

Already trusted by 150,000 businesses

A cloud-based, all-in-one business software solution, Freshworks is refreshingly different.

Trusted by 150,000 companies around the world, Freshworks is the fastest growing CRM for small businesses. Freshworks stands out in a world of expensive and complicated software because it's:



Faster to implement, integrate and customise



Easier for staff to learn and use



A lot more affordable than you would expect



Scalable for small growing businesses

How Freshworks can transform your business

Qualify more leads, close more sales

Built-in phone and email: Make calls, send emails, and communicate with prospects – in one click.

Find the best leads: Identify your most promising prospects with AI-based lead scoring.

Improve sales conversations: Learn how your prospects behave online and make your sales conversations more targeted and relevant.

Get smarter with email: Stay informed with real-time email opens, clicks and more.

Visualise your sales pipeline: Track leads, add tasks, set meetings and send emails directly from the CRM.



Smarten up your digital marketing

Create beautiful emails: Impress customers and close more sales with professional, impactful email marketing.

Enjoy advanced targeting: Analyse website and email engagement to craft more targeted marketing messages.

Improve lead quality and conversions: Analyse online behaviours, identify buying goals, conduct split tests and personalise web experiences.

Automate your customer journeys: Nurture leads and enhance customer loyalty effortlessly – with smart email automation.



Here's what else Freshworks can do for your business

Improve your IT support

Simplify tasks, automate responses and maintain asset records more efficiently



Enhance your customer service

Streamline customer conversations and repetitive work – and boost team collaboration



Benefit from chatbots

Convert more online sales by qualifying and nurturing visitors, *before* they leave your website



About Illuminate Technologies

A leading CRM consulting firm in Australia and South East Asia, Illuminate Technologies was founded on a single premise: to help your small business grow.

At Illuminate, we're a team of big thinkers with years of top-tier consulting experience. When it comes to CRMs for small businesses, our expertise is unrivalled.

We know how to implement, customise and integrate CRM solutions the right way, which leads to fewer problems during rollout and a faster return on investment. What's more, we adopt a holistic approach – working with your current systems and processes, not against them.

And because we understand that change can be difficult, we provide training to shift the mindsets of your team members and build their confidence.

As your long-term partner, we'll constantly look for new ways to help you work smarter, convert more leads –and retain your customers for longer.



**Illuminate Technologies
is an accredited
integration partner of
Freshworks.**

Right now, we're implementing
the software for businesses
across Australia and South
East Asia – and we can do the
same for you.



Get in touch

Discover how Freshworks can
empower your business.

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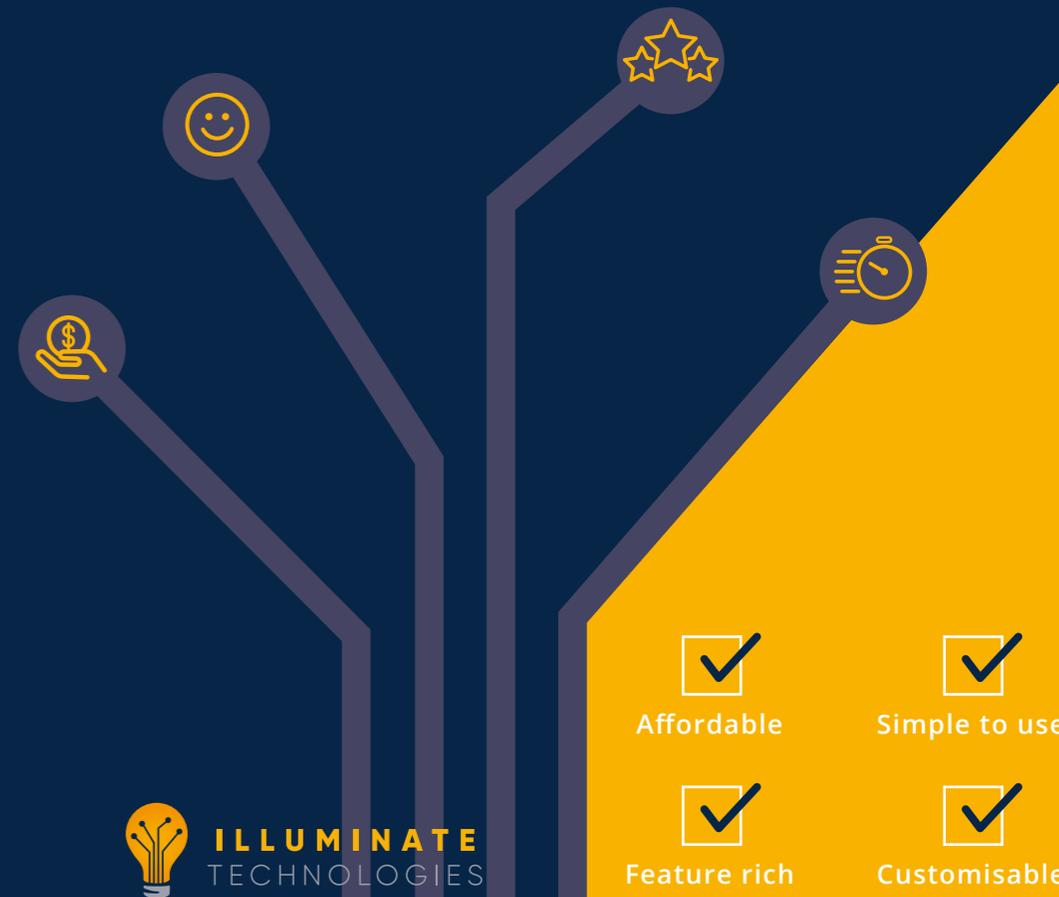
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Looking for a CRM that ticks *all* the boxes?

Say hello to Freshworks



Affordable

Simple to use

Feature rich

Customisable

