



Freshsales

Reviews, tips, and advice from real users



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Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 12

Other Solutions Considered..... 13 - 15

ROI..... 16 - 17

Use Case..... 18 - 21

Setup..... 22 - 24

Customer Service and Support..... 25 - 26

Other Advice..... 27 - 30

Trends..... 31 - 32

About PeerSpot..... 33 - 34

Product Recap



Freshsales

Freshsales Recap

Freshsales is an intuitive CRM offering automation, AI-driven insights, and integration options with Shopify and Whatsapp, catering to businesses of all sizes with its user-friendly approach.

Freshsales combines essential CRM functionalities like email integration and a robust sales cycle with advanced features such as AI-generated promotion descriptions and deal diversion based on revenue. While Freshsales serves both startups and larger companies with its cost-effective and scalable nature, it faces challenges in reporting and customization. Users often integrate third-party tools like Power BI for enhanced data analysis. Despite limitations in some advanced capabilities, Freshsales remains a viable choice for small to medium businesses seeking efficient sales tracking, pipeline management, and enhanced communication strategies. Its seamless territory management and sophisticated features aid businesses in managing customer interactions and campaigns efficiently.

What are the standout features of Freshsales?

- Automation: Streamlines tasks and processes, enhancing efficiency.
- AI Promotions: Generates insightful brief descriptions for marketing.
- Integration: Connects with platforms like Shopify and Whatsapp for seamless operations.
- Sales Cycle: Offers a comprehensive structure for managing sales activities.
- Email Integration: Simplifies communication within the sales process.

Why consider Freshsales based on reviews?

- User-Friendliness: Appreciated for its easy navigation and functionality.
- Scalability: Grows with business needs, adapting to increased demands.
- Cost-Effectiveness: Provides valuable features at a competitive price.
- Sales Tracking: Offers robust tools for monitoring sales and leads.
- Communication Tools: Enhances interaction with potential customers.

In retail, Freshsales aids in managing customer inquiries and tracking transactions through integration with Shopify, improving sales processes. In tech industries, businesses use Freshsales to categorize customer data, while automating communication improves response times. Service-oriented companies leverage the CRM for lead management and follow-up, enhancing customer satisfaction.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Freshsales is a much reliable and much useful software for any business that wants to convert leads to customers to revenue.”



Sumesh Gansar

Product Marketing Manager at Samsung



“Freshsales is a very comfortable type of CRM with easy customization and user-friendliness, allowing even non-techie individuals to manage their internal pipelines effectively, as it is a highly customizable CRM that suits our business needs, whether for selling products or services.”



Arjun Bn

Business Development Manager at a consultancy with 1-10 employees



“What I like most about Freshsales is that it gives clarity.”



Harjoth Sudan

Vertical Head - Ai talent Solutions at a government with 11-50 employees



“From a user point of view, I use Freshsales for my day-to-day sales activities, and as a basic system for the sales team, it is very user-friendly.”



Sonu Thomas

Operations Manager at Cognitive Global



“Almost everything has been automated through a process-driven approach, such as sending purchase orders, responding to customer emails, or adding values to emails.”



ParthSudra

Solutions Architect at Locuz Enterprise Solutions Ltd



“Freshsales has impacted us positively; it has saved time, increased sales, and improved customer relationships.”



Manojkumar Reddy

Associate Technology Consultant at a tech vendor with 10,001+ employees



“The solution's most valuable feature is its well-organized sales cycle, which is important to us.”



Cristina Neri

Sales Manager Managed Services and Digital Solutions at Alosys Communications

What users had to say about valuable features:

“What I like most about Freshsales is that it gives clarity. It provides proper visibility because it is a CRM where I can monitor everything. Without this tool, I would have to do it either in Excel or manually. I can create reports around it. It is a shared CRM where everyone has access and whoever needs to report and monitor can do so..”

Harjoth Sudan

[Read full review](#) 

Vertical Head - Ai talent Solutions at a government with 11-50 employees

“Freeing up time in my sales process has had a significant impact. Earlier, considerable time was spent on manual activities. After using Freshsales, I have definitely saved considerable time.

“Almost everything has been automated through a process-driven approach, such as sending purchase orders, responding to customer emails, or adding values to emails. I assess Freshsales' email tracking feature as very strong..”

ParthSudra

[Read full review](#) 

Solutions Architect at Locuz Enterprise Solutions Ltd

“The automation runs whenever a certain trigger point is met. For example, if the person details captured indicate they are interested in proceeding further, then when we update the particular field, it automatically goes to the next person at a higher level, and then the status gets changed.

There are many features including recently enabled AI that gives a brief description to the contact person about what that particular promotion is about. There are also features like auto email getting triggered and marketing emails. All of those features are part of Freshsales..”

Manojkumar Reddy

Associate Technology Consultant at a tech vendor with 10,001+ employees

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“Freshsales is primarily used as a CRM, and I'm using it as a CRM.

I have some experience with Freshsales workflow automation, and I find that it does have an impact, especially with basic workflow automations such as sales campaigns that I have tried, although I am sure that is just the minimal part of the automation. I didn't explore it much because my team members explained to me what the other features are, but as I'm running a small team, I didn't find a use case for a full-fledged automated workflow. I do remember that before I knew about workflow automation, my sales team used to spend a lot of time getting data, especially because we mainly work with campaigns and newsletters. They used to work manually to obtain certain information or eliminate some data. When the team advised about certain automation, it made it very quick to get that information.

Regarding the email tracking feature, I would say it helps with customer engagement. For example, in a massive sales campaign, once it is sent, the next level of engagement can be tracked based on email tracking, such as how many were received or if they were opened multiple times. There are different scenarios where I can plan accordingly, and I can send a second level of campaigns based on the first one's report. I have different options according to my needs..”

Sonu Thomas

Operations Manager at Cognitive Global

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“Freshsales is a very comfortable type of CRM with easy customization and user-friendliness, allowing even non-techie individuals to manage their internal pipelines effectively, as it is a highly customizable CRM that suits our business needs, whether for selling products or services.

“The best features that Freshsales offers begin with the Sales Sequence, which is top-ranked, followed by the marketing division that allows us to create automated marketing sequences. Freshsales also includes 24/7 customer support, web form integration for lead generation from our website, and other valuable functionalities.

“The Sales Sequence feature significantly helps my workflow by enabling an account manager to contact a large list of customers quickly and efficiently, sending out emails with minimal manual effort, while also providing critical statistics about email engagement, which aids in improving outreach strategies.

“Freshsales positively impacts our organization by creating a central repository for all our business objectives; it has helped us organize our pipelines and documents efficiently, providing a system where we can easily access any necessary files related to individual deals and allowing visibility into the performance metrics for the board of directors..”

Arjun Bn

Business Development Manager at a consultancy with 1-10 employees

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“One unique thing that I use with Freshsales is the built-in email and the built-in call phone function. With Freshsales, with the account information that I have, I directly reach out to customers via Freshsales without any third-party application. That is also something very useful with Freshsales.

“One great thing about Freshsales is the dedicated workflow template and the email template that it offers. I can easily send cold emails or beginning emails to my leads or customers with the help of Freshsales, directly through Freshsales. The Freddy AI feature in Freshsales helps me generate the email content easily, and there are also many built-in templates available. That helps me create content and reach out to my leads and customers in a much quicker way.

“One more thing that I appreciate very much with Freshsales is the dashboard that it offers, the deal dashboard or the progress dashboard. It gives me the complete picture, a 360-degree view of what is in my pipeline, what is there about the customer, and what the major pain point the customer is having. That will help me reach out to them in a much more personalized manner.

“The workflow templates from Freshsales handle everything from welcome emails to call reminders to different social media connections. That gives me a complete picture of what I am doing in terms of my pipeline. The welcome emails are basically very much useful because there are many built-in templates available, and I can just pick and choose from that. Freddy AI in Freshsales helps me draft contextual sales emails, receive actionable deal insights, and it helps me basically never miss out on any revenue opportunity. Wherever there is a revenue opportunity, I will be able to crack it with the help of Freddy AI.

“I get a 360-degree view of the customer, so I need not go to different places to fetch the customer data. Everything is available in a single centralized dashboard. That has helped me save a lot of time. I would say about 40% of my overall time has been saved with the help of Freshsales. This has directly impacted my overall working efficiency as well. I would say 25% improvement in my overall working efficiency with the help of Freshsales.

“After adopting Freshsales, I am now able to run much smarter sales campaigns with the help of the contextual sales emails that Freddy AI is helping me generate.

I am able to run smart email campaigns. That has helped me generate leads, then capture and qualify the data in a much more qualitative manner. That has helped me gather a 360-degree view of information about the customer. I can easily plan my entire sales process with the help of Freshsales because there are Kanban-style dashboards and views available, which helps me configure and control everything by dragging and dropping different cards in different pockets. It is also easier to collaborate with Freshsales with different team members. The marketing team, the sales team, and the product team can all collaborate easily. That has helped me save a lot of time and improve my overall efficiency..”

Sumesh Gansar

Product Marketing Manager at Samsung

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Other Solutions Considered

“In comparison to other products, I think Freshsales has other leaders in the market, but from a price perspective, it is more affordable than the competition..”

Sonu Thomas

Operations Manager at Cognitive Global

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“I was using a solution called Zoho CRM, Zoho Sales CRM. I did not like the UI and I did not appreciate the features of that particular software. That is why I switched to Freshsales..”

Sumesh Gansar

Product Marketing Manager at Samsung

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“I previously used Dynamics 365 at my former organization, where the complex integration and unnecessary tools were issues, prompting our switch to Freshsales, which provides better customization, onboarding, and commercial value..”

Arjun Bn

Business Development Manager at a consultancy with 1-10 employees

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“When it comes to the pricing of Freshsales, most of them are very similar. HubSpot and Zoho are the two competitors I have used. Pricing-wise, it is doing good. I can negotiate it on a case-by-case basis, but it is not very costly. These three are very nearby in terms of pricing..”

Harjoth Sudan

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Vertical Head - Ai talent Solutions at a government with 11-50 employees

“Before choosing Freshsales, we evaluated multiple options including Zoho, HubSpot, SignalHire, and Salesforce among others; we chose Freshsales because it met our expectations at a good price point..”

Arjun Bn

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Business Development Manager at a consultancy with 1-10 employees

“I have worked with many solutions before Freshsales. Earlier I used local CRMs, not Salesforce. Salesforce was too costly for me, so I migrated to Zoho, but Zoho proved difficult for my team.

“I replaced it with Freshsales because I was already using ticketing service solutions such as Freshdesk and ITSM for Freshservice. I tested Freshsales as well, and it works effectively for my team..”

ParthSudra

Solutions Architect at Locuz Enterprise Solutions Ltd

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ROI

Real user quotes about their ROI:

“My organization has experienced a return on investment from the use of the solution. It may not necessarily be wise, but maybe any organizational value. At an organizational level, all of us can share information, we can have a dashboard for the monitoring of the activities and results..”

Cristina Neri

Sales Manager Managed Services and Digital Solutions at Alosys Communications

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“Regarding return on investment with Freshsales, it is good if you're really using it. For me, it's the best thing since it keeps my contacts or customer repository in one place and accessible from anywhere. I don't need to keep it in a traditional format, so that is the basic concept of having a system, and it can be shared with the team with role-based access, which are clear advantages. I don't have a specific measure for that, though..”

Sonu Thomas

Operations Manager at Cognitive Global

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“We have seen a significant return on investment with Freshsales, notably in time savings from efficient document organization and file storage; the metrics help us track deal sizes and customer interactions effectively, and we have saved a good amount of money compared to other CRMs such as Salesforce and HubSpot, which have much higher costs..”

Arjun Bn

Business Development Manager at a consultancy with 1-10 employees

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“I have definitely seen a return on investment. Earlier, when I used to send out emails through email campaigns, I used to have a lot of no-show rate or bounce rate. With the help of Freshsales, I have brought it down to, I would say, 30%. That is something that is very much useful for me. I have also increased my overall sales by about 25% after the introduction of Freshsales because I am having more qualified leads than before with the help of Freshsales..”

Sumesh Gansar

Product Marketing Manager at Samsung

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Use Case

“From a user point of view, I use Freshsales for my day-to-day sales activities, and as a basic system for the sales team, it is very user-friendly. I can assign different sales teams, and even if I don't need them to be in-house, I can manage their activities from anywhere, getting all the data in one platform where they can independently work and keep the updates..”

Sonu Thomas

Operations Manager at Cognitive Global

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“My main use case for Freshsales is the Sales Sequence feature, which automates the time-consuming process of sending out outreach emails, conducting calls, and reminding me when to follow up with customers, making it easier to manage customer interactions and allowing me to focus on closing multi-million dollar deals..”

Arjun Bn

Business Development Manager at a consultancy with 1-10 employees

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“I use Freshsales to manage leads for a company that has customers. I handle customer relationships in one place where I mark them under bucketing, bucketing them under different stages to check how the sales guys are doing. These sales guys and clients work for our client, and I monitor their stages on Freshsales..”

Harjoth Sudan

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Vertical Head - Ai talent Solutions at a government with 11-50 employees

“I primarily use Freshsales as a sales CRM software. It is very easy to use, and it provides me with all the information I need about a contact. That is, it gives me a 360-degree view of my accounts or my contacts and helps me reach out to my leads and customers in a better way.

“Any information about a lead, any information about a contact and an account gets stored in Freshsales. It helps me manage my sales pipeline and also visualize my deal progress and my sales target. I would know what is in my pipeline, how much I can generate for this month and this quarter, and what the status of the deal is. My team and I can effortlessly engage with our prospects and customers, and I can know where my customer is on the sales pipeline with the help of Freshsales..”

Sumesh Gansar

[Read full review](#) 

Product Marketing Manager at Samsung

“Freshsales is our CRM tool and CRM platform. Whenever we want to sell a product to a customer or when they inquire on any promotion site, we get the customer details over Freshsales, and based on that, we call the customer. There is an option to call the customer and check with their needs and proceed further.

Freshsales is being used across a certain list of categories, including healthcare, real estate, and auto sales. Whenever a customer has visited a particular promotion site and provided their details, the details get captured in Freshsales CRM dashboard. Then a support person or salesperson will get in touch with the particular contact person, inquire about their requirements, and proceed accordingly. There is also an automation feature that runs every time whenever a particular criteria is met..”

Manojkumar Reddy

Associate Technology Consultant at a tech vendor with 10,001+ employees

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“I have utilized Freshsales' workflow automation. Our team was missing conversations from customers and emails from customers, which might arrive on weekends or days after initial contact. I implemented a trigger so that if emails or active customers from which purchase orders have not been signed are waiting for proposals or awaiting POs to sign, and the customer's email has been received by the sales team on weekends or weekdays, they will be notified in fifteen minutes through workflow automation if the email is not read within a certain time duration.

“Apart from that, we have also responded through those emails. If a customer's email has been received with approval and the automator identifies the approved signature or approved context in the email, it will automatically process the orders in the system without manual intervention from the sales team or sales user.

“Advanced API limits present some customization constraints that we cannot address. For instance, adding sandboxing for the current setup is not possible. If I want to do something else, there might be a sandbox environment if they could provide it. The reporting feature is not currently available, which could be very beneficial..”

ParthSudra

Solutions Architect at Locuz Enterprise Solutions Ltd

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“I would rate the set up a five out of ten. We started with a 21 day trial. We integrated it with Shopify but were confused on how to use it for the first time. .”

Yudhi Nr

Business Development Manager at Torch

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“In terms of pricing, I would say it is low pricing or it is a very cheap product for the amount of services that it offers. I would definitely rate it very high because of the price itself. In terms of setup, it was quite easy to get everything set up. It took around a week for me to get everything implemented and set up, so it was very smooth for me..”

Sumesh Gansar

Product Marketing Manager at Samsung

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“The initial setup for Freshsales was not straightforward. There were many customizations that I needed to do manually. As a partner with an in-house team capable enough to complete the migration activity, the setup was driven smoothly. However, considerable effort was invested in the migration process..”

ParthSudra

[Read full review](#) 

Solutions Architect at Locuz Enterprise Solutions Ltd

“Our suppliers are in the same business center, so I faced no issues. They supported me when I had technical issues, but the technical support took some time. The tool is deployed on the cloud. The installation was simple. If we allocate the right technical person, it is not complex..”

Sonu Thomas

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Operations Manager at Cognitive Global

“Freshsales initial setup is a bit difficult. I have to mention my stages, bucketing, and set up all the processes, including how the leads will flow and what the customer's cycle looks like. It takes at least a month or 45 days to set this up, process it properly, and check whether the automations and workflows are working. Then I onboard all the team members I want to use Freshsales..”

Harjoth Sudan

[Read full review](#) 

Vertical Head - Ai talent Solutions at a government with 11-50 employees

“If one is difficult and ten is easy, I rate the product's initial setup phase a nine since it is an easy process.

The product is deployed as a SaaS solution. The cloud is provided by the vendor.

I don't know the time required to deploy the solution since my technical department takes care of it..”

Cristina Neri

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Sales Manager Managed Services and Digital Solutions at Alosys Communications

Customer Service and Support

“The customer support is quite good. They are very knowledgeable, very dedicated, and very prompt, which is something that I appreciate. I would rate them a 10 on 10..”

Sumesh Gansar

Product Marketing Manager at Samsung

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“The technical support for this solution is good. We receive support from our distributor called Tech Data Synnex. I would rate the support a nine out of ten. .”

Leandro-Coelho

Engenheiro de pré-vendas at Pise4

[Read full review](#) 

“The customer support experience is wonderful, providing 24/7 availability with knowledgeable agents who can effectively address issues, assisting non-technical users in understanding the technical aspects and facilitating direct communication for complex problems..”

Arjun Bn

Business Development Manager at a consultancy with 1-10 employees

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“Freshsales' technical support is really good. I want to verify that the support team knew we were doing a POC for somebody else. I'm just saying we might have gotten preferential treatment that other customers don't usually get. So I don't know how it would be for others..”

Verified user

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Sr. Manager, Tmt Business Consulting (Focused On B2 B Tech Product Cos.)
at a outsourcing company with 11-50 employees

“Their technical support five years ago was quite fast, but that speed has been decreasing over time due to the growth of the company. They rely a lot on partners to provide level one and level two support. Normally we only escalate level three support to them. The challenge is that level three support has a level of complexity that requires a lot of work on the back end which takes time. This has led to frustration by our customers who do not always understand why support can take long. .”

JoseQuintero1

[Read full review](#) 

Senior Services Manager at a tech services company with self employed

Other Advice

“For startups or mid-sized companies considering Freshsales, I would highly recommend its ease of setup, accessibility, and overall user-friendliness, particularly praising the team's global presence. I would rate this product an eight out of ten..”

Arjun Bn

Business Development Manager at a consultancy with 1-10 employees

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“I can tell others that it is a good product and it is perfect for medium and large-sized companies because the setup phase is fast, and you don't need to do many customizations apart from the configuration of the software, so you don't have additional costs.

I rate the tool a ten out of ten..”

Cristina Neri

Sales Manager Managed Services and Digital Solutions at Alosys Communications

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“Regarding Freshsales' AI capabilities, I haven't experienced them yet, as I'm not using them. Perhaps I have to sit with the team and understand the new features, but right now, if you ask me about that, I cannot give feedback.

I have seen predictive scoring and while not very much, I find it really helpful, but in my personal scenario, I'm not running based on that, although I think the scoring and these things are good.

I would give Freshsales a rating of seven out of ten..”

Sonu Thomas

Operations Manager at Cognitive Global

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“I use some AI-driven insights with Freshsales. It shows some predictions based on scoring, but I do not rely on that much at the moment.

“Regarding the predictive scoring in Freshsales, because I do not rely on it, there are certain other things which are answered but not on Freshsales. Not everything is marked on the CRM. For me, it is not very good. I usually do it according to my prior history and prior learnings. I do not rely on that very much, and I have not checked it properly. I just see it on the CRM, but I do not rely on or use it much.

“I have used the workflow automation in Freshsales for bucketing, emails, and lead cycle. If I have to change them to a customer, I set up how I want them to onboard and what initial emails they should be getting. I have used it, and it is quite good, but it is a bit complicated. I have to set it up in great detail with what exactly should happen after each particular step.

“I would rate this review 9 out of 10..”

Harjoth Sudan

Vertical Head - Ai talent Solutions at a government with 11-50 employees

[Read full review](#) 

“Freshsales is an Indian locally driven business, so only a single currency is embedded. However, multi-language support, such as a combination of Hindi and English, is available.

“I use Freshsales' predictive scoring, but I do not rely on it at scale because sometimes it might be inaccurate or provide lower quality predictions.

“Sales sequences save considerable time, which is beneficial. I am also using a similar feature for marketing. The marketing team and sales team are collaboratively working on multiple campaigns, which really helps the business.

“Approximately fifty to fifty-five people are using it in my company. I need two administrators to manage it.

“I would recommend this product to other companies. For those seeking a more affordable and cost-effective solution, this is a good option.

“I have been both a customer and a partner. I would rate this product a seven out of ten overall..”

ParthSudra

Solutions Architect at Locuz Enterprise Solutions Ltd

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“One thing that made it stand out for me is the inbuilt templates that it has for email generation, and I get an AI-powered score for the contact. I call it contact scoring. It gives me a score for my lead or for my contact, which helps me build some insight and build some knowledge before I reach out to a customer. That is something that is very much useful with Freshsales. Via Freshsales acting as a centralized repository, I am able to reach out to my customers via emails, via calls, via social media, everything from a centralized place. That is also something that is very much useful with Freshsales.

“I think it is a highly secure platform. The AI has its own governance laws and rules. It is a highly secure and highly stable AI solution.

“It is very great, actually. It is very much accurate and very much reliable in my opinion because I use Freddy AI to generate the email content, and whatever prompt I gave, it delivers exactly to my prompt, and each time it delivers even a better result than the previous time. It is highly reliable and stable in my opinion.

“I would definitely urge anyone to use a centralized CRM, sales CRM like Freshsales because they get a holistic view of their customer data, which in turn will help them only to reach out to their customers in a better manner and convert them to paying customers or revenue-making customers. Freshsales will give a holistic view and help convert better.

“Freshsales is a much reliable and much useful software for any business that wants to convert leads to customers to revenue. I would definitely invest in a software like Freshsales. It is quite good for the money that is being spent on it. It provides a lot more value. I would rate this review a 10 on 10..”

Sumesh Gansar

Product Marketing Manager at Samsung

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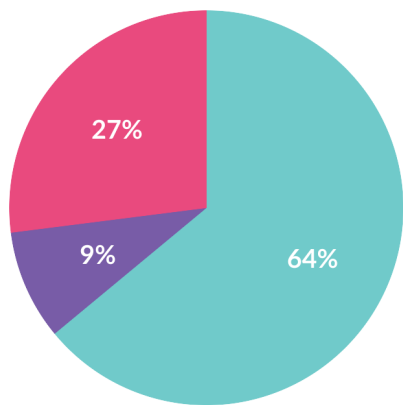
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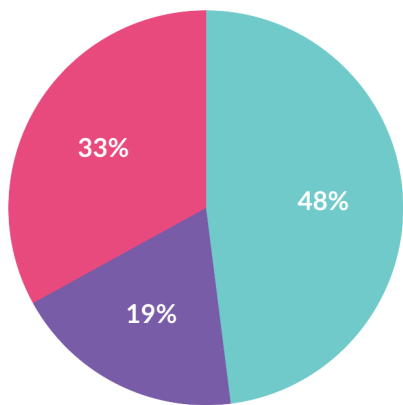


Company Size

by reviewers



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Large Enterprise Midsized Enterprise Small Business

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