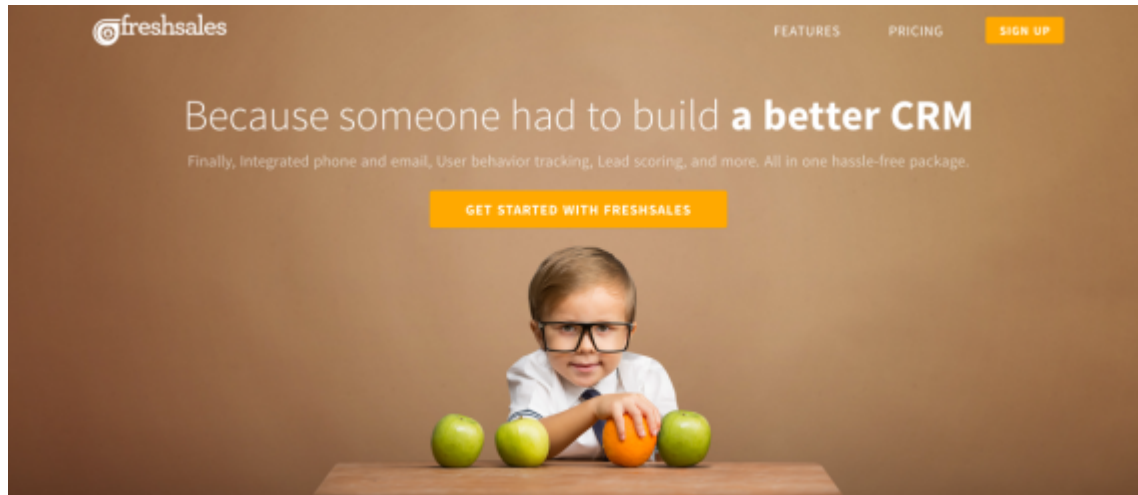




Freshdesk Launches Freshsales, CRM for High-Velocity Sales Teams

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Fed up with having to integrate multiple tools, Freshdesk built the solution their high-growth business needed



Freshdesk, a leading cloud-based customer engagement software provider, today announced the launch of Freshsales, a customer relationship management (CRM) solution and sales system designed for sales reps working in high-velocity environments. These sales teams require multiple integrated systems to do their jobs effectively: lead, deal, and account management; email and phone integration; user behavior tracking; lead scoring; a visual sales pipeline; and reporting. Freshsales is the only CRM on the market to offer all of these key capabilities with the ease of use that Freshdesk customers have come to expect.

"For years, our sales team struggled to integrate all the products we needed into one of the leading CRM tools -- but in the end, it was still just an expensive manual dumping ground for data," said Girish Mathrubootham, founder and CEO of Freshdesk. "As a fast growing SaaS business, we needed a solution that empowered our sales team with context based on user activity, prioritized leads based on engagement, and enhanced sales rep productivity. Sick of cobbling together a system that had already cost hundreds of thousands of dollars, we decided to build Freshsales."

Starting today, Freshsales is available to power sales teams with all of the following capabilities:

Built-In Phone and Email: No need to switch between three different systems to communicate with leads or track interactions. All conversations are automatically captured.

Lead Scoring: Leads are ranked according to a customized list of behavior signals.

User Behavior Tracking: Visibility into actions taken on web and in-app -- page visits, downloads, users added to trials, etc. -- for deeper understanding of prospects.

Visual Sales Pipeline: Deals displayed in a familiar graphical view for an instant read of the sales landscape.

Contact, Lead, Deal, and Account Management: Prospect and customer records richly detailed, packed with actionable insights to help close deals.

Reports: The reports you need, created in seconds.

Mobile apps: iOS and Android apps to provide access on the go.

"We're excited to be among the first few adopters of Freshsales," said Mohammed Ali, founder and CEO of Primaseller. "It combines the features of web tracking, mail tracking and a great CRM. The team is very responsive to feedback and at this rate I'm sure it will grow to become an indispensable tool for anyone selling online."

Freshdesk recently passed the 80,000 customer mark and was the only company added to Gartner's Magic Quadrant for the CRM Customer Engagement Center this year. Freshdesk's suite of products now includes the flagship product, Freshdesk, a cloud-based software solution that allows organizations to support customers through email, phone, websites, forums, and social media; Freshservice, a cloud-based service desk and IT service management solution; Hotline.io, an in-app support and engagement platform for mobile-first businesses; and now Freshsales, an all-in-one CRM solution for high-velocity sales teams.

For more information and pricing details, please visit: <http://www.freshsales.io>

About Freshdesk

Freshdesk Inc. is the leading provider of cloud-based customer engagement software. Freshdesk's suite of products include the flagship product,

Freshdesk, which allows organizations to support customers through email, phone, websites, forums, and social media; Freshservice, a cloud-based service desk and IT service management solution; Hotline.io, an in-app support and engagement platform for mobile-first businesses; and Freshsales, a CRM solution and sales system for high-velocity sales teams. With powerful features, an intuitive interface and a freemium pricing model, Freshdesk's products are widely used by teams and companies of all sizes, from SMB to enterprise. Based in San Bruno, California, with offices in Germany, the United Kingdom, Australia and India, Freshdesk is backed by Accel, Tiger Global Management, Google Capital and Sequoia Capital India. The company has over 80,000 customers around the world including 3M, Honda, Bridgestone, Hugo Boss, University of Pennsylvania, Toshiba and Cisco. For more information, [visit https://freshdesk.com](https://freshdesk.com).

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