

# Grow your business with the smartest CRM in town.

## Freshworks CRM Sales Cloud

With Freshworks CRM, you can combine the power of a Sales CRM, chat and telephony in one smart 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 nurture existing customers with a smart, comprehensive solution.

## 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, Contact Scoring, Built-in Chat, Phone & 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!

## 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 **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