

aws marketplace

Freshsales

Reviews, tips, and advice from real users



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Contents

- Product Recap..... 3 - 4
- Valuable Features..... 5 - 8
- Other Solutions Considered..... 9
- ROI..... 10
- Use Case..... 11 - 13
- Setup..... 14 - 15
- Customer Service and Support..... 16 - 17
- Other Advice..... 18 - 20
- Trends..... 21 - 22
- About PeerSpot..... 23 - 24

Product Recap



Freshsales

Freshsales Recap

Freshsales is a single solution CRM designed for high-growth, high-velocity sales teams. The software includes integrated phone and email, user behaviour tracking, and lead scoring on one platform. Users can track events and manage a visual sales pipeline, as well as view custom reports and analytics. Email tracking features enable users to know when and how many times an email was opened, or a link was clicked on. Users can effectively engage with prospects by targeting the next set of email actions, and create personalised sales campaigns from email templates. Insightful email metrics tell users which emails are performing well and which aren't. The Awaiting Response feature automatically lists contacts that need to be replied to. Freshsales enables direct calling with a simple click on a contact's phone number. The solution records the entire conversation history including email conversations in one place. Users can add notes, schedule tasks, as well as make appointments. Freshsales also offers personalised welcome and voicemail messages for greeting customers. In-depth customer insights on prospects allow users to plan relevant conversations, and keep track of touch points using the activity timeline. Freshsales collects data and segments activities based on a contact's behaviour. Users can get perspective on leads with advanced lead scoring, and prioritises important follow-ups. The visual sales pipeline provides complete visibility of deals across various stages. Users can sort and filter by close dates, helping to make more guided decisions for climbing up the sales ladder. Freshsales' drag and drop navigation tool enables users to move deals across the sales pipeline into any stage. Users can call or email prospects directly from the deals dashboard for a non-interruptive workflow. Visual sales reports and revenue analytics monitor sales progress and identify successful campaigns by source, sales rep, territory, and more. Freshsales mobile apps for iOS and Android let users access deals while on-the-move and stay up-to-date on prospects at all times. Freshsales is part of the Freshworks product family, whose products include Freshdesk Customer Support Software, Freshservice IT Service Management Software etc. – with more than 100000 customers worldwide, including Cisco, Honda, 3M, The Atlantic, and QuizUp.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“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



“Email integration is easy.”



Sonu Thomas

Operations Manager at Cognitive Global



“Freshsales is very simple to use, but it's fairly limited in its functionalities, and it's very cheap.”



Verified user

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



“The solution is a low-cost CRM product compared to other CRM alternatives.”



Karan Singh

Sales Executive at Gumlet



“I like Freshsales because it's integrated with Shopify which we use to host our website.”



Yudhi Nr

Business Development Manager at Torch



“Freshsales is user-friendly, scalable and stable.”



Leandro-Coelho

Engenheiro de pré-vendas at Pise4

What users had to say about valuable features:

“The solution provides many features like sales pipeline and business progress. The solution is suitable for startups and big organizations. It is a good platform to use. Email integration is easy..”

Sonu Thomas

Operations Manager at Cognitive Global

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“I like Freshsales because it's integrated with Shopify which we use to host our website. The ability to communicate on Whatsapp using Freshsales is very useful. We also use this solution as our B2B CRM..”

Yudhi Nr

Business Development Manager at Torch

[Read full review](#) 

“Freshsales is very simple to use, but it's fairly limited in its functionalities, and it's very cheap. It has its value proposition for really small businesses, but it's not enterprise ready..”

Verified user

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

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“One of the most valuable features is the ability to divert deals based on the potential revenue or specific market to certain sales teams. We have teams for healthcare, government, education and military.

In addition, this solution allows us to classify customers based on monthly revenue. We have previously used other solutions including Vtiger and Salesforce, which required a lot of manual work. To conclude, the productivity and automation features are the most useful..”

JoseQuintero1

Senior Services Manager at a tech services company with self employed

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“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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Other Solutions Considered

“There are other products that we compared before going to Freshsales. Compared to those, I find Freshsales is more intuitive to the user as well as offering more features to the customer. Before choosing Freshsales, we also considered Salesforce Sales, which is higher in cost, so we ignored that and chose Freshsales..”

Manojkumar Reddy

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

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“My company chose Freshsales since we already use Freshservice from Freshworks for all the operational activities.

My company did evaluate Freshsales against the other products in the market, but it was done by our technical department. I think they have done a little benchmarking with other products. Freshsales has a good balance between price and capabilities, and this is a good product for us..”

Cristina Neri

Sales Manager Managed Services and Digital Solutions at Alosys Communications

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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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Use Case

“In the beginning, I used the tool to keep my business contacts. Then, we used it for our marketing emails and campaigns. It has a lot of capabilities. We can use it for daily business-related communications, too. It has a lot of templates..”

Sonu Thomas

Operations Manager at Cognitive Global

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“I have used Freshsales to follow up on transactions from Shopify. I use the WhatsApp feature and when the customer make an offer, we send confirmation about the order to the customer. I also use Freshsales for customer service..”

Yudhi Nr

Business Development Manager at Torch

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“I use the solution in my company since we are interested in the application and all the activities that salespeople do. We track the email, then the appointment, and the feedback from the appointment. We schedule all the activities and then look at the sales process just to understand if all the activities are increasing in value if we have the information, the deal, and the technical requirements..”

Cristina Neri

Sales Manager Managed Services and Digital Solutions at Alosys Communications

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“We use Freshsales for lead processing, closing deals, contact management, tracking customer activities, calculating commissions and for generating all sales reports.

Freshsales also allows us to manage sales across territories including the Caribbean, United States and parts of Latin America. In each of those territories, we have our own account managers and we use territory management to categorize contacts based on country, market segment and other criteria.

We also make use of the solution for marketing campaigns using Freshdesk Messaging that allows to to drive communication with potential customers or leads to make announcements and divert questions from potential deals to our pre-sales department..”

JoseQuintero1

Senior Services Manager at a tech services company with self employed

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“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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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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“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

Operations Manager at Cognitive Global

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“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

Sales Manager Managed Services and Digital Solutions at Alosys Communications

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Customer Service and Support

“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

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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

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

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“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

Senior Services Manager at a tech services company with self employed

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Other Advice

“Freshsales is a good platform for people who want to streamline their sales process and collaborate with their sales team. It is suitable for small and medium businesses. The vendor keeps updating the solution regularly. Overall, I rate the product seven and a half out of ten..”

Sonu Thomas

Operations Manager at Cognitive Global

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“When it comes to considering this solution as a partner, I would advise others to first ensure they understand the needs of their clients and ensure that Freshsales is the best fit. It is important to take into considerations factors like budget and scalability.

I would rate this solution a ten out of ten. .”

Leandro-Coelho

Engenheiro de pré-vendas at Pise4

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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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“I would advise companies considering this solution to have a good understanding of their needs and business processes. This includes considering use case scenarios, documented business processes, and ideally including someone in the business with auditing or OIM prior knowledge.

From this perspective, it is critical to document and understand your own business processes and rules. This will allow an organization to determine if this the right solution to meet their needs.

I would rate this solution an eight out of ten. .”

JoseQuintero1

Senior Services Manager at a tech services company with self employed

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“Freshsales is deployed on-cloud in our organization. We used it for a proof of concept solution design that was requested of us. It was a short two to three-month engagement where we simulated a situation of using Freshsales plus a bunch of other technologies put together into one sales and marketing operating

system.

I advise other users to start using Freshsales as soon as possible. You should be able to get running in two days. Bring alongside data visualization tools, and learn how to get the data out because all the analysis and other works outside of the core [CRM](#) are not really too well developed.

So you will need other tools to deliver higher-order use cases. It does the basic work really well, but users shouldn't have too many expectations beyond that.

Overall, I rate Freshsales a seven out of ten..”

Verified user

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

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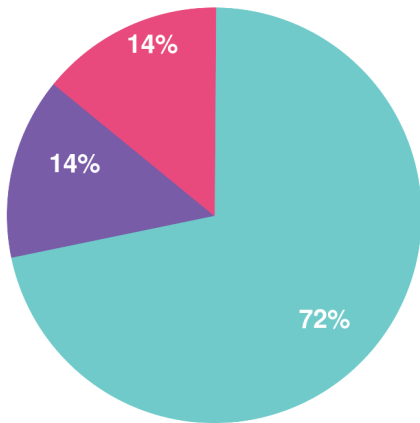
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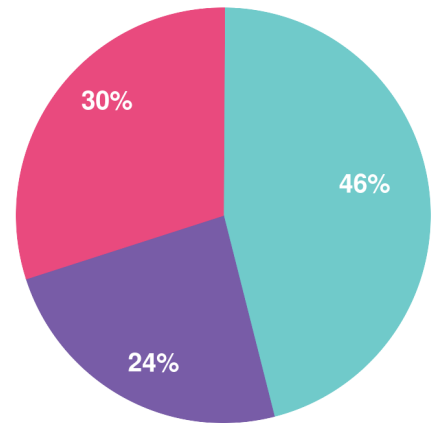


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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