freshworks

Customer-for-Life Software

OUR VISION

Enable every business to create
Customers-for-Life

Freshworks Snapshot

We're expanding our business on all fronts
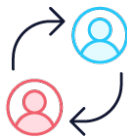

Founded in 2010

$399M Invested to Date

220M+ ARR

40,000+ Paying Customers
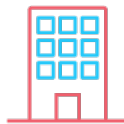

3,000+ Employees

12 Products

350 Partners

13 Offices

Data Centers on 4 Continents

Let's
go back
12 years…

And then this happened...

Current State of Business Software

Sales

Marketing

Support

Customer Success

...leads to a bad customer experience

Can I get your name?

Last 4 digits of your social security?

Please hold. I need to transfer you to another department.

I already gave my name to the last agent.

I just need some quick help.

Arrrgghhh!
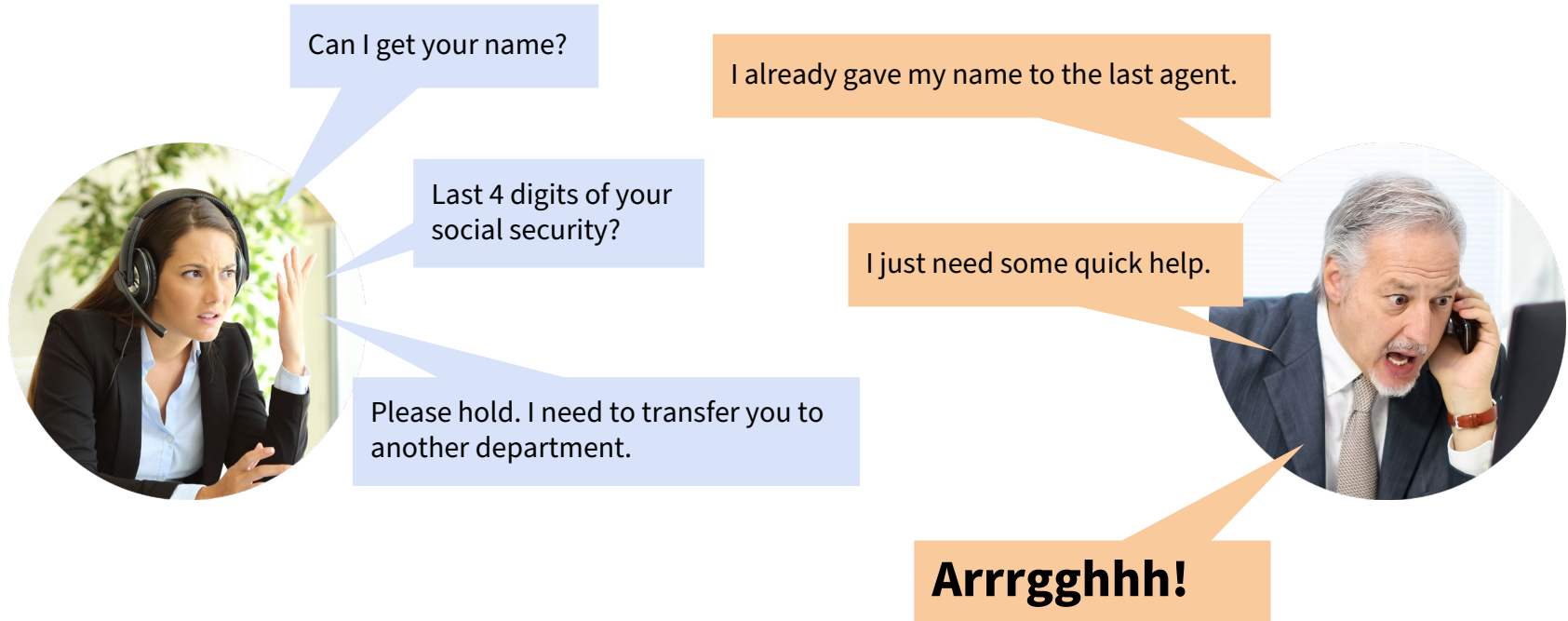
But what if there is an "iPhone moment" in business software?
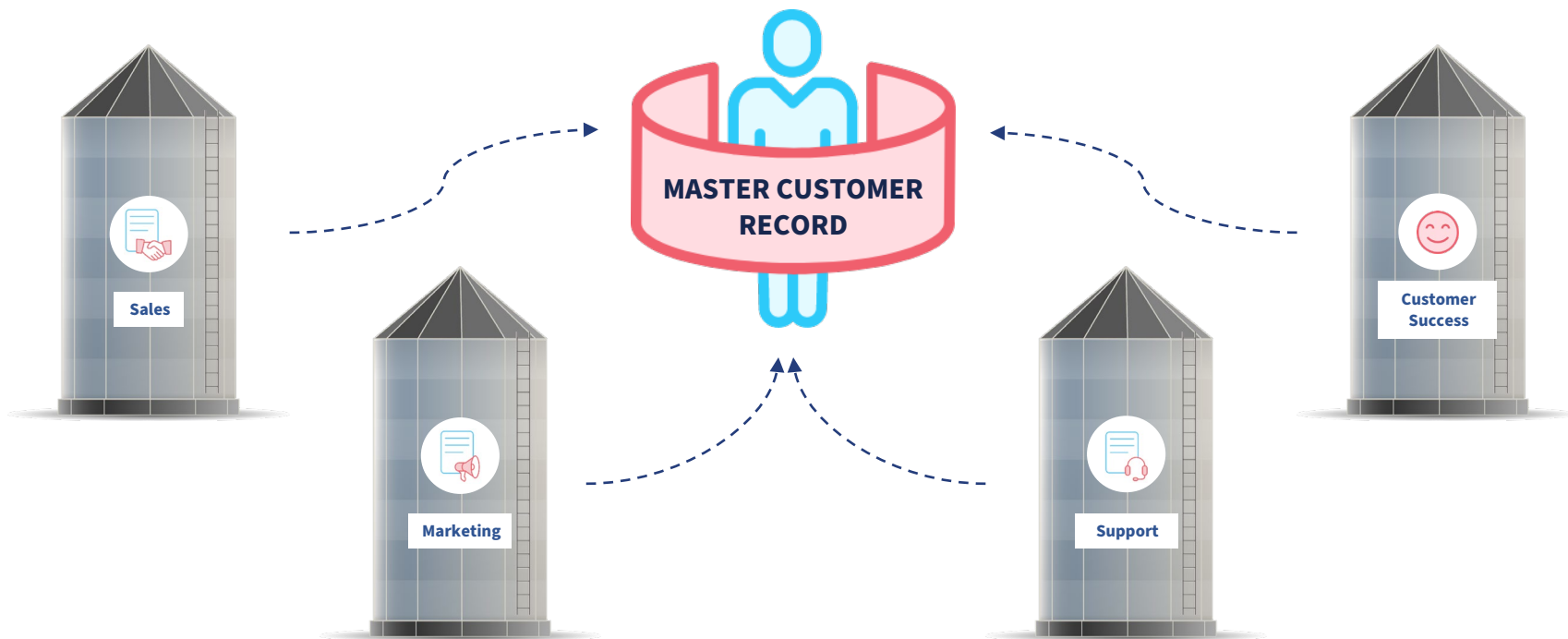
Unify siloed customer data with a 360-degree view

MASTER CUSTOMER RECORD
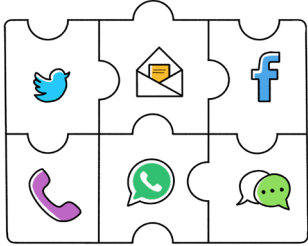
Sales

Marketing

Support

Customer Success

Seamless integration to build "Customers-for-Life"

Lead → contact → customer → advocate

Omnichannel

freshchat

freshcaller

Freddy AI

freshmarketer

freshdesk

freshsuccess
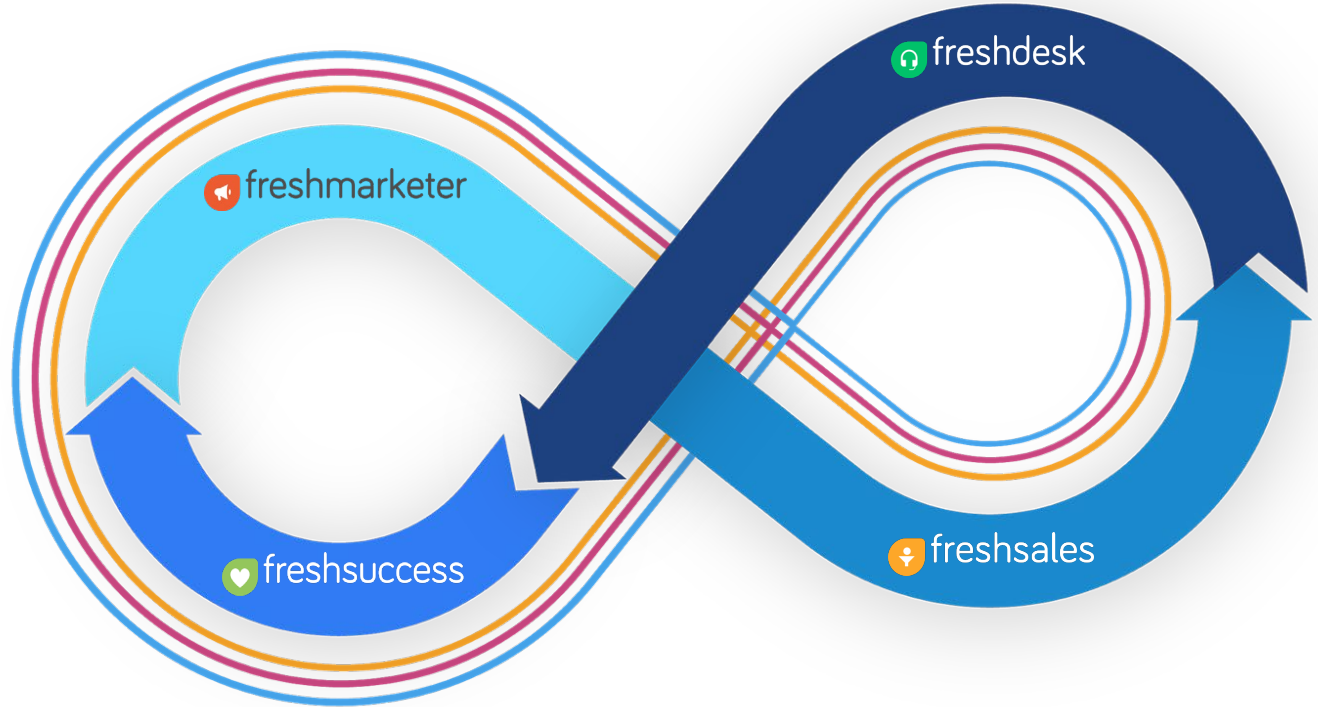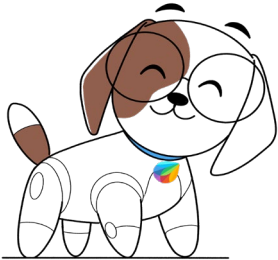
freshsales

Get a comprehensive view of every customer ...and a 360 degree view of the account

Kim

4 days ago

4 hours ago

1 hour ago

Jane

4 days ago

4 hours ago

1 hour ago

loaded

Email

Master Account Record

Joe
Last Activity 4 hours ago

Danny
Last Activity 2 days ago

Jane
Last Activity 4 hours ago

Kim

Jane

4 days ago

4 hours ago

1 hour ago
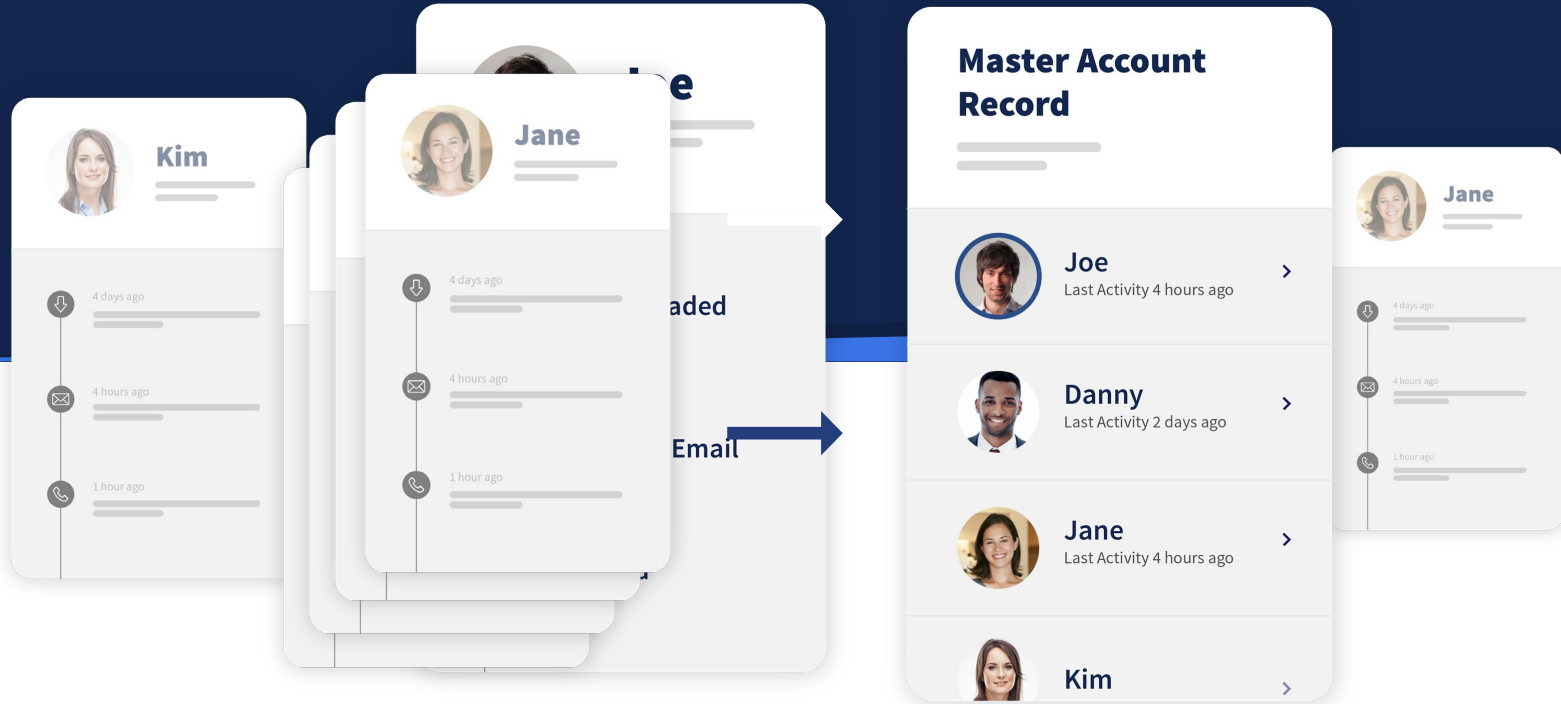
End Company Introduction Slides

WHAT MAKES US DIFFERENT?

Approach

Approach

Technology

Approach

Technology

Attitude

We are disrupting enterprise software for the masses

Our Approach

_____

INDIAN DEMOCRATIC DESIGN

Principles of Democratic Design for Global Products

SIMPLICITY

SELF-RELIANCE

AFFORDABILITY

SCALABILITY

CRAFTSMANSHIP

India

Legacy SaaS needs a fresh approach

Current state of Legacy SaaS

A **Fresh** Approach

Hard to Setup

Expensive to Own

Focused on Management Power

Siloed Applications

Complicated User Interface

Legacy SaaS needs a fresh approach

Current state of Legacy SaaS

A **Fresh** Approach

And "Enterprise Lite" is hardly a good fit

Legacy SaaS needs a fresh approach

Current state of Legacy SaaS

A **Fresh** Approach

Instant Implementation

Affordable, fits anyone's budget

Focused on End-user Empowerment

Integrated Apps

Easy & Intuitive User Interface

Freshdesk
Customer Example:
Democratic Design

How Freshworks' Software Embodies the 5 Core Principles of
Indian Democratic Design

Democratic Design: Customer Stories

How the five principles of Indian Democratic Design come to life at Sling/DishTV
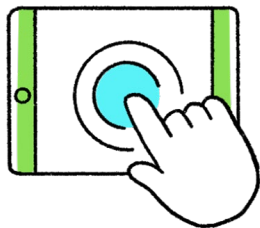
Simplicity

Agents could use it right out-of-the-box.
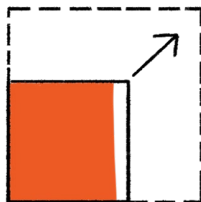
Scalability

Thousands of agents added at go-live

Self Reliance

No more coding and 14-day turnarounds for simple business rule changes

Craftsmanship

Agent Assist Bots accelerate new staff onboarding with next best action guided resolutions

Affordability

Saved $1M and implemented in just 12 weeks

The Value of Democratic Design

OUR DNA

SIMPLICITY   SELF-RELIANCE   SCALABILITY

CRAFTSMANSHIP   AFFORDABILITY

YOUR CUSTOMERS   **YOU**

BENEFITS

Effortless Experience

Increase in Productivity & Efficiency

RESULTS

Saves Time, Effort, Money

Customers for Life
(Greater Acquisition & Retention)

Technology

An integrated customer engagement platform

Employees expect "consumerized" IT apps

Democratic Design works for everybody

Freshworks is now on 3 Gartner MQs
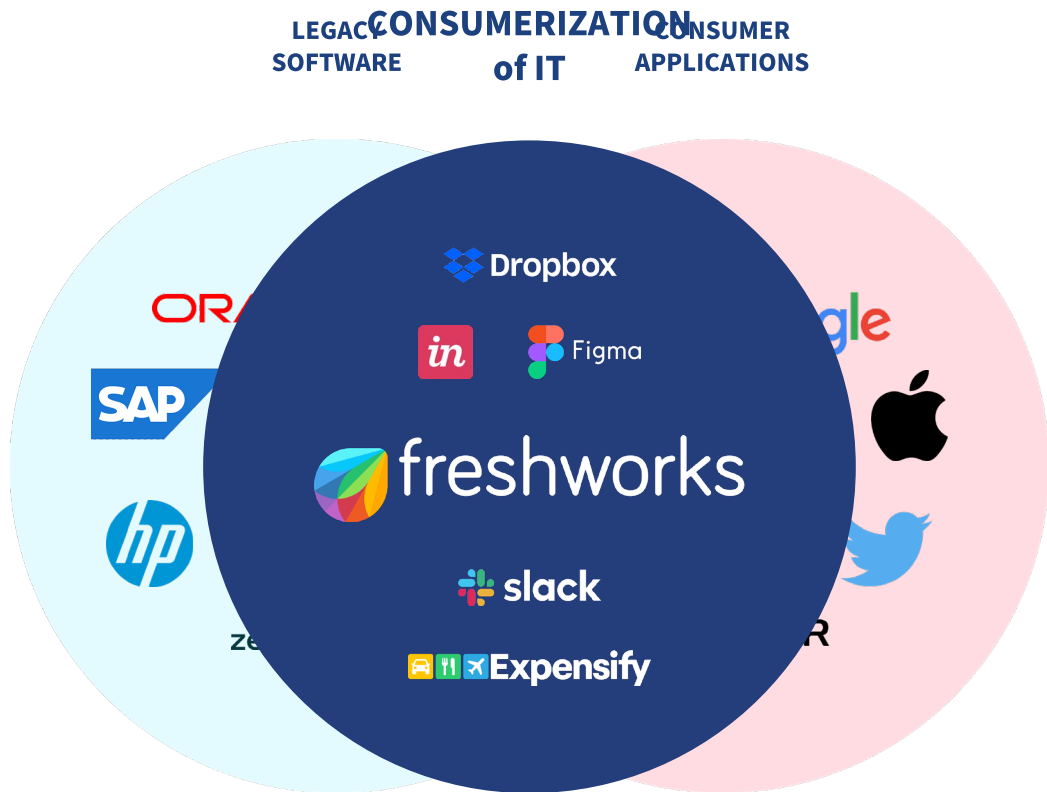
Freshworks value proposition rests in all needs being included as part of an integrated set of features, in a single product platform on a single, consistent technology stack.

- 4th consecutive placement in CRM CEC MQ!

- Freshworks added to SFA MQ in just 3 years

- Freshworks added to ITSM MQ

freshdesk

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

Customer Experience

Productivity at Scale

aws

Bots, AI and Automations

Best customer experience

Engage and build customers for life across every touchpoint

Engage your customers, don't deflect them.
Our bots provide instant, accurate answers and are up to 3x more efficient

Be everywhere your customers are
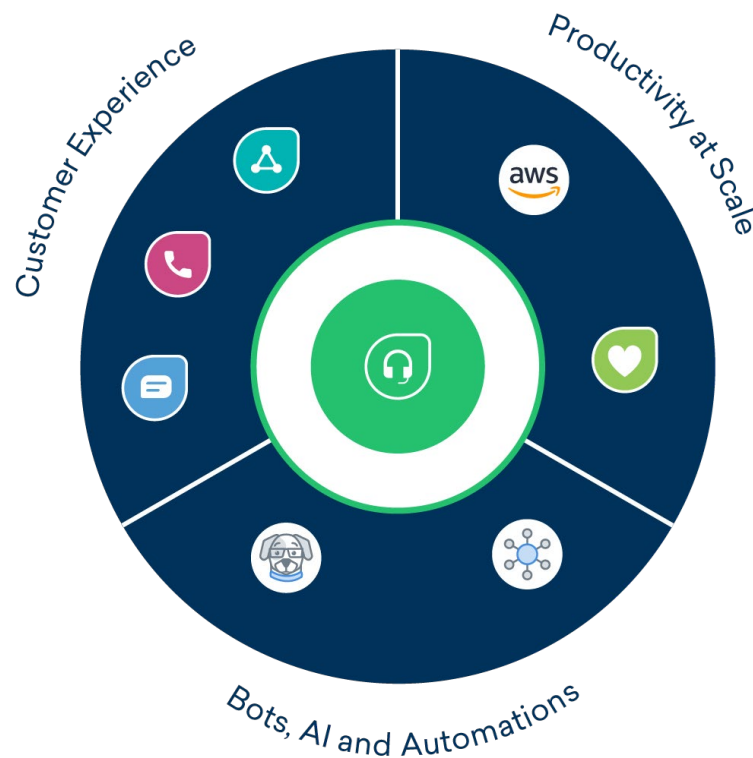Unlimited support across any channel, including email, phone, chat, or social media

Time-saving tools like Answerbot that are 3x more efficient
Agent workflow automations, and other timesaving tools remove agent overhead so your organization can respond faster and meet aggressive SLAs.

Deliver proactive support
Support to customers before they reach out to you. Detect online frustration signals, issues on your website or web app, etc. and proactively reach out to them to offer help.

Best agent experience
Get work done faster with a 360 ° view of the customer

Ticket Management
Save **120 clicks** and as much as **2 hours** a day in routine tasks with timesaving features like thank you detector, ticket summary, and quick actions.

Freddy Agent Assist Bots & Canned Responses
Freddy structured and AI-driven bots support agents based on the customer's history of interactions and canned responses make it easy for agents to respond quickly

Customer Journey View
Freshworks offers the most complete view of the customer across every touchpoint with features like customer timeline, enriching the agent's ability to provide proactive, predictive support.

Collaboration
Customer support is everybody's job. Bring the power of the entire organization to bear against customer problems with shared, linked, and split tickets along with Freshconnect to bring SMEs directly into the ticket conversation.

Best administrator experience
Drive productivity and scale for an efficient operation

Analytics
Customizable modules using which making data driven decision is 20% less time consuming

Scaling
We offer the scale and customizability that supports growth without distress. Solutions like sandbox autosync, assignment rules, save about an admin's time in change management

Automations and workflow setup
Freshdesk saves upto 35% effort in setting up automations. For complex workflows, a single rule in Freshdesk would need 6 rules in Zendesk.

Serverless architecture
Using Freshworks' serverless architecture, apps can be built 20% faster with a 25% reduction in costs

Attitude

"Extreme" customer centricity to build Customers-for-Life

What makes us different?

Transparent pricing

Free 7x24 technical support on all products

Lowest total cost of ownership
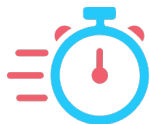
Fastest time to value

Most customer-centric partner in the industry

We work with the world's largest organizations

Technology, Media, Telecom	CISCO	dishtv	sling TELEVISION	Panasonic	NETFLIX	Springer
Auto & Manufacturing	GE Aviation	TOSHIBA	Gill Industries	TOYOTA	CAM Consolidated Aerospace Manufacturing	Trimble
Financial Services	DISCOVER	moneycorp	SOMPO	Ria MONEY TRANSFER	Washington Federal.
Education	Penn UNIVERSITY of PENNSYLVANIA	PowerSchool Powering Brighter Futures	ARKANSAS TECH UNIVERSITY	WASHINGTON STATE UNIVERSITY	Stanford University
Govt/Public Sector	unicef	NIH	Canadian Cancer Society	OFFICE OF THE INSPECTOR GENERAL	USM FOUNDATION
Retail/ E-Commerce	GROUPON	blue nile THE SOURCE OF BRILLIANCE	BEL USA	shopify	STITCH FIX	DOLLAR SHAVE CLUB	Office DEPOT

We work with the world's largest organizations

Technology, Media, Telecom	ELSEVIER	DESCARTES	Delivery Hero	SAGE Publishing · TeamViewer
Auto, Transport, Manufacturing	AUTO1 GROUP	HONDA	punch powertrain — Gear up for the future	rightmove · NAVBLUE AN AIRBUS COMPANY
Financial Services	Klarna	PAYVISION Global Card Processing	checkout.com	small world
Travel/Business Travel	Travix	GET YOUR GUIDE	CAPITA	CLARITY TRAVEL MANAGEMENT · CTM corporate travel management
Retail/e-Comm	Abel & Cole	METRO	STEINHOFF BRUNO STEINHOFF TRADING	Hamleys · Harrods
Public Sector	Suffolk County Council	citizens advice	NHS Health Education England	STOCKPORT METROPOLITAN BOROUGH COUNCIL · Cabinet Office

Industry Accolades

> **At Freshworks, we want to be your friend. We believe in going above and beyond, and we want to build genuine relationships. We are a relationship-first company.**

Girish Mathrubootham

Founder & CEO

Thank you!