

Freshworks fosters a diverse and happy workplace with LinkedIn

SUCCESS STORY

Freshworks Inc., makes business software people love to use. Purpose-built for IT, customer support, sales, and marketing teams, its products empower the people who power business. Headquartered in San Mateo, California, Freshworks operates around the world to serve more than 58,000 customers.

As Freshworks accelerates growth, preserving its thriving culture is vital. In March 2020, Freshworks joined the #pledgeforequality campaign, committing to increase women's representation in its workforce up from a quarter to a third within one year. **LinkedIn Talent Solutions** have supported the company's Diversity, Equity & Inclusion (DEI) efforts and goal to foster a happy work environment, while optimising their talent strategy.



Speed and success in hiring

Real-time insights on market trends and talent pools from LinkedIn Talent Insights help the Talent Acquisition team adjust and optimise its recruiting goals for greater hiring success.



Access to untapped talent

With carefully compiled Talent Pool Reports, Freshworks can easily expand its search to more diverse, untapped talent pools globally.



Engaged and happy workforce

LinkedIn's Glint takes a Diversity, Inclusion and Belonging (DIBs) approach that allows Freshworks to consolidate and act on employees' feedback.



THE CHALLENGE

Staying grounded amid rapid scaling

Growing from 1,000 to over 5,000 employees in just four years, Freshworks identified the need to preserve its people-first culture and uphold its promise of creating a happy workplace. This would be key to attracting and retaining talent in a fiercely competitive industry and ensure the company's continued success.

Equally important was ensuring all employees remain heard in a rapidly-growing workforce, as employee feedback was mostly anecdotal, with no structured way of measuring overall sentiment.

THE SOLUTION

Enabling growth with wider hiring reach, strong culture

To meet its growing talent needs and achieve its diversity goals, Freshworks needed to significantly expand its hiring reach and turn to untapped markets.

By tapping LinkedIn Recruiter and LinkedIn Talent Insights' data-driven research on global market trends, Freshworks devised more targeted branding campaigns to establish new regional hiring networks and attract talent in markets beyond India. The Talent Acquisition team hired in at least seven new markets worldwide over a 10-month period from late 2021.

By 2021, Freshworks fulfilled its equality pledge, with women making up 31 per cent of all employees. Today, over 25 per cent of Freshworks' leadership team are also women.

Freshworks utilised Glint to gather employee feedback through detailed biannual, company-wide surveys. The data insights and customised recommendations allowed managers to offer targeted solutions to maintain a positive work environment while incorporating more inclusive practices, fostering a workplace with creative, engaged employees who put in their best at work – ultimately leading to happy customers.

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LinkedIn has really democratised talent acquisition for us. Prior to using its products, traditional channels of recruiting were not readily available to the start-up community. LinkedIn is an integral part of our goal to drive a happy work environment, and I can only envision it continuing to be a strategic partner in Freshworks' next phase of growth.”



Suman Gopalan

Chief HR Officer
Freshworks