



SALES CLOUD

Grow your business with the smartest CRM in town.

With Freshworks CRM, you can combine the power of a **Sales CRM**, **chat**, and **telephony** in one smart and comprehensive solution. **Powered by Freddy AI**, the CRM can help you discover the best leads, boost customer engagement, visually manage pipeline, forecast revenue with intelligence, drive deals to closure, and even nurture existing customers.



Create seamless experiences across the customer lifecycle

Find more opportunities

Attract visitors, convert them into leads, run campaigns 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 right deals that will drive revenue. Get insights across the funnel from lead to revenue with multi-touch attribution.

Top features:

- ✓ Freddy Deal Insights
- ✓ Dynamic Forecasting
- ✓ 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:

- ✓ Event Tracking
- ✓ Predictive Contact Scoring
- ✓ Built-in Chat, Phone, and Email

Nurture customer relationships

Develop long-lasting relationships with customers. Enable sales and support to work together to help the customer seamlessly.

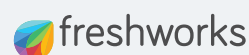
Top features:

- ✓ Freshdesk Integration
- ✓ 360° Customer View
- ✓ Sales Sequences

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 Freshworks platform that's built to organically work together, they can now stay aligned and start delivering better results faster.

Ask about the [Freshworks CRM Customer-for-Life Cloud](#), today!



Get a CRM your team will love

- Freshworks CRM is intuitive and easy to use resulting in **higher adoption**
- Unlike legacy CRMs, it **doesn't require intensive training** to get started
- It **eliminates grunt work and manual data entry** with automation
- Freddy Insights and Next Best Action **help sales teams strategize** better

Discover smart work with Freddy AI

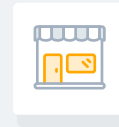
Freddy AI will help teams know which deals are worth pursuing, provide insights to move deals forward, recommend the next best action, and alert you to the best time to make a connection.

Freddy AI, your smart assistant helps you with:

- Pipeline Management 2.0
 - Deal Insights
 - Dynamic Forecasting
- Predictive Contact Scoring
- Deduplication
- Smart Connections
- Email Out-of-Office Detection
- Calendar Suggestions (Email)
- Freddy Suggestions and Next Best Action



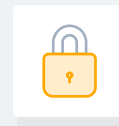
The enterprise-ready CRM



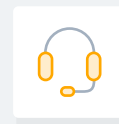
100+
Marketplace
Apps



Scalable
Platform



Robust
Security



24x5
Support



CRM Lead Management

Sales Force Automation

Top brands who trust Freshworks



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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