

## How Freshworks Increased Response Rates and Shortened Sales Cycle by Adding Personalized Videos from Hippo Video

SaaS unicorn, Freshworks, used videos in their account-based selling to tackle dipping response rates, boost lead generation, and shorten their sales cycle.

**3X higher prospect engagement**

**200% more meetings**

**40% shorter sales cycle**

### About Freshworks

Freshworks is a game-changing SaaS startup from India that has become a unicorn in less than six years. They have more than 100,000 customers worldwide who use their enterprise helpdesk and CRM solutions. They have raised more than \$250 Million in total at a valuation of \$3.5 Billion and are in the Top15 best SAAS companies list from G2Crowd.



# The Challenge

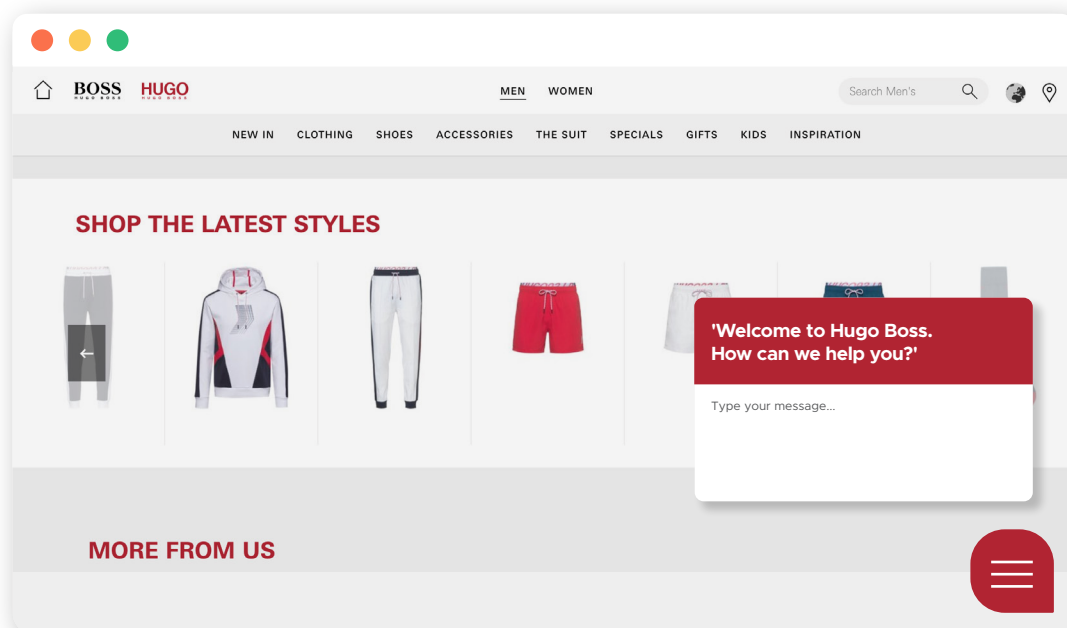
## Make Prospects go Wow in the First Touch - Show, Don't tell

Freshchat is a product of Freshworks for website live chat. The product needs to be embedded on the website and can be customized according to requirements. For outbound prospects, Freshchat SDRs(Sales Dev Reps ) had to explain various features & customizations available in the product. However, the cold prospects of Freshchat had a tough time visualizing the solutions on their website. This meant that SDR conversation did not leave a long-lasting impact on the prospect. Sales reps struggled to enhance their prospect's experience on how Freshchat can help.

# The Solution

## REAL Prospect engagement with Personalized Video website overlay

Hippo Video's personalized video solution came to the rescue. The reps at Freshchat personalized their demo videos, which gave a glimpse of Freshchat widget on prospect's websites. All that the rep had to do was mention the prospect website URL, and generate a professional video. This video showcased Freshchat value proposition overlaid on prospect's website - all this at the click of a button. The prospect now was positively surprised when the reps showed them how Freshchat widget would work on the prospect's website exactly. Within no time, prospects were now able to visualize various possibilities with Freshchat on their own website. The quick, personalized demo videos impressed prospects and resulted in increased meetings for SDRs at Freshchat.



## Overall Outcome with Videos

The net result was a shorter sales cycle and an increase in the number of qualified leads from the target accounts.

- 3x higher prospect engagement
- 200% increase in the number of qualified leads
- 40% shorter sales cycle
- 2544 videos created

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"With Hippo Video, we are able to simply hit the record button, capture personalized resolution videos, and deliver great-looking content in no time. Hippo Video has greatly enhanced our sales first touch with videos. In fact, with the help of Hippo Video, we are able to get more meetings booked with our prospects. This certainly helps us improve our deal conversions."

- Head of Sales Engineering

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