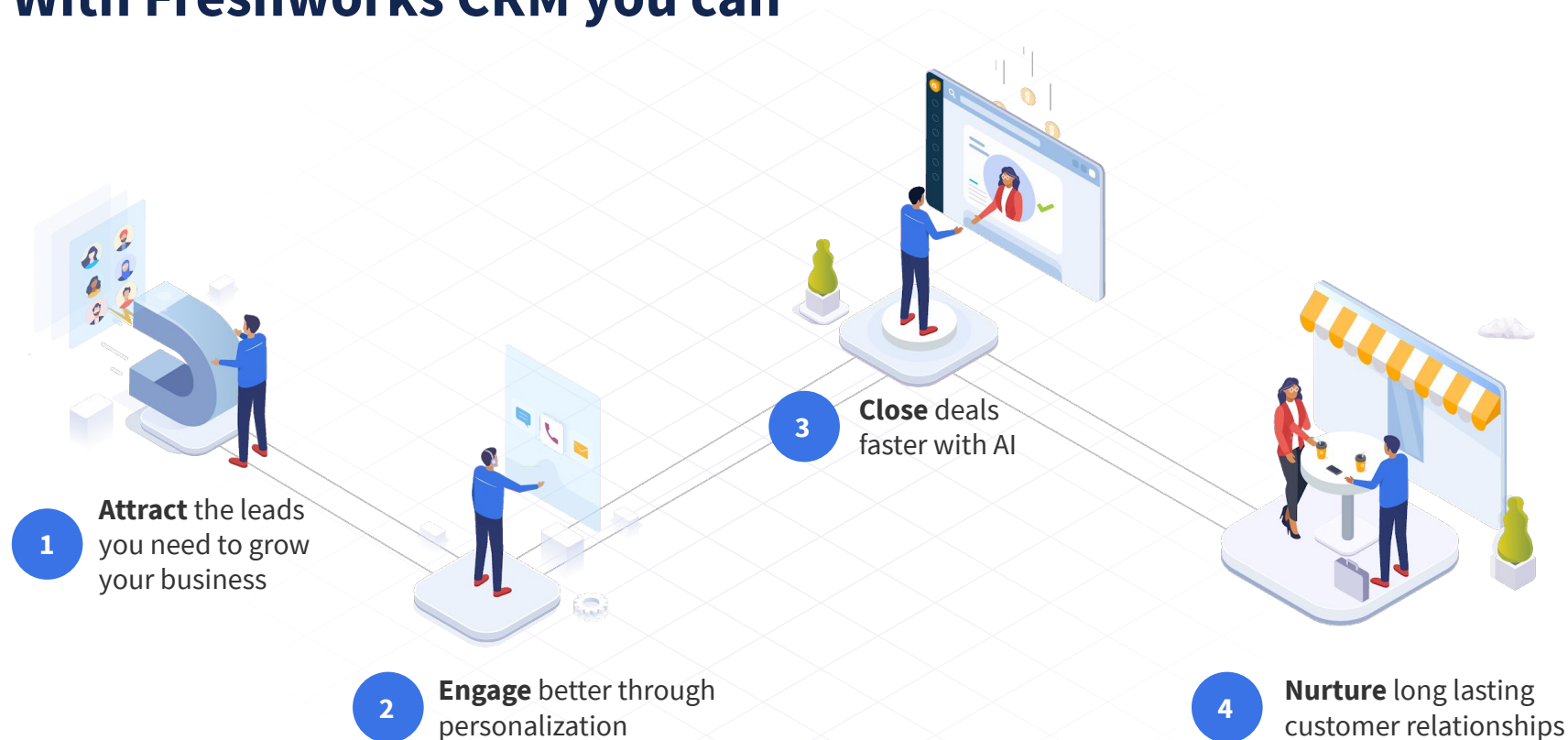




Freshworks CRM Value



With Freshworks CRM you can





It delivers intelligent sales and marketing, built together with AI, and natively powered by a unified customer record.

Top 3 talking points



All in one. Out-of-the-Box



360° view of the customer

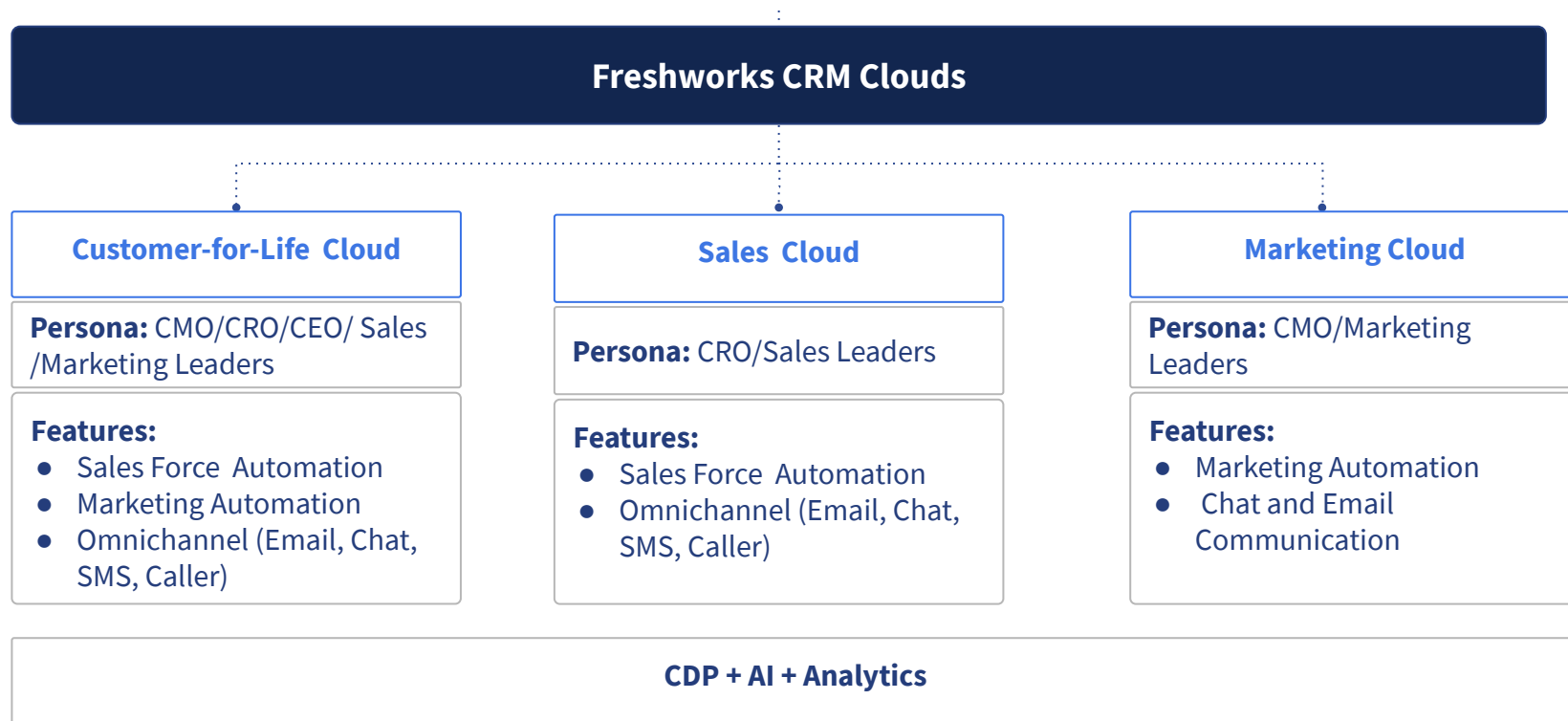


Deal velocity with AI built-in



Freshworks CRM Pricing & Packaging

What are the different Clouds?



Freshworks CRM Customer-for-Life Cloud



Sales Force Automation

- Pipeline Management
- Workflows
- Contextual Collaboration (Slack)
- Territory Management
- Roles & Permissions
- Customizable Reports
- Advanced Metrics
- Product Catalog

Marketing Automation

- Marketing Contacts
- Behavioral Segmentation
- Email Templates
- Bulk Emails
- Journey Builder
- Custom Domains
- Live Tracking
- Transactional Emails
- Web-to-Lead Forms
- Website Tracking

Omnichannel Communication

- Sales Sequences
- 2 way Email Sync
- Google / Outlook add-on
- SMS Integration
- Intelli-Assign (Chat)
- Chat Auto Resolve
- Whatsapp, ABC, FB Messenger
- Call Recording
- Voicemail
- Conference Calling

Freddy AI

- Auto Profile Enrichment
- Contact, Account Data Enrichment
- Lead Gen Bot
- Predictive Contact Scoring
- Sales Forecasting
- AI/ML Smart Matches

Freshworks CRM Customer-for-Life Cloud



Free

All the basics for sales & marketing teams that are starting up

Priced at

\$0

/user/month, billed annually

Growth

Essential features for small sales & marketing teams who're trying to ramp up fast

Priced at

\$29

/user/month, billed annually

Pro

Better insights and advanced automations for medium-sized sales & marketing teams

Priced at

\$69

/user/month, billed annually

Enterprise

Advanced features for large sales & marketing teams who need more governance and customization

Priced at

\$125

/user/month, billed annually



Q&A

Thank You!

