



**Leader**

**SPRING**

**2020**



# G2 CRM GRID®

Report - 2020



# Table of Contents

<b>1. Who is G2?</b> .....	03
<b>2. What is a CRM?</b> .....	03
<b>3. What this report is about</b> .....	04
<b>4. G2 SMB GRID<sup>®</sup> Report for CRM</b> .....	05
<b>5. So, why Freshsales?</b> .....	08
a. Implementing Freshsales CRM	
b. ROI and Usability	

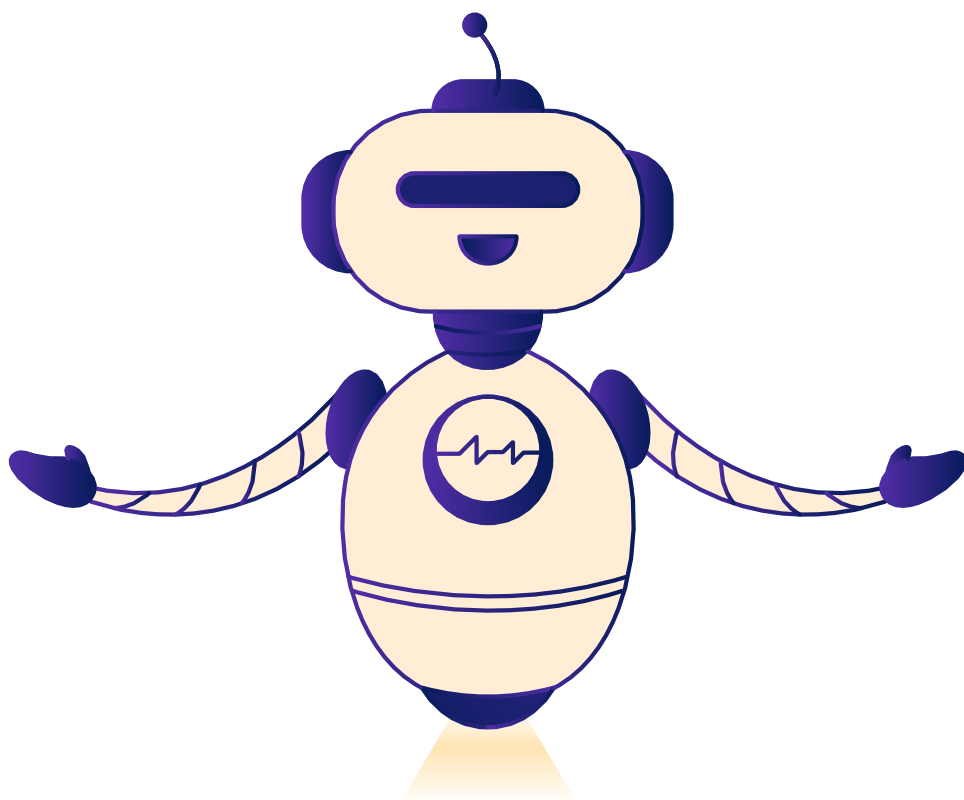


## Who is G2?

G2 is the world's leading software review platform that provides genuine and distinctive peer advice. While firms that deal with analytics take time in evaluating and publishing research, G2 provides cutting edge reviews in real-time. This is an abridged form of the [G2 Spring 2020](#) report for CRM solutions for SMBs.

## What is a CRM?

Customer relationship management (CRM) software helps businesses track and manage customer interactions in a single system of record. A CRM records interactions between a business, its prospects, and their existing customers. It also eases these interactions by placing relevant customer data—including contact information, history, and transaction summaries—into a concise live record. CRM software is often delivered separately from other enterprise solutions, such as enterprise resource planning (ERP) systems, marketing automation software, and customer service software, but is often also integrated with other business applications, to facilitate an enhanced and coordinated customer experience.





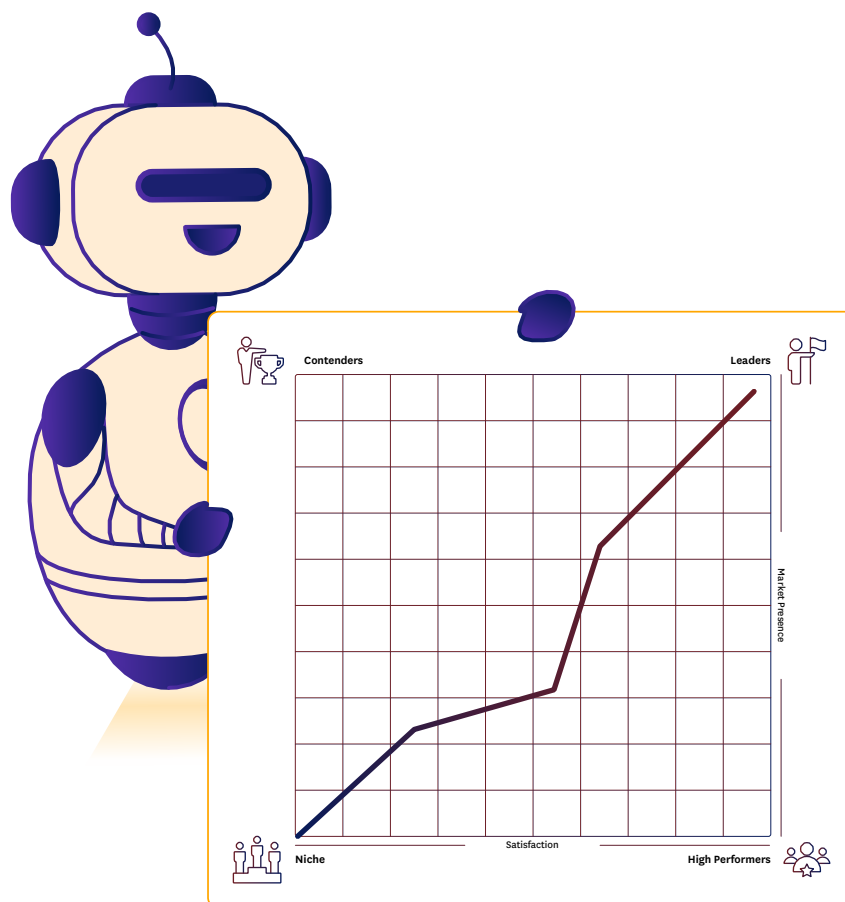
## What this report is about

The purpose of the SMB GRID® Method is to represent only the best possible solutions for the customer for their CRM needs. The score is accumulated based on different reviews gathered from the user community and a unique algorithm that depends on the following factors:

- Reviews aggregated from the user community
- Data collected from social media sources
- Unique algorithm (currently on version 3.0)

The four quadrants in the GRID® signify the contenders, leaders, niche-players, and the high performers in the market, and they are calculated based on the vendors market presence and customer satisfaction.

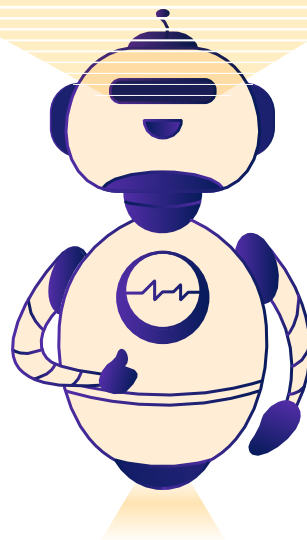
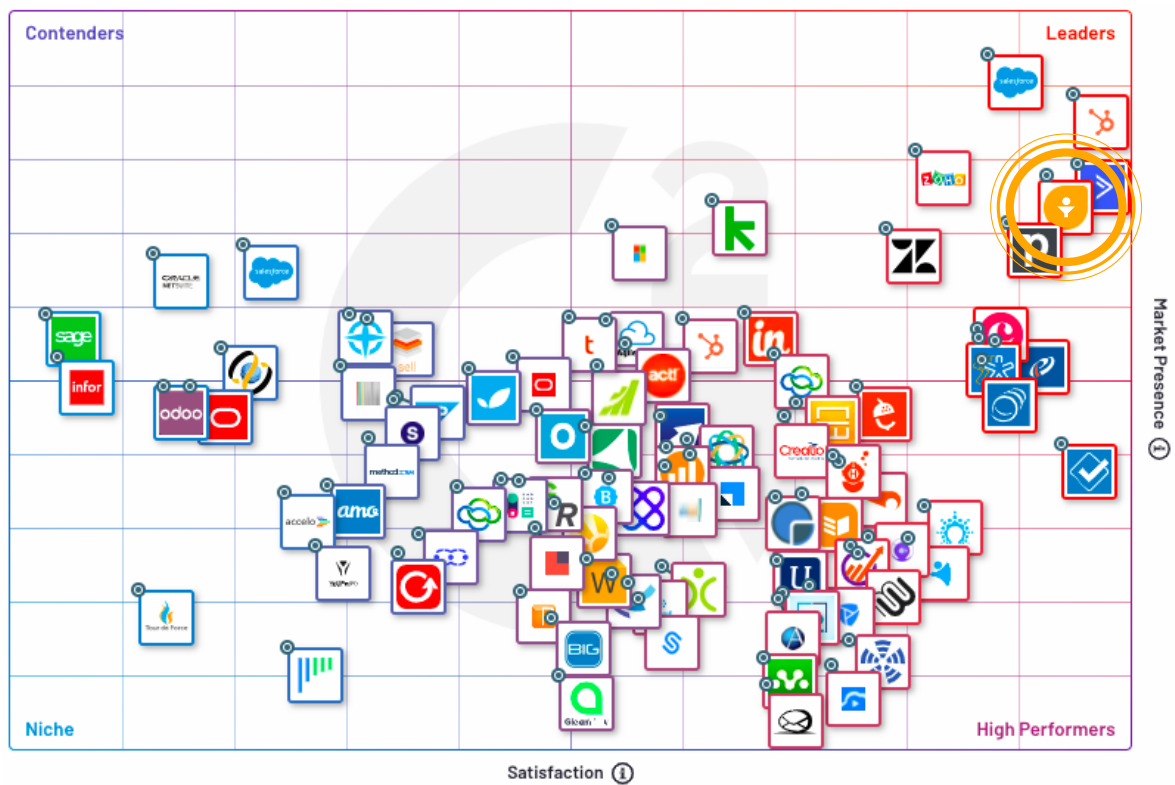
Other scores are then calculated, which ranks vendors according to usability, results, relationship, and implementation.





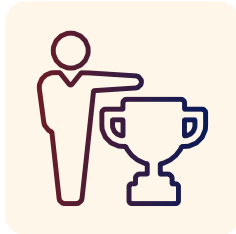
## G2 SMB GRID®

The products displayed on the **Small-Business Grid® for CRM** received at least ten reviews or ratings. The products are ranked based on customer satisfaction (calculated based on authentic user reviews) and the market presence of the product (calculated based on the market share, vendor size, and social impact), and placed accordingly into the GRID®'s four quadrants.



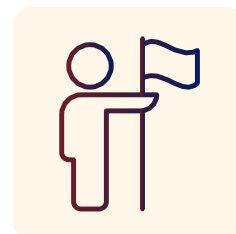


# What each quadrant signifies



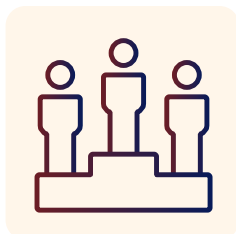
## Contenders

Contenders in the GRID<sup>®</sup> are vendors who have low customer satisfaction scores but a comparatively high market presence.



## Leaders

The leaders in the GRID<sup>®</sup> have high customer satisfaction rates and high market share scores. You can find Freshsales here.



## Niche

The niche players in the GRID<sup>®</sup> have a relatively lower customer satisfaction score and lower market presence.



## High Performers

The high performers in the GRID<sup>®</sup> have high customer satisfaction scores, but a lower market presence compared to the rest of the competitors in the category.



## Satisfaction rating for CRM

G2 rates the products and vendors based on verified reviews received from users, along with data from online sources and social networks. A unique algorithm is applied to calculate customer satisfaction and market presence scores in real-time.

**Customer satisfaction** for the products is rated in the following manner:

- Customer satisfaction and how the product helps the end-user
- How popular and significant the product is based on the number of reviews
- The quality of the reviews received - more comprehensive the reviews, higher the score
- The customer's satisfaction is dependent on admin-specific product attributes based on real user reviews
- The age of the reviews - more recent reviews give more accurate information about the product
- The overall customer satisfaction and the Net Promoter Score (NPS) based on reviews by G2 users

### Satisfaction Ratings for CRM

G2 reviewers rated software vendors' ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likely to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business	Quality of Support	Ease of Setup	Ease of Use	
HubSpot CRM	86%	87%	87%	87%	88%	87%	85%	88%	47
Salesforce	82%	79%	88%	76%	81%	79%	70%	78%	42
ActiveCampaign	93%	91%	92%	89%	94%	90%	87%	89%	76
Freshsales	94%	97%	90%	93%	93%	91%	92%	94%	85
Zoho	78%	77%	84%	80%	80%	76%	78%	82%	23
Pipedrive	86%	88%	87%	88%	90%	86%	90%	91%	50
Zendesk Sell	87%	88%	86%	91%	93%	89%	92%	90%	49
Pipeliner	93%	95%	93%	91%	93%	94%	91%	94%	78
Copper	91%	94%	90%	92%	92%	91%	91%	93%	75
Nimble	90%	93%	87%	91%	93%	90%	92%	90%	67
PipelineDeals	87%	88%	88%	91%	92%	91%	90%	91%	53
Keap (formerly Infusionsoft)	82%	80%	85%	76%	84%	86%	68%	73%	41
Microsoft Dynamic 365 Sales	75%	63%	83%	77%	79%	78%	73%	78%	9

**Freshsales has a high overall satisfaction rating, with one of the highest NPS scores of 85.**



## So, why Freshsales?

Freshsales is a sales CRM software by Freshworks that makes it easy for businesses of all sizes to attract, manage, close, and nurture their leads. With a highly intuitive UI and a powerful feature set, Freshsales gives businesses everything they need to manage and scale their sales without having to juggle between multiple tools. Freshsales is GDPR-compliant and has several GDPR-specific features and enhancements. The Freshsales marketplace currently hosts over 75 applications that can be seamlessly integrated with the CRM to enhance productivity.

Some of the key features in Freshsales include:

- Built-in phone and email
- Two-way email sync
- AI-based lead scoring
- Workflow automation
- Customizable reports
- Visual sales pipeline
- iOS and Android apps

 <b>Ownership</b> Freshworks	 <b>HQ Location</b> San Mateo, CA	 <b>Year Founded</b> 2010
 <b>Employees*</b> 2928	 <b>Company Website</b> <a href="http://www.freshworks.com">www.freshworks.com</a>	





# Implementing Freshsales CRM

Implementation data gathered from G2 suggests that when compared with Salesforce and Hubspot CRM, Freshsales' go-live duration is considerably lesser, requiring only about 15 days.

Also, over 20% of the users of the other CRM products required a third-party consultant to take the CRM live. On the other hand, 97% of the users of Freshsales implemented it using an in-house or a vendor service team.

## Additional Data for CRM

The table below highlights implementation and deployment data as indicated in real user reviews on G2

### Implementation

	Deployment		Implementation Time	Implementation Method				Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Vendor Services Team	Third-Party Consultant	Don't know	Avg. Contract Term (Months)
HubSpot CRM	100%	0%	1.0	81%	6%	2%	11%	6
Salesforce	100%	0%	2.4	68%	9%	19%	4%	13
ActiveCampaign	100%	0%	0.7	91%	4%	2%	2%	4
Freshsales	100%	0%	0.6	94%	3%	0%	2%	4
Zoho	100%	0%	1.4	90%	4%	3%	3%	4
Pipedrive	100%	0%	0.5	90%	7%	1%	2%	3
Zendesk Sell	100%	0%	0.6	86%	10%	0%	4%	5
Pipeliner	100%	0%	3.1	70%	12%	0%	18%	5
Copper	82%	18%	0.6	88%	11%	1%	0%	7
Nimble	100%	0%	0.6	96%	4%	1%	0%	3



**Greg Kastelein,**  
Business Development Manager at Pretto's Pasta



**“Freshsales is a great tool for me to stay on top of my prospects and customers.”**

The integration [of Freshsales] with my Office 365 email and calendar is fantastic. By far, the **best implementation** I have seen in any CRM tool. I love the built-in phone. I know when someone opens an email I have sent. The email templates are great, and I can keep all my sales materials in one place for easy attachment to my emails. I see all the interaction with a client or prospect in one simple list. The overall implementation of the interface is very easy to follow.



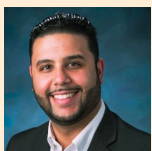
## ROI and Usability

Return-on-investment (ROI) and user adoption data gathered from G2 suggest that Freshsales is one of the solutions, when compared with industry leaders, that provides quick ROI within 7 months.

**User Adoption and Return on Investment (ROI)**

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
HubSpot CRM	71%	12
Salesforce	73%	18
ActiveCampaign	78%	9
Freshsales	71%	7
Zoho	71%	10
Pipedrive	81%	7
Zendesk Sell	86%	8
Pipeliner	53%	11
Copper	80%	6
Nimble	77%	7

Hubspot CRM has a payback period of a year, and Salesforce's payback period is a whopping 18 months. Considering the fact that Freshsales has a considerably lesser payback period, it's user adoption is also solid, with a 71% rate.

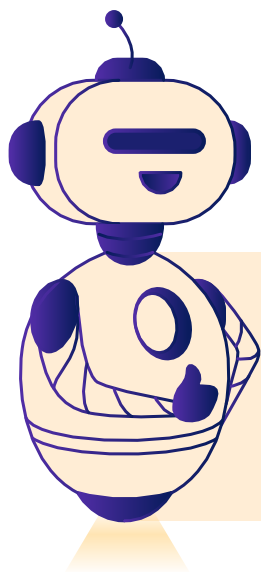


**Paul Mojica,**  
CEO at Venubi Inc.



**“So far, my favorite sales management tool.”**

I'd used many CRMs before coming onboard with Freshsales, and the one thing that made the transition worth was the ease of use. At its core, Freshsales is pretty simple to understand and navigate; however, if you need it to be more complex, it can handle that too.



**Freshsales - the only CRM  
you'll need for your sales force.**

**SIGN UP**





Freshworks Inc. offers a comprehensive suite of Software-as-a-Service (SaaS) products that strive to create captivating customer experiences. Being suited to businesses of all sizes, Freshworks makes it easy for personnel in support, sales, and marketing to deliver moments of wow.

Founded in 2010, Freshworks Inc. is backed by Accel, Tiger Global Management, CapitalG, and Sequoia Capital India. Freshworks is a 2,500+ team headquartered in San Mateo, California, with global offices in India, the UK, Australia, and Germany. The company's cloud-based suite of products is widely used by 150,000+ businesses around the world, including NHS, Honda, Rightmove, Hugo Boss, Citizens Advice, Toshiba, Cisco, and Sotheby's.

---

For more information, please visit [www.freshworks.com](http://www.freshworks.com)