



MADRAS SCHOOL OF SOCIAL WORK

(An Autonomous Institution Affiliated to the University of Madras)

32, Casa Major Road, Egmore, Chennai 600 008

College Off. : 28192824 / 5126 Principal : 28195125

E-Mail : principal@mssw.in Website : www.mssw.in

Dr. S. RAJA SAMUEL, M.A., Ph.D.
Principal

Date: 04.12.2021


DVV CLARIFICATION

Criterion I – Field projects/ Internships/Students Projects

Metric ID-1.3.4_3 –Report of the field visit / permission letter of Field projects/Internships completed by the students in the -

ACADEMIC YEAR 2020-2021

This is to certify that the below are the sample copy of field visit /permission letter for Field projects/ Internships completed by the students in the the last Academic year (2020-21).


Dr. S. RAJA SAMUEL, M.A., Ph.D.,
Principal
Madras School of Social Work (Autonomous)
No.32, Casa Major Road,
Egmore, Chennai - 600 008.



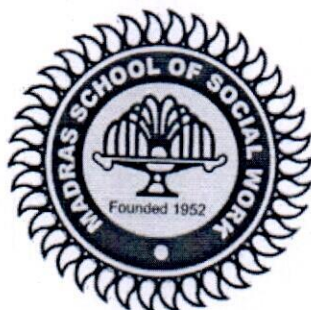
MADRAS SCHOOL OF SOCIAL WORK

PG DEPARTMENT OF HUMAN RESOURCE MANAGEMENT (MAHRM)

SEMESTER – II

Industry Institute Interface - III

Internship Report

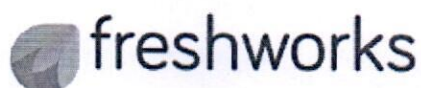


SUBMITTED BY

ANNANYA P

2015782022007

Interning Organization: *Freshworks Technologies Private Limited,*
HQ in Chennai & the USA



SUBMITTED TO

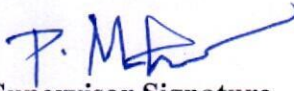
Dr. P Mohana

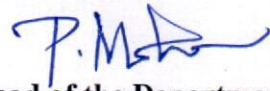
The HOD, MAHRM, MSSW

Date of Submission: 03/07/21

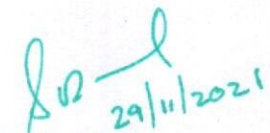
DEPARTMENT OF MAHRM
MADRAS SCHOOL OF SOCIAL WORK
(AUTONOMOUS)
CHENNAI- 600008

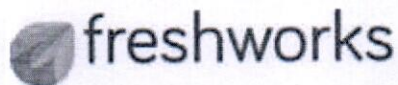
This is to acknowledge the Internship work of Mr/Miss ANNANYA.P, in the organization
FRESHWORKS from **MAY 31 2021** to **JULY 9 2021** as a part of the fulfilment of the
Curriculum in the academic year **2020-2021**.


Faculty Supervisor Signature
25/07/2021


Head of the Department
25/07/2021




Principal's Signature
Dr. S. RAJA SAMUEL, M.A., Ph.D.,
Principal
Madras School of Social Work (Autonomous)
No.32, Casa Major Road,
Egmore, Chennai - 600 008.



July 9, 2021

INTERNSHIP COMPLETION CERTIFICATE

This is to certify that Annanya Panagala has completed the Internship at Freshworks Technologies Pvt. Ltd., from May 31, 2021 to July 9, 2021 under the guidance of Mr. Karthik Sankar, Freshworks.

During the Internship, Annanya was associated with our Freshworks HR team.

Her conduct during this tenure was good and she has made a sincere attempt in completing this Internship.

We wish her all the best for her future endeavors.

Sincerely,

For and behalf of Freshworks Technologies Private Limited

A handwritten signature in black ink, appearing to read "Nandini Swamynathan".

Nandini Swamynathan
Director – HR Operations

Company Name: Freshworks

Company Profile:

Freshworks provides innovative customer engagement software for businesses of all sizes, making it easy for teams to acquire, close, and keep their customers for life. Freshworks SaaS products provide a 360-degree view of the customer, are ready to go, easy to use, and offer quick return on investment.

Headquartered in San Mateo, California, Freshworks's 3000+ team members work in offices throughout the world. The company counts 40,000+ paying customers in its customer-for-life community around the world including Honda, Bridgestone, Hugo Boss, University of Pennsylvania, Toshiba, Sling TV and Cisco.

Freshworks has received numerous accolades from analysts and media including the Forbes' Cloud 100 list, Economic Times Startup of the Year and in 2019, LinkedIn Top 25 Companies to work for in India. Freshworks is also featured on four Gartner Magic Quadrants.

Freshworks, a SaaS unicorn valued at over \$3.5 billion, has had incredible growth surpassing \$200 million in the past year and has made targeted acquisitions that add critical capabilities to the portfolio including Natural Language Processing, Chatbots, Machine Learning, Social and Messaging Transformation. Freshworks has raised over \$327 million in capital and is funded by Accel, Capital G, Sequoia Capital and Tiger Global Management.

Our dream is to build world class products and put India on the map and eventually become a billion-dollar revenue product company.

Department Profile:

The HR team of Freshworks is in-charge of all the human resource functions of the organization like total rewards, talent acquisition, organization development, talent management, internal communications, diversity and inclusion, CSR, learning and development, HR operations, HR business partnering, social impact and workplace management.

Products profile:

- **Freshdesk:** A unified platform to deliver the best omnichannel customer service.
- **Freshchat:** Deliver digital-first customer service powered by bot and human assistance across convenient and familiar channels.
- **Freshcaller:** Reimagine your cloud-based phone system for businesses of all sizes across 90+ countries.
- **Freshsuccess:** Protect revenue, increase customer lifetime value, and strengthen customer relationships.
- **Freshworks CRM:** Align your sales and marketing teams to create better experiences with an all-in-one CRM.
- **Freshservice:** Streamline your IT service and manage internal requests from your employees.
- **Freshteam:** Recruit and onboard top talent. Manage all employee details and time off in one place.

Week 1 (31st May - 7th June)

Observations:

The internship began on 31st May and will span until the end of June. The onboarding process happened for 2 days which was extremely smooth and seamless. We were oriented on everything about the company, the culture and were also given a chance to interact with various managers and HR Business partners including the CHRO of Freshworks who explained to us all about the role of various functions of HR that they lead.

Task given:

I was positioned in the Organization Development Team and was tasked to design a Manager's Knowledge Management System.

The following are the objectives of the project:

- To consolidate all available tools, policies and procedures for easy use of the Managers.

- To explore Best Practices currently practiced in the organization and future Best Practices that can potentially be used in a hybrid working environment.
- To suggest ways to employ the above towards strengthening managerial effectiveness, and in the process improve employee engagement, all in an hybrid working environment.

Tasks undertaken:

- Drafting the Project Charter
- Secondary Research from Harvard Business Review
- Employing Change Management Approaches

The rest of the details cannot be revealed due to its confidential nature.

Week 2 (June 7th - 14th)

Tasks undertaken:

- Conduct benchmarking interviews and gather relevant data on:
 - Managerial effectiveness
 - Employee Engagement

Best Practices in Hybrid Work Environment

- Data sources:
 - Amazon
 - Ford
 - Virtusa
- Drawing the statement of purpose:

“Organization Culture determines the way people choose to work. Managers have a pivotal role in establishing and upholding this culture. They typically wear many different hats, carry out crucial functions and balance different roles while simultaneously leading their teams

towards their collective goals. Accomplishing all of this not only enables your team to perform, but also contributes to their personal growth.

The Manager's Handbook consolidates all available tools, programs and policies that shall strengthen managerial effectiveness, suggests ways you can incorporate the company's guiding principles and culture in your practices and effectively employ the industry's best practices to the benefit of both you and your team, even in the context of a hybrid work environment."

The rest of the details cannot be revealed due to its confidential nature.

Week 3 (June 14th - 21st)

Resumed benchmarking and started collating data for the Manager's Handbook. Explored extensively for curating content to guide managers in a hybrid work environment.

The following are some of the areas of probe:

- Transitioning to a hybrid work environment
- Building psychological safety
- Sustaining culture
- Collaboration and teamwork
- Asynchronous tools etc.

As the project is nearing completion, there were some rounds of reviews where ways to make the handbook more concise were explored.

The project is expected to be completed by 23rd June, after which there would be a series of reviews with various stakeholders. A final copy shall be made in collaboration with the Graphic Design Team at Freshworks.

The rest of the details cannot be revealed due to its confidential nature.

Week 4 (June 21st - July 1st)

The collected data was to be collated. The hybrid work model developed by me was reviewed by the Senior Director - HR of the North American region.

A discussion was held with all the HR Business Partners interviewed in the early part of the project and they collectively reviewed the draft of the Handbook.

The following Applications were suggested and reviewed by me for its usage in a hybrid work model.

- Arc: Google Analytics summaries in Slack
- Meekan: Schedule meetings with teammates effortlessly from Slack
- TimeBot: Manage vacation time, sick leave, and holidays
- Teamline: Keep track of team tasks and reminders
- BusyOn: Track task and activity progress for your team
- Kyber: Manage projects, assign tasks, organize meetings, add to-dos
- Must-Read: Make sure your most important Slack messages are read by your team
- Donut: Get to know your co-workers better
- Icebreakers: Introduce new team members
- Lunch Train: Plan team lunches with ease
- Flexbot: Encourage healthy habits, automatically
- GoodRipple: Spread happiness throughout your company
- Stop, Breathe & Think: Practice mindfulness at work
- Zapier: Build your own Slack bot with no coding knowledge required

The draft is 80 pages long and the next task for the week was to bring it down to 30 pages or less. The design and aesthetics of the Handbook was also pondered upon

Learnings & Takeaways

Change Management - Change is inevitable, as it is encountered there ensues immediate need for access to information. This notion was well understood by the intern during the course of the internship.

Leveraging Asynchronous Tools - As companies grapple with identifying the best tools for communication in the face of change - it is time to shift the focus on asynchronous tools and redefining communication norms

Hybrid Work Essentials - Working on the "Adapting to a hybrid work environment part of the Handbook really helped shape my understanding of the key requirements to focus on while developing a hybrid work model.

Conscious integration of culture & values in Leadership - managerial effectiveness is most improved when the companies leadership culture and values are fully internalized.