Freshworks

In its first user conference since its initial public offering, Freshworks announced new capabilities and a product around its common themes: to make it easy for businesses to delight their customers and employees with software that is affordable, easy, and designed for the end user.

— Delivering the right set of information to the right user through the right channel.

— Incorporating artificial intelligence (AI) and machine learning (ML) that is purpose-built.

— Providing a platform that is easily customizable and extensible; provides a unified experience across sales, marketing, and service; and empowers developers.

AT A GLANCE

Freshworks announced Freshstack, a specific SKU of its cloud customer relationship management (CRM) suite designed for startups, new Freshservice IT service management (ITSM) capabilities, and Freshservice Collaborator features to rapidly connect employees beyond the service department to resolve customer issues.

DEEP DIVE

A common theme across Freshworks is ensuring that insights (not just data) are rendered where they're most useful. New Intelligent Alert management with AIOps is one example. Freshworks is intentionally selling to both SMB and midmarket companies with products simple enough for SMBs that also support the needs of larger companies.

LONG VIEW

Freshdesk and the company's ITSM offering Freshservice have been around for some time and have broad adoption in mid-size and enterprise organziations. Freshsales and Freshmarketer are still evolving, and are focused on SMB and departmental deployments today.

MONEY: Being cost-effective is one of the key tenets of Freshworks; while pricing is important for SMBs, so are intuitive solutions that reduce training costs and accelerate time to value.

MARKET: Freshworks is expanding from its roots in helpdesk management to CRM, a natural evolution that others have made with varying levels of success.

PEOPLE: Freshworks presents a customer experience-themed message, where CRM is connected, collaborative, and adaptive, meeting customers anywhere and making customer delight easy.

TECH: Freshworks differentiates itself as a product-led company, investing in purpose-built features (such as AI and ML) to meet specific user needs without a focus on the technology itself.