Freshworks Neo

Customize, extend, and unify digital experiences for your growing business
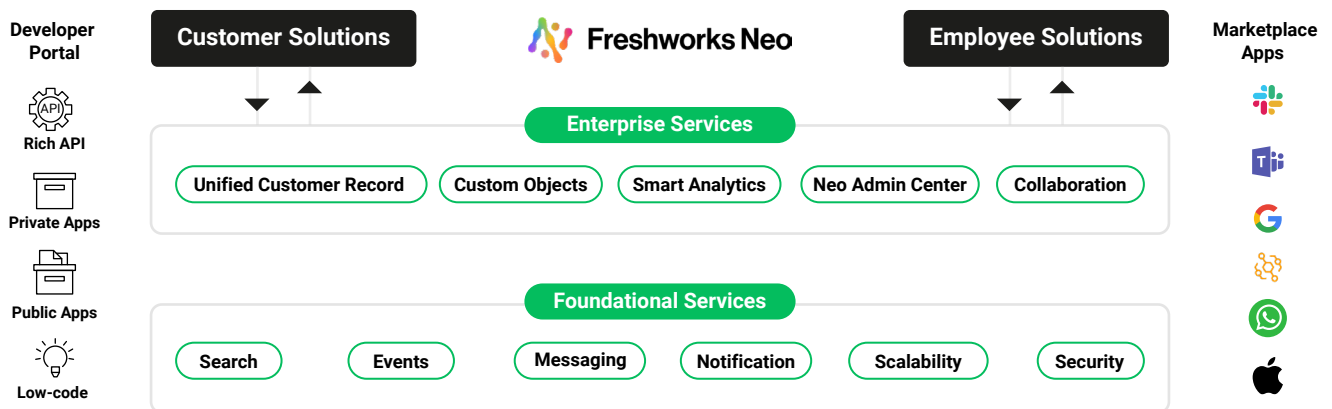
Today's fast changing business landscape requires you to be flexible and agile. You need to be able to customize, innovate, and develop rapidly, while maintaining a seamless customer and workforce experience.

Freshworks Neo is a flexible, end-to-end, AI-powered enterprise platform that enables Freshworks users to unify customer experiences, enhance employee productivity, and scale their Freshworks experience through a robust ecosystem of developers and technology partners.

Freshworks Neo offers a set of common, shared services that help businesses extend and customize their Freshworks solution.

Freshworks Neo: One solution for Customer and Employee solutions

Developer Portal		**Customer Solutions**	**Freshworks Neo**	**Employee Solutions**		Marketplace Apps

Rich API

Private Apps

Public Apps

Low-code

Enterprise Services

Unified Customer Record	Custom Objects	Smart Analytics	Neo Admin Center	Collaboration

Foundational Services

Search	Events	Messaging	Notification	Scalability	Security

Freshworks Neo is designed to help our customers easily scale, customize, collaborate, and make informed decisions, all in a secure way across Customer Experience, Sales, Marketing, and IT use cases.

Here is how Freshworks Neo delivers business value to our customers:

1   **Extend and integrate:** Get started quickly by integrating your existing tech ecosystem with popular SaaS applications and specialized use-cases.

2   **Customize to suit your business processes:** Leverage a strong partner and developer network to build custom private apps. Over 3000 Freshworks customers are using custom private apps to integrate with existing business processes.

3   **Deliver a unified experience:** Manage your business with confidence. Benefit from a unified experience on security, customer data, AI, channels, and analytics.

Meet our technology partners

slack   **Microsoft Teams**   **aws**

Top 10 Neo features

✅ **Marketplace**

Extend Freshworks products with over 1200 public apps on the marketplace. Browse and install trusted applications using a simple interface.

✅ **Developer Portal**

Get access to app development toolkit, APIs and a wide network of technology and solution partners.

✅ **Analytics**

Derive bespoke actionable intelligence across customer lifecycle for easy business decision making.

✅ **Messaging**

Engage with your customers on multiple digital messaging channels such as Whatsapp, Apple Business Chat, Line, and more.

✅ **Admin Center**

Simplify security and authentication across Freshworks products with unified account management.

✅ **Unified Customer Record**

Get a unified view of your customers for a more contextual, and personalized engagement.

✅ **Events and Notifications**

Seamlessly stream events in real-time from Freshworks products to third party apps and AWS. Leverage real-time and customizable notifications in all Freshworks products.

✅ **Collaboration**

Make teamwork faster, more efficient and more fun with native collaborations apps such as Slack and MS Teams.

✅ **In-built Security**

Employ world-class security for enterprise readiness.

✅ **Custom Objects**

Create custom records and bring informatiom specific to your business right within Freshdesk.

Customers who leverage Neo to achieve their business goals faster

ELSEVIER — Analytics

TKF — Unified Customer Record

PowerSchool — Analytics, Marketplace apps and custom apps

SPRINGER NATURE — Marketplace and collaboration

Dwyer — Neo Admin Center

freshworks