



Connect your survey data with Salesforce to drive results for your business

Take customer feedback to the next level with the SurveyMonkey for Salesforce integration



Build a 360° view of your customers

- Make CX insights part of every customer interaction by integrating survey data with Salesforce.
- Spot trends and trouble spots by monitoring CSAT, NPS®, and more.



Take real-time action on feedback

- Close the loop by triggering surveys off events and transactions in Salesforce.
- Set up additional follow-ups to perform service recovery with dissatisfied customers, and prevent churn.



Convert more leads with personalization

- Enrich customer and lead records with feedback data to develop more effective, segmented marketing campaigns at scale.
- Enable sales with better data to drive more meaningful conversations.



Get insights that fuel better decisions

- Combine operational data with customer feedback data to understand how customer sentiment impacts your business.
- Demonstrate how CX ties to retention by enriching Salesforce with customer insights.

How it works:

4 steps to make a positive business impact:

1

Automate both transactional and recurring relational surveys

2

Enrich your data by mapping surveys to Salesforce objects in Sales or Services Cloud

3

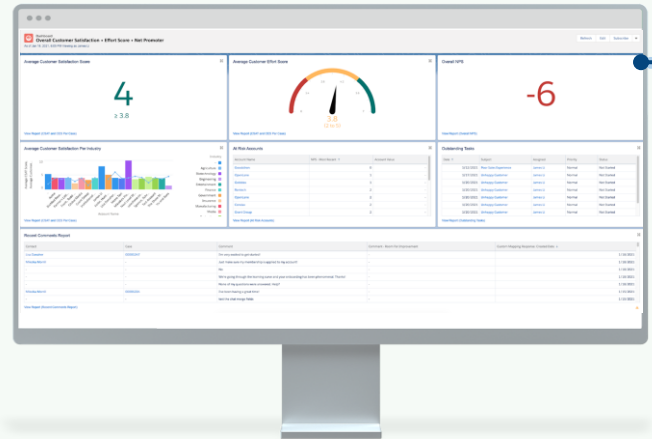
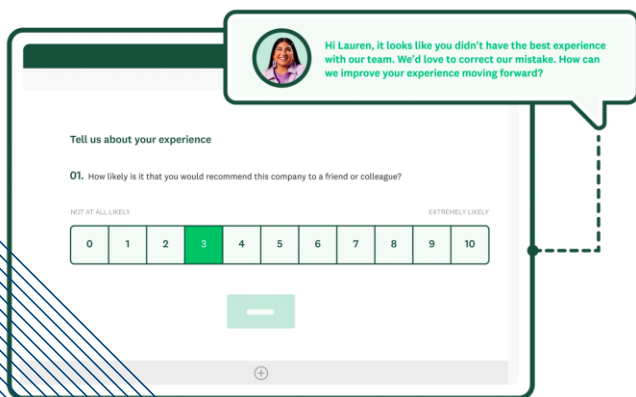
Analyze and report on feedback in Salesforce and build a 360° view of your customers

4

Follow up with customers and prospects, and take action on feedback

Empower your team to improve customer experiences

- Start right away – no lengthy implementation required
- Add personalization at scale
- Automate to make a bigger impact
- Choose from flexible plans with up to unlimited responses

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Within a few months, our **NPS score was up almost 15 points**. It changed the way that data was getting into people's hands. And, **it changed what they were able to do with it**.

We were able to pinpoint that an on-time performance increase on our survey score generates a specific amount of additional revenue. And that was a **game-changer**.”

Matt Schoolfield, Manager of Commercial Analytics
Greyhound

Top use cases

- Post-customer support satisfaction
- After sales or marketing events
- Win-loss feedback
- Relational and transactional NPS
- Product feedback
- Key customer touch points (onboarding, renewal)

Brands across industries rely on SurveyMonkey Enterprise to power game-changing customer experiences



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