

Don't just win a customer, earn them for life!

Freshworks CRM Customer-for-Life Cloud

Built on the **next-generation customer engagement platform**, Freshworks CRM helps **break internal silos** and **deliver personalized experiences** across marketing and sales. The AI-powered CRM enables sales and marketing professionals to better understand customers with the right customer insights, at the right time across each touchpoint. The solution includes salesforce automation, marketing automation, chat, and telephony all in one place.

Create seamless experiences across the customer lifecycle

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 right 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 AI Deal Insights, 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: 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

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.

Unified tech stack | Common metrics dashboard | 360° customer view | Multi-touch attribution

A CRM your team will love

- Freshworks CRM is intuitive and easy to use resulting in **faster 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 **helps 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