



New Additions for the Week 24 November - TOP STORIES #142

Here are the Vendors for the week, and for a full list of Vendors already transacting with us on the Marketplace, they [can be found here](#)



This is a global software company that provides cloud-based, AI-powered business software designed to uncomplicate and streamline customer and employee experiences. Its primary focus is offering a unified suite of products for customer service, IT service management (ITSM), and sales/marketing functions.

Overview and Core Mission

Freshworks' mission is to make enterprise-grade software that is affordable, quick to implement, and easy to use, in contrast to traditional, complex enterprise software solutions. Its products are built on a common platform that provides a 360-degree view of customers and employees, leveraging its built-in AI, named "Freddy AI," to automate tasks, provide insights, and improve efficiency across various business functions.

Products and Services Overview

Freshworks offers several key products, all running on the AI-powered Neo platform, which unifies data and workflows across different business functions:

- **Freshdesk:** A comprehensive, omnichannel customer support solution that centralises customer interactions (email, chat, phone, social media) into a unified ticketing system. It includes features like a self-service knowledge base, automation, and AI-powered agents to resolve routine queries.
- **Freshservice:** An IT Service Management (ITSM) platform designed for internal IT teams and other business functions (like HR) to manage incidents, problems, changes, and assets in an ITIL-aligned way. It provides robust automation and an intuitive interface for structuring internal services.
- **Freshsales Suite (CRM):** A full customer relationship management (CRM) solution for sales and marketing teams to manage leads, track deals through a visual pipeline, and automate sales processes. It features built-in phone and email capabilities, lead scoring, and user behaviour tracking.
- **Freshmarketer:** A marketing optimisation suite that offers features like A/B testing, conversion rate optimisation, user behaviour analysis (heatmaps, session replay), and marketing automation to attract and nurture leads.
- **Freshchat and Freshcaller** are modern messaging software for real-time customer engagement and support with conversational bots, while Freshcaller is a cloud-based call centre software that can be set up in minutes.

Your Technical Contact is: [Tiaan Klopper](#)



The company offers a highly visual and flexible cloud-based work operating system (Work OS) that helps teams plan, manage, and track projects and workflows across various business functions.

The platform is known for its intuitive interface, extensive customisation options, and seamless AI integration.

Products and Services Overview

Built on the core Work OS platform, monday.com offers several dedicated product suites to address specific business needs:

- **monday Work Management:** The primary project and task management tool. It features customizable "boards" (visual canvases for tracking work), multiple views (Gantt, Kanban, Calendar, Timeline, etc.), automation, and integrations to help teams manage campaigns, operations, and general projects.
- **monday Sales CRM:** A solution for sales and marketing teams to manage the entire sales cycle, from lead capture to post-sale fulfillment. It includes tools for pipeline tracking, contact management, sales automation, and AI-powered email personalisation.
- **monday dev:** A platform for product, design, and R&D teams to plan sprints, track bugs, manage product roadmaps, and align development work with business goals. It supports agile methodologies and integrates with code bases for real-time updates.
- **monday service:** A customer support platform designed for internal IT and customer success teams. It centralises service requests into a unified ticketing system, tracks SLA compliance, and offers a customer self-service portal and AI-powered response suggestions.

Your Technical contact is: [Talhah Jeewa](#)

Your Sales Specialist is: [Taryn Fonseca](#)

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Freshworks review

Freshworks has been consistently recognised by Gartner across its product portfolio.

Recognition: Freshworks has been named a "Visionary" in the Gartner Magic Quadrant for CRM Customer Engagement Centre for its Freshdesk Omnichannel solution. The company has also been included in the Magic Quadrant for IT Service Management (ITSM) for Freshservice and for Sales Force Automation (SFA) for Freshsales.

Reviews on Gartner Peer Insights generally praise Freshworks products for their user-friendly interface, quick time-to-value, and a good balance of out-of-the-box functionality with flexibility.

Favourable Reviews: Users often highlight the reliable reporting and dashboard features in Freshservice and the ease of lead management with Freshsales. The integrated approach across different products is a significant strength, allowing seamless data flow from sales to support.

The Gartner [Freshworks reviews can be found here](#).

monday.com Review

monday.com has received significant recognition from Gartner, positioning it as a leader in the work management space.

Recognition: monday.com has been named a "Leader" in the Gartner® Magic Quadrant™ for Collaborative Work Management for several consecutive years, and in 2025, it was positioned furthest for both "Completeness of Vision" and "Ability to Execute". It was also recognised as a Leader in the Magic Quadrant for Adaptive Project Management and Reporting and has been included in the Magic Quadrant for Sales Force Automation.

User Sentiments (Gartner Peer Insights): Reviews on Gartner Peer Insights generally praise the platform's versatility, visual appeal, and ease of use for basic tasks and collaboration.

Favourable Reviews: Users often highlight the platform's intuitive interface, extensive customisation options (boards, columns, integrations), and the ability to consolidate various workflows into a single source of truth. The automation capabilities are also frequently mentioned as a major time-saver.

The Gartner [reviews for monday.com can be found here](#).

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