



Scale Faster with Lower TCO

A unified platform advantage for your CX solutions



“Most CX programs are broken in similar ways: they are not designed with change or innovation in mind.” - HBR.

Legacy solutions provide disconnected experiences, low or no insights, require expensive & time-consuming deployments, and thus fail to deliver value or support your growing business.

Legacy solutions can be difficult to scale

Lack of insights

Expensive integrations

Limited extensions

Your CX stack needs the right foundation to scale efficiently

The platform you choose will need to be flexible & agile, solve your pain points today, and also help tackle future challenges. For customers buying one or more Freshworks products, the built-in Freshworks Neo platform delivers a unified experience through its extensive features & functionalities and helps future-proof their investment.

Get insights to grow

Lower support costs

Innovate rapidly

“Flexibility and reliability are key for us to scale at while remaining agile. Freshworks’ solutions met our needs in having a future-proof platform to support our customers and agents at all times.”

- Mike Massimi, Global Customer Experience Director, Trainline

Get insights to grow

Gain a competitive advantage with unified insights

Analytics

Scale consistently with data-driven insights using Freshworks' no-code unified analytics.

Unified customer record

Get a holistic view of the customer across multiple touch points to deliver personalised support experiences.

Custom objects

Create objects specific to your business and get complete customer context to provide faster resolution.

Lower support costs

Optimize processes to derive value faster

Marketplace

Integrate your tech stack, build new workflows or customize existing ones, and extend product capabilities with 1200+ Marketplace apps.

Innovate rapidly

Build innovative solutions and deliver better experiences

Developer portal and custom apps

Design and deploy solutions quickly with rich APIs, a robust developer toolkit, and a UI design library.



"Our Managing Director was very impressed with the reports, the dashboards, and the analytics that I could present to him."

Lettitia Findlay City Property.

[Source](#)



"Freshworks gave us a flexibility we didn't have before, so we often don't need to engage an external developer at all. The whole development process now takes days rather than weeks,"

Chris Barrow, Collinson.

[Source](#)