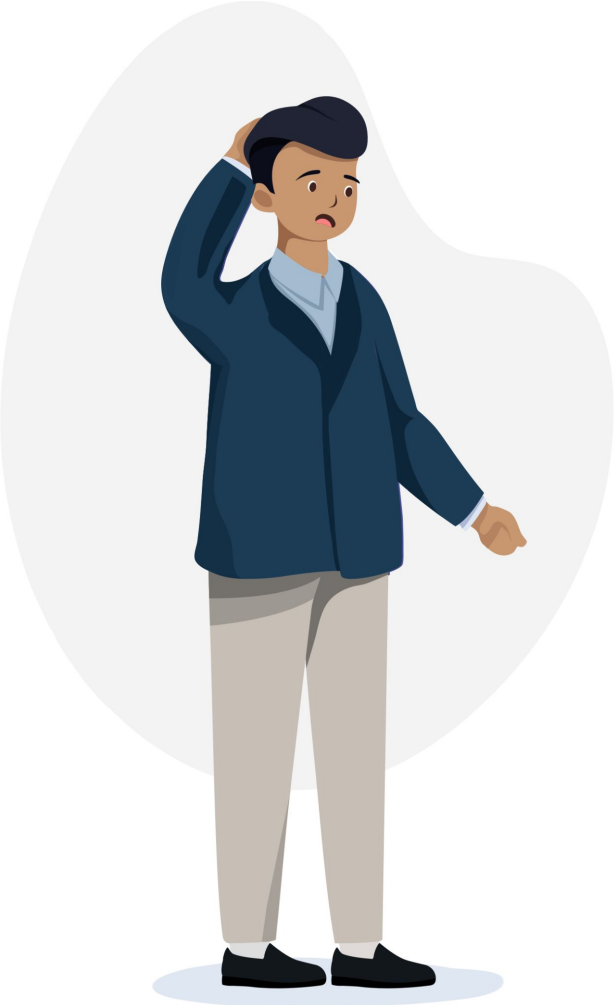




Act on it

A cartoon illustration of a man with dark hair, wearing a dark blue jacket over a light blue shirt and beige trousers. He is standing with his right hand on his head, looking slightly confused or stressed. The background behind him is a light gray, irregular shape.

Have you noticed how easy it is to **miss what matters** in Salesforce?

“We’re not getting to leads fast enough!”

“Our urgent cases aren't being picked up, or actioned.”

“How did nobody see that contract was expiring?”

Information is scattered, making it impossible to keep up!

“What changed while I was away?”

“What is slipping through the cracks?”

“Who’s waiting on me to respond?”

“What do I need to follow up on?”



Why is everything that needs attention hidden behind tabs or buried in dashboards? And why are we so powerless when it comes to tackling this problem?



Introducing

The "Act on it" logo. The word "Act" is in a dark blue sans-serif font. The word "on" is in a smaller, lighter blue sans-serif font. The word "it" is in a dark blue sans-serif font. The letter "A" in "Act" is stylized in orange with two curved lines above it, suggesting motion or a signal. The word "on" is positioned between "Act" and "it".

Act on it

Driving success in real time

We've built what we wished Salesforce had all along ...

A proper notification and alerting platform.



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User Push Notifications for Salesforce - 100% Native! Act On It

By Overlay Apps Ltd

Reimagine Salesforce notifications with Act On It.

Salesforce App ★★★★★ 5 Average Rating (13 Reviews)

Get It Now Try It

Act On It is everything Salesforce notifications should be: proactive, instant, visible, flexible, and built for action.

Free
Never requires payment
[Pricing Details](#)

Industries
Consumer Goods Manufacturing
Travel, Transportation, & Hospitality

Business Need
Sales Customer Service Admin & Developer Tools

Requires
Sales Cloud Service Cloud Platform Cloud

Compatible With
Sales Cloud Service Cloud Platform Cloud

[More Details](#)

Watch Demo

Replace the Salesforce bell with a notification center that drives action!

Native. Flexible. Proactive. Smart. Visible. And **designed for action!**

Here's how we've tackled it ...



The Inbox Salesforce Forgot to Build

We wanted to **bring all notifications into one organized, filterable and actionable location** in Salesforce, so we created an all-in-one notification console. Everything you need to know, in one place. Search, snooze, preview, save or act - all from one hub!

Act On It Overview Dashboard
As of 5 Jun 2024, 18:25 Viewing as User User

Message Publish Date: All

Message Actions

- Send Email
- New Task
- New Event
- Change Stage
- Edit Opportunity
- Remind me later

Message Settings

- Manage Preferences
- Opt Out

Everything that needs your attention is right here!

Messages by Type

Message Type	Count	Percentage
Parent Message	1	(16.67%)
Diagnosed Lead Reminder	1	(16.67%)
Just Checking In	1	(16.67%)
Lead Assigned to Queue	1	(16.67%)
Opportunities Without Any Activity	1	(16.67%)
Task Assigned to Queue	1	(16.67%)

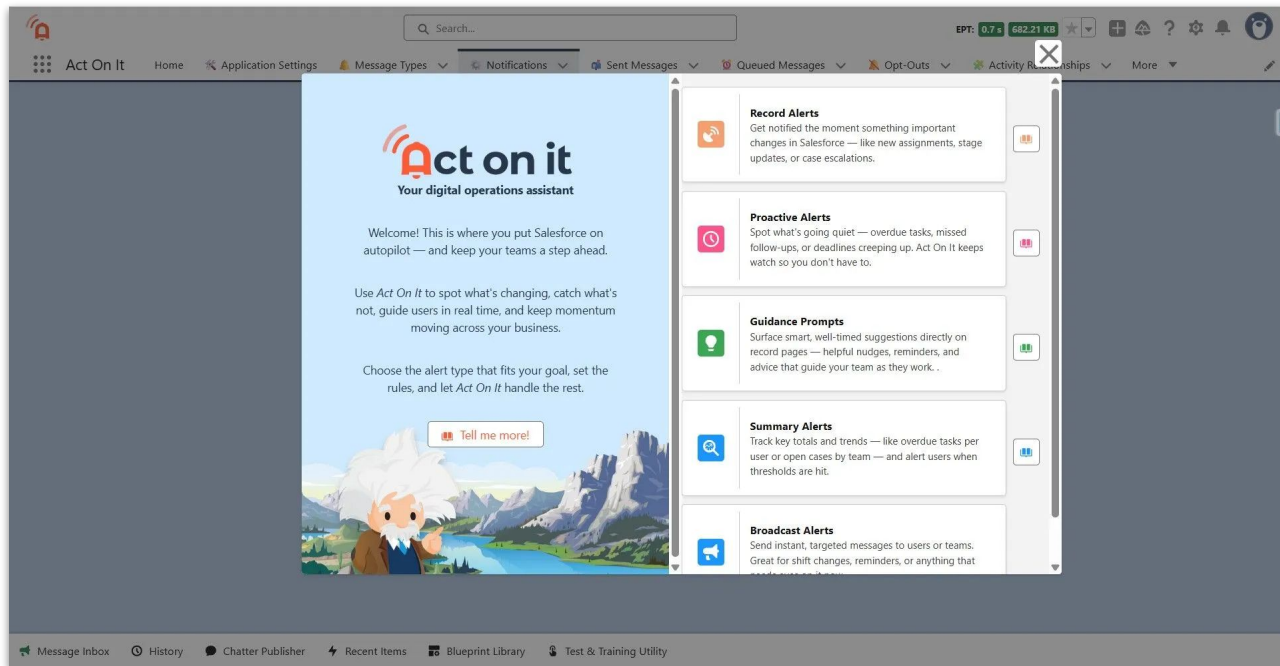
Total Bounced Messages by Reason

We can't draw this chart because there is no data.



Smart Notification Builder

We wanted to **free managers from supervising and chasing**, so we created an intuitive notification builder. A tool for cloning yourself by creating smart, proactive alerts that monitor Salesforce for you. Act On It keeps watch and nudges your team when it's time to act.





Customizable delivery

We wanted to **give you more ways to keep your team in the loop**, so we added 9+ delivery options, providing 511 unique ways to send notifications that work for everyone. New ways to adapt delivery to match the mood and urgency, each enabled at the click of a button!

The screenshot displays the Salesforce Message Configuration interface for a Case Milestone SLA. The interface is divided into several sections:

- Message Configuration:** A sidebar on the left lists various configuration options, with 'Message Delivery' currently selected. Other options include Message Details, Message Design, Message Settings, Message Actions, Message Callouts, and Additional Settings.
- Message Delivery:** The main content area shows a list of delivery methods with checkboxes to enable or disable them. The methods listed are: Pop-up Inbox, Highlight Inbox, Display Toast, Pop and Focus, Fire Confetti, Sound Prompt, Deliver Mobile Push, Send Email, and Blink Tab. The 'Pop-up Inbox' method is highlighted with a green border, and a tooltip explains that it will automatically open and take focus when a message is received.
- Message Preview:** A section on the right shows a preview of the message being configured. It includes a 'Message Preview' toggle, a 'Fire Test Message' button, and buttons for 'Save', 'Delete', and 'Cancel'.
- Related List Quick Links:** A section at the bottom provides quick links to related lists, including Sent Messages (8), Notifications (1), Opt-Outs (0), and Personalization.

The interface also features a top navigation bar with various tabs and a search bar, and a bottom navigation bar with links to Message Inbox (13), History, Chatter Publisher, Recent Items, Blueprint Library, and Test & Training Utility.





Action With One-Click

We wanted to **help users act instantly from any alert**, so we added the ability for admins to create reusable plug-in automations for rapid responses to any task. Approve, assign, comment, complete, without switching tabs or breaking focus.

The screenshot displays the 'Act On It' application interface. The top navigation bar includes a search bar and various menu items like 'Act On It', 'Home', 'Application Settings', 'Message Types', 'Messages', 'Message Automation', 'Message Queue', 'Message Opt-Outs', 'Activity Relationships', 'Error Log', 'Reports', and 'Dashboards'. The main content area is divided into two sections: 'Message Configuration' on the left and 'Message Preview' on the right.

Message Configuration:

- Message Type:** Diarized Opportunity Reminder
- Message Actions:** A table listing available actions for configuration.

Action Name	API Name	Record De...	Type	Developer...	Description	Is Active
Call Primary Co...	Sample_Opport...	Single Records ...	Click to Dial	Click to dial act...		✓
Log a Call - Det...	Sample_Opport...	Single Records ...	Navigation	Navigation	Direct the user ...	✓
Set Close Date ...	Sample_Opport...	Both	Quick Update	Quick Update	Update the Op...	✓
Edit Close Date ...	Sample_Opport...	Single Records ...	Record Edit Form	ActOnIt_ActO...	Form to captur...	✓
Set Close Date ...	Sample_Opport...	Both	Quick Update	Quick Update	Update the Op...	✓
Diarize - 3 Days	Sample_Opport...	Both	Quick Update	Quick Update	Update the Op...	✓
Diarize - Custom	Sample_Opport...	Single Records ...	Record Edit Form	ActOnIt_ActO...	Form to captur...	✓
Log a Call - No ...	Sample_Opport...	Both	Quick Create	Quick Create	Log a call activ...	✓
Manage Conta...	Sample_Opport...	Single Records ...	Navigation	Navigation	Direct the user ...	✓
Prospecting	Sample_Opport...	Both	Quick Update	Quick Update	Update the Op...	✓
Diarize - Next ...	Sample_Opport...	Both	Quick Update	Quick Update	Update the Op...	✓
View Primary C...	Sample_Opport...	Single Records ...	Navigation	Navigation	Direct the user ...	✓
Email Primary C...	Sample_Opport...	Single Records ...	Navigation	Navigation	Mailto link to o...	✓
Cancel Schedule	Sample_Opport...	Both	Quick Update	Quick Update	Clears the Diar...	✓
Diarize - 2 Days	Sample_Opport...	Both	Quick Update	Quick Update	Update the Op...	✓

Message Preview:

Hi User, a quick reminder that you have this Opportunity diarized for this time today. Would you like to take action?

Act On It - Wednesday 10:35 - X Close - 75 Success

Message Actions:

- Send Email
- Call Contact
- New Task
- New Event
- Change Stage
- Edit Opportunity
- Remind me later

Message Settings:

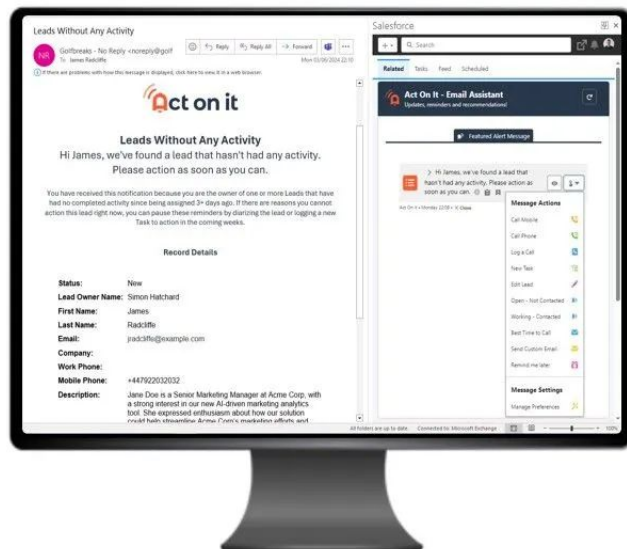
- Manage Preferences
- Opt Out





Act On It Anywhere!

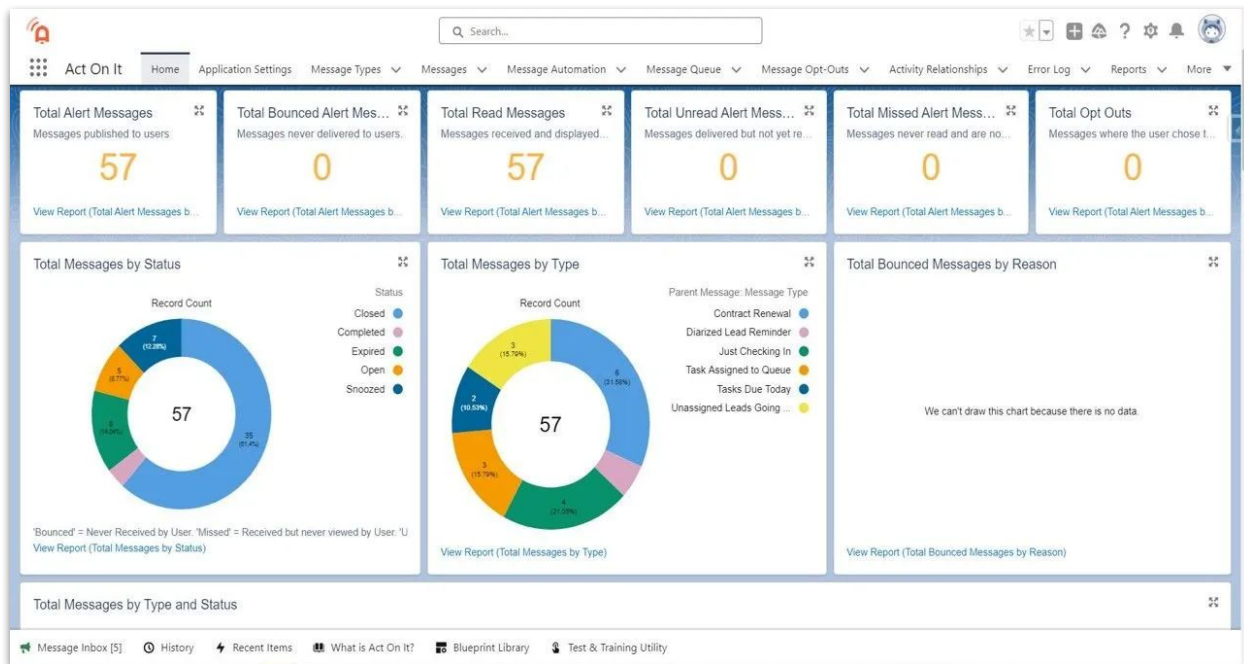
We wanted to **reach your users where they work**, so we integrated with Salesforce's email plugin and mobile app, to turn email and mobile alerts into instantly actionable work items.





Insights & ROI

We wanted you to **see the impact Act On It was having on your business**, so we added advanced alerts and engagement tracking. Visibility to see which alerts drive action. For managers to see what's working, and what's not.



Testimonial: Golfbreaks



“ Act On It is our primary driver behind a proactive contact centre – agents are given information and instruction at the right time, often with single click actions to complete. **It has improved productivity across the board.** ”

Simon H.

Chief Technical Officer



Testimonial: Back Office Thinking



“ Words can't express how incredible this app is. **This is what I wish Salesforce notifications were like**—you can customize and alert users about virtually anything. I've never had an experience like this with any tech product.

”

Rachel B.

Salesforce Consultant



Testimonial: Progressive Dental



“ If I Could Give 11 Stars I Would. The app is amazing and the support is 1000 times better. It allows us to easily notify the team on anything we want. **”**

William S.

Data and Analytics Delivery Manager



Testimonial: BDO Digital



“ **A wonderful app with fantastic support!** We downloaded this app to track email replies on our case records. This app is EXACTLY what we were looking for. Hands down one of the best experiences I've had with a vendor!

”

Lizz K.

Senior Technical Lead



100% native Salesforce App

Leveraging the power of the platform

Act on it



- ✓ Works seamlessly with Salesforce core (Service & Sales Cloud) and can adapt to any local customizations.
- ✓ Plug and play (get up and running within minutes).
- ✓ No in-depth technical knowledge required.
- ✓ Supports multiple channels to deliver messages wherever they are needed.
- ✓ Admins can extend Act On It using familiar tools such as flow and apex to satisfy unique business requirements.

Salesforce is amazing...

**...Salesforce plus Act On It
is a proven game changer!**



Link Library



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