



 freshworks

Delight Made Easy



Freshworks at a glance



2010

Founded



\$364M

FY21 Annual Guidance



+46%

YoY Q3 Revenue Growth



4300

Employees



Recognition

Leader in 3 Major Peer Reviews
Recognized in 4 Gartner Magic Quadrants



52,500

Total Customers



Our product portfolio

Customer Solutions (CRM)

Customer Experience



Omnichannel Suite



Support Desk



Messaging



Contact Center



Customer Success

Sales



Freshsales Suite



Freshsales

Marketing



Freshmarketer

Employee Solutions

IT Management



Freshservice

HR Management



Freshteam

Platform



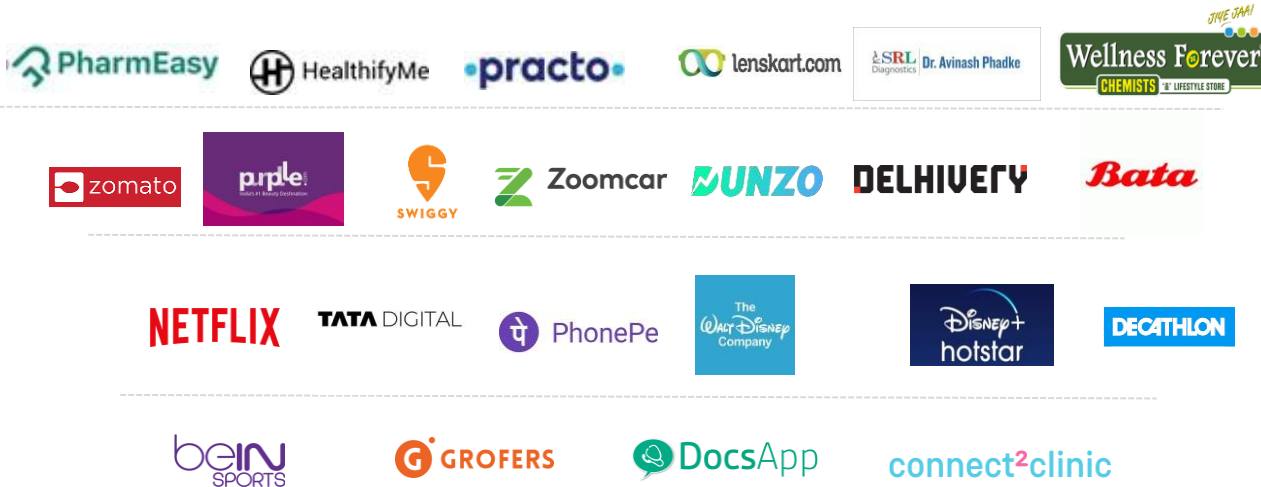


Companies using Freshworks platforms

Technology, Media, Telecom	 CISCO	 sling TELEVISION	 Panasonic	 NETFLIX	 Springer	 hp	
Auto & Manufacturing	 TOYOTA	 GE Aviation	 TOSHIBA	 Trimble	 CAM Computerized Aerospace Manufacturing	 AUTO 1 GROUP	
Financial Services	 DISCOVER	 AMERICAN EXPRESS	 Ria MONEY TRANSFER	 SOMPO	 Washington Federal.	 Klarna.	
Retail/ E-Commerce	 GROUPON	 blue nile. THE SOURCE OF BRILLIANCE™	 shopify	 STITCH FIX	 Hamleys	 Henkel	 DECATHLON
Education	 Penn UNIVERSITY OF PENNSYLVANIA	 THE UNIVERSITY OF SYDNEY	 ARKANSAS TECH UNIVERSITY	 Stanford University	 WASHINGTON STATE UNIVERSITY	 NYU	
Govt/Public Sector	 unicef	 Canadian Cancer Society	 OFFICE OF THE INSPECTOR GENERAL	 USM FOUNDATION	 NIH	 Immigration, Refugees and Citizenship Canada	



Trusted by over **50,000+** businesses
across **120** countries



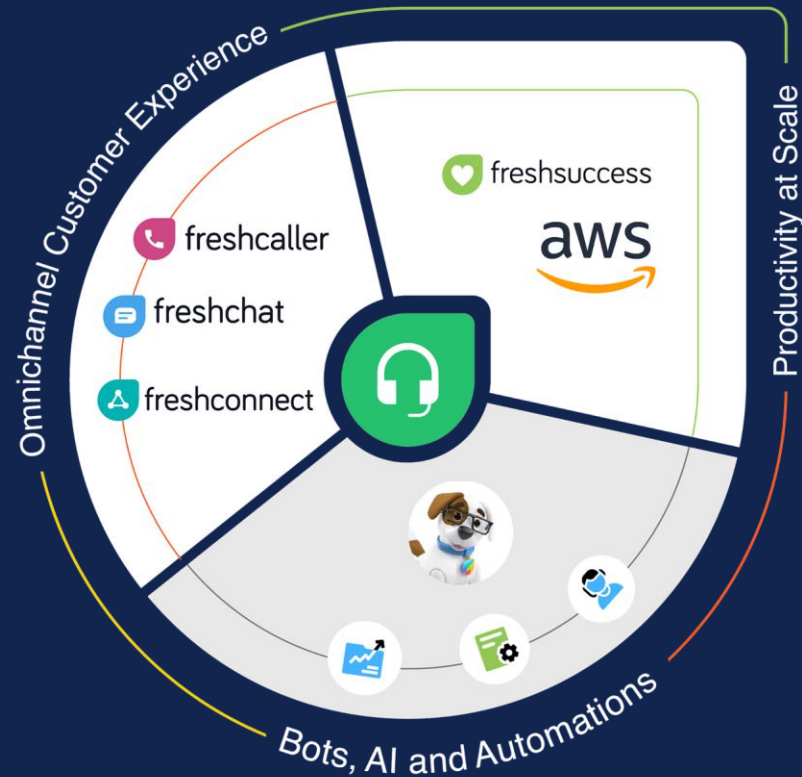
Industry Accolades



Why Freshdesk?



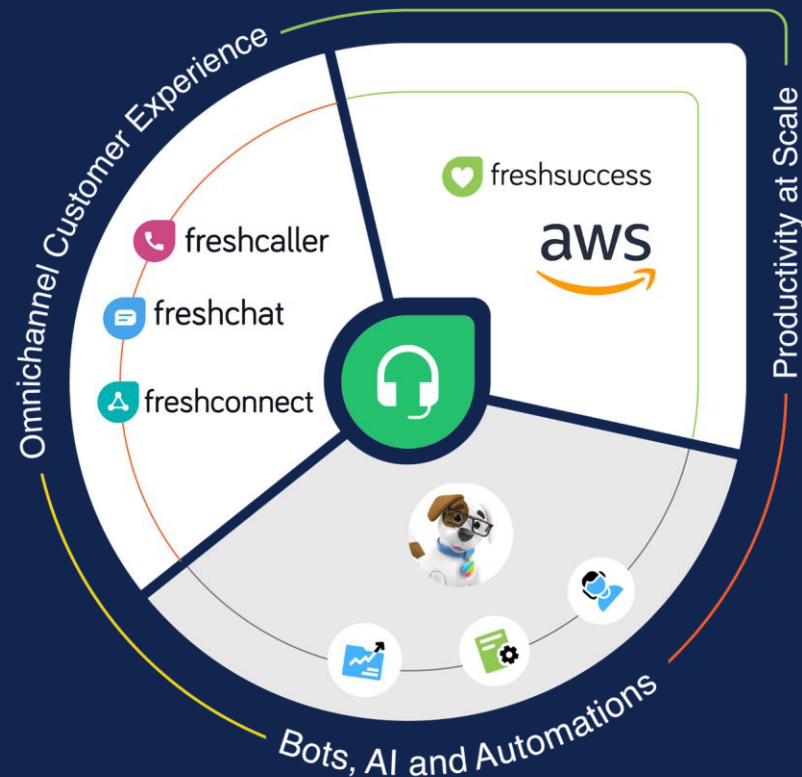
Freshdesk Omnichannel is the customer engagement platform where people and bots work seamlessly to delight your customers at every touchpoint.



Freshdesk Omnichannel

All-in-one platform for customer service

- Ticket management
- Chat & messaging
- Cloud telephony
- Social media
- Freddy AI Bots
- Omniroute™ load balancing
- Collaboration
- Analytics
- App Marketplace
- Field Service Management





Faster resolutions, powered by customer 360

Succeed at remote work with the Freshdesk platform

- **Unify all customer communications** on a true omni-channel platform
- **Build a customer 360 view** with profiles, past conversations and order information
- **Integrate with your business applications** to surface the right information with 600+ app integrations
- **Guide agents with agent-assistants** that suggest next-best-actions.

Contacts > Andrew Paul

[New](#) [Search](#) [Alerts](#) [Profile](#)

[Edit](#) [Delete](#) [Merge](#) [Assume identity](#) [Convert to agent](#) [Change password](#)

Andrew Paul
Business Analyst at Google
in

Tags: Enterprise High MRR

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Work address: Survey No. 13, DivyaSree Omega, Perungudi, Chennai, TN 600096.

Primary language: English

Journey All activities [Add Note](#)

- [Ticket #144 created via twitter](#) 26 Jul 2019, 10:45 AM [Reply](#)
- [Ticket #112 created via Facebook messenger](#) 24 Jul 2019, 12:30 PM [Reply](#)
- [Support portal ticket creation failed](#) 24 Jul 2019, 11:12 AM [Play](#)
- [Visited support portal support.admetokart.com/help/payment-failure](#) 24 Jul 2019, 10:58 AM
- [Payment gateway failure - Transaction ID 84637930](#) 24 Jul 2019, 10:30 AM
- ["Customer was annoyed about the delivery package's quality."](#) 23 Jul 2019, 1:20 PM [Edit Note](#)
- [Call made to Refunds group](#) 23 Jul 2019, 1:00 PM

[Load more activities](#)

Sentiment Andrew is happy with your service 85% of the times

Insights It's Andrew's birthday tomorrow. Don't forget to wish him!

Shopify

Store: [Sauls Shop](#)

Most recent order (#1232) [Show past orders](#)

799 INR

[Paid](#) [Unfulfilled](#)

[Cancel order](#) [Full refund](#)

1. T-shirt x 1
799 INR [Refund](#)

Shipping address
Survey No. 13, DivyaSree Omega, Perungudi, Chennai, TN 600096.
[More details on Shopify](#)

Tasks

Personal info.

Conversation history, across channels

Order history

Reduce Average Handle Time by 25%



PhonePe automates 75% of its queries to serve 150 million customers with Freshworks



- Automated 1,400 types of queries
- Achieved deflection of 75% of their ticket volume
- Higher CSAT for chatbots vs. live-agents

More: <https://freshdesk.com/customers>

PharmEasy transformed to manage a 200% surge in support volumes with Freshworks



Decrease in support cost-per-order

50%



Resolution time reduced by

75%



Self-service ticket deflection

45%

CHALLENGES FACED

- 24/7 query resolution
- Multiple tools, siloed channels
- Scalable internal communication

THE FRESHWORKS ADVANTAGE

- Agent-assist
- Freshdesk Marketplace
- Auto-assignment

Freshservice

Intelligent, right-sized service management solution for your digital transformation journey

Extend digital capabilities and deliver exceptional end user experience for modern organizations





Freshservice For Your Goals

**IMPROVE IT SERVICE
DELIVERY**

MODERNIZE IT

**DIGITAL
TRANSFORMATION**



HR



MARKETING



IT



FINANCE



FACILITIES

Fully Featured

Employee Experience

Extensibility

Ease of Setup

FRESHWORKS PLATFORM

Collaboration

**API's, Marketplace,
SDK**

Analytics

Freddy AI + Automation

ITSM

ITOM

ITAM

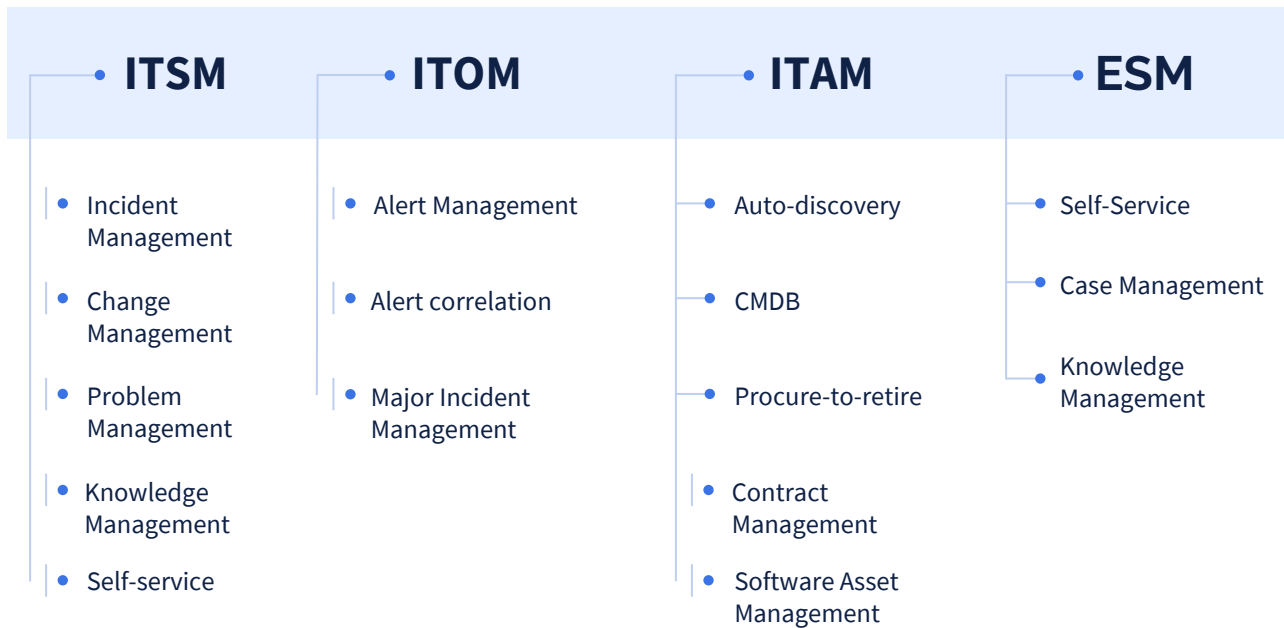
ESM

SECURE, SCALABLE, AND COMPLIANT CLOUD



Freshservice

Product Overview



ICP



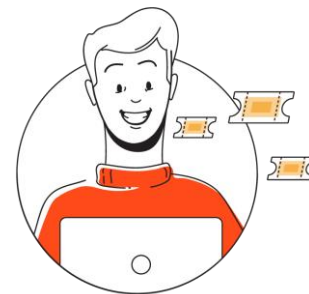
CIO / CTO
Approver



**IT Manager/IT
Infrastructure/ICT**
Decision Maker



**Head of Service Desk/
Service Delivery/**
Decision Maker



Admin
Evaluator





Aramex Right Sizes With Freshservice

Industry: Logistics

Region : MEA

- **35%** Efficiency in Resolution Time
- **\$56,000** Increase in Savings
- **50%** Decrease in Incoming Tickets
- Perfectly aligned with their digital transformation objectives of scale at speed

*"We wanted to get rid of the elephant in the room and move to the cloud. Freshservice was a **robust IT service** desk that didn't add any complexity to the IT operations, unlike the other service desks we considered. The **simplicity** and **obviousness of the interface** made it the preferred choice for the agent."*

Won against : ServiceNow, Zendesk, ManageEngine





Product



Freshsales

Grow revenue fast with context-driven sales

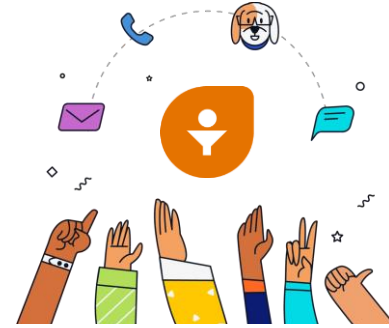




Introducing Freshsales: the smartest sales solution in town

Powered by **Freddy AI** and built on the **next-generation customer engagement platform**, Freshsales offers everything sales team need.

Freshsales has a **built-in phone, mail, chat, pipeline management, and powerful automations** in a **single and intuitive UI**. It empowers sales teams to **attract** the best leads, **engage** meaningfully, **close** deals faster, and **nurture** lasting relationships.



ICP:

CSO/CRO/CMO

Chief Business Development Officer

CRM Manager

Manager/Head/Director/VP of Sales

Manager/Head/Director/VP of Business Development

CRM Manager

Head Sales Excellence

Head - Business Operations



Why choose Freshsales Suite?

Freshsales Suite comes with these unique benefits that sets it apart from other CRM solutions.



**One stack for
sales &
marketing**



**360° view of the
customer**

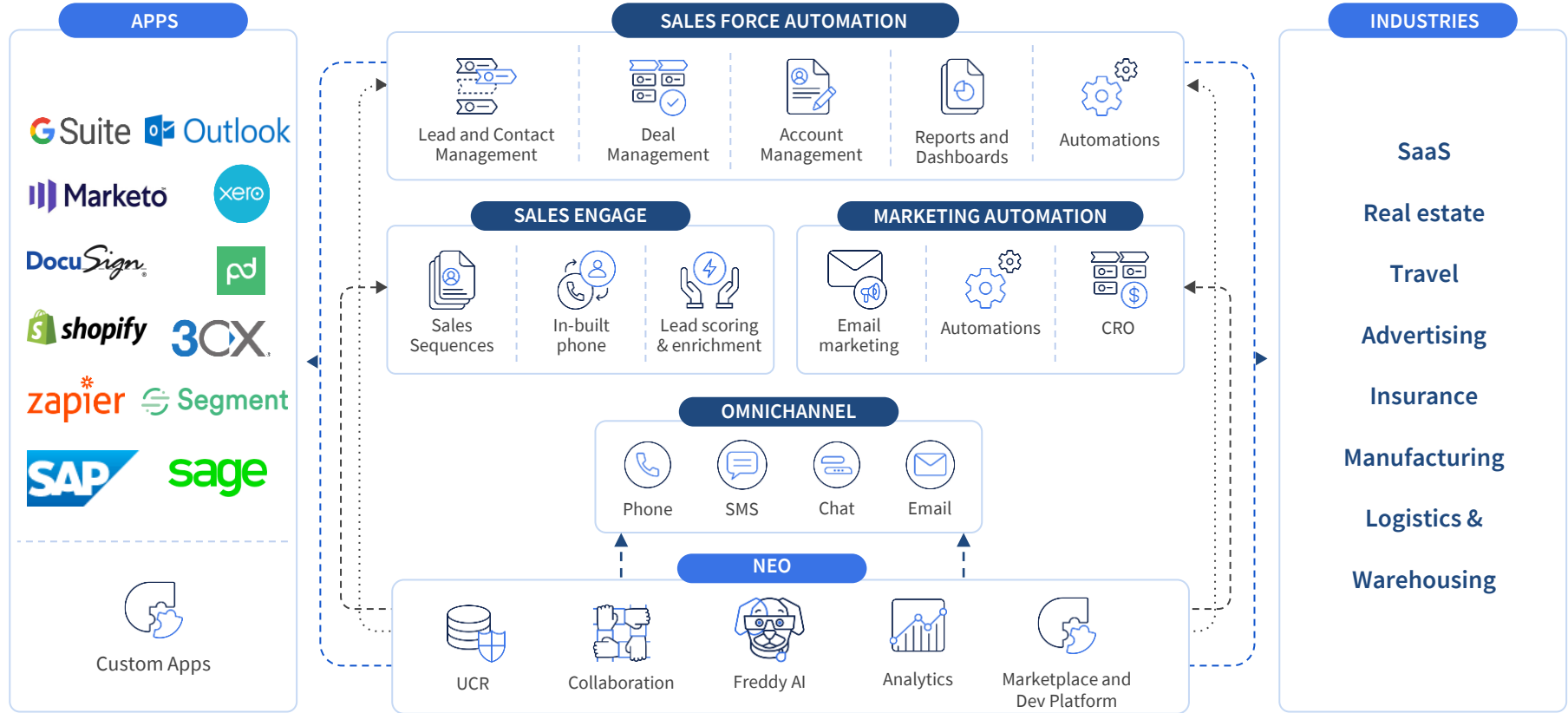


**Quick to
set up & easy-to-
use**



**No IT complexity.
Affordable. Faster
time to value.**

The Freshworks CRM stack



What can you do better now?



Find more opportunities

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

Top features:

- ✓ Chatbots
- ✓ Web Forms
- ✓ Visitor Tracking

Close deals faster with AI

Freddy AI helps you focus on the 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 Deal Insights
- ✓ Slack Collaboration

Engage better through personalization

Surface the best leads, communicate across channels of their choice, and personalize messages based on their behavior.

Top features:

- ✓ Customer Data Platform
- ✓ Built-in Chat & Phone
- ✓ Email Journeys

Nurture customer relationships

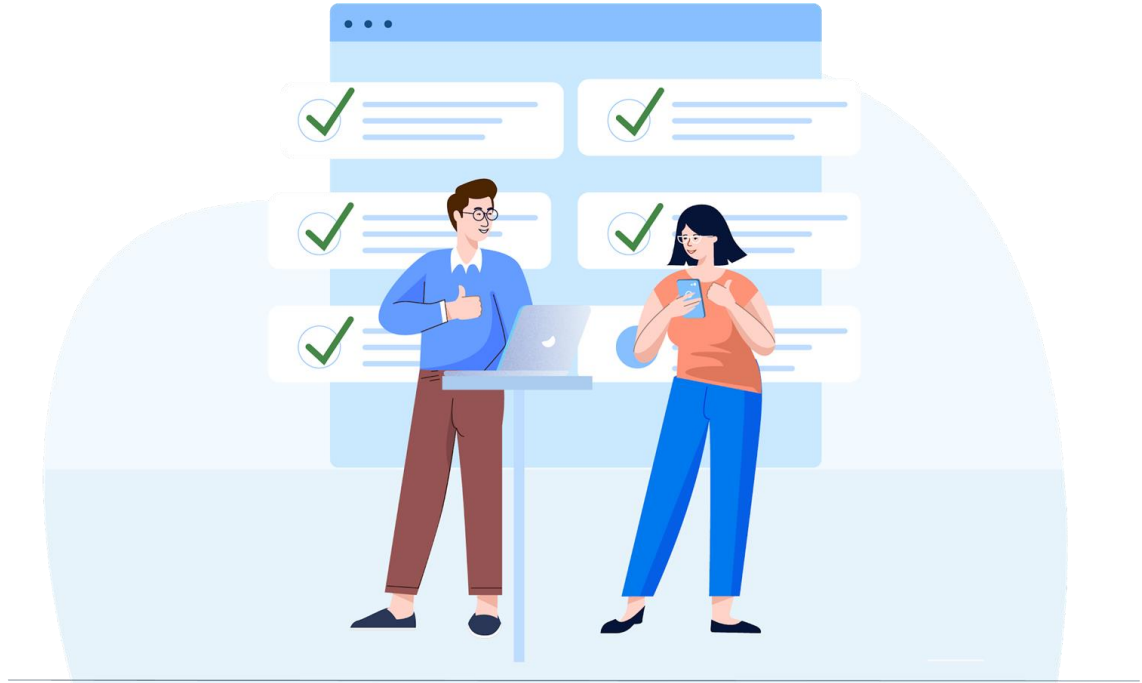
Develop long lasting relationships with customers. Enable sales and support to work together to help the customer grow their business.

Top features:

- ✓ Segmentation
- ✓ Freshdesk Integration
- ✓ Customer nurture journeys



The Freshworks Promise





The Freshworks Promise

**Our software will
make you go
WOW!**



Quick Time to Value



Fast and Flexible



Democratic Design

**You don't get a
product, you get an
ecosystem.**



Scales with You



Extend and Customize



Security you can trust.

You can count on us.



**Partner, not a
vendor.**



**Transparent
pricing.**



Support at every step.



**Thank
you!**