



Salesforce tells you what happened.

Who tells you what didn't?

Stay on top of everything in Salesforce, without anyone having to check. Act On It is a native app that captures whatever needs your team's attention — as it happens, or when it doesn't — in one actionable inbox.



Nobody in your business wakes up intending to let a case age past its SLA, leave a hot lead sitting for four days, or forget the renewal conversation until three weeks after the renewal. **And yet.**

Things slip. Not because people are careless, but because the thing that needed doing was behind a tab, inside a list view, two clicks down a related list, on a dashboard nobody had reason to open that morning. Salesforce will hold it for you perfectly, indefinitely, and completely silently.

Which is how most teams end up with a Salesforce supervisor: someone whose real job, whatever their title says, is checking that everyone else has done theirs.

So teams keep on top of it the only way they believe they can: a report subscription first thing, a dashboard, a shared list view, and that supervisor who knows where to look. It works. But it all relies on someone going to look, which means some of your best people spend a real part of every day **finding problems instead of fixing them.**

The alert that fires when nothing happens

Here's the part we think is genuinely hard, and it's the reason Act On It exists.

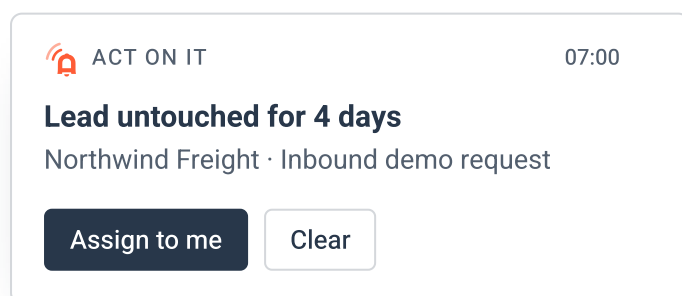
Salesforce is event-driven. Something gets saved, something fires. That's great when the problem *is* an event — a case escalated, an opportunity slipped, a high-value lead landed.

But most expensive things in a business aren't events. They're absences. **Nothing gets saved when a rep doesn't return the call.** No record updates when a case sits untouched over a long weekend. No trigger fires because nothing happened — that's precisely the problem.

Absence has no trigger.

If you want to catch it, something has to go looking on purpose.

So that's what we built: monitoring that runs on a schedule and on your conditions, watching for the deals that have gone quiet, the leads nobody has touched, the cases drifting toward a target, the renewals nobody has opened in sixty days. Then it tells a specific, named human — not a distribution list, not a dashboard, a person — while there's still time to do something about it.



An inbox, not a message

An unread email is a message. An unactioned alert is a job. We think the difference matters quite a lot, so alerts in Act On It behave like work rather than post — and when the work is done, you clear it, and it stops asking.

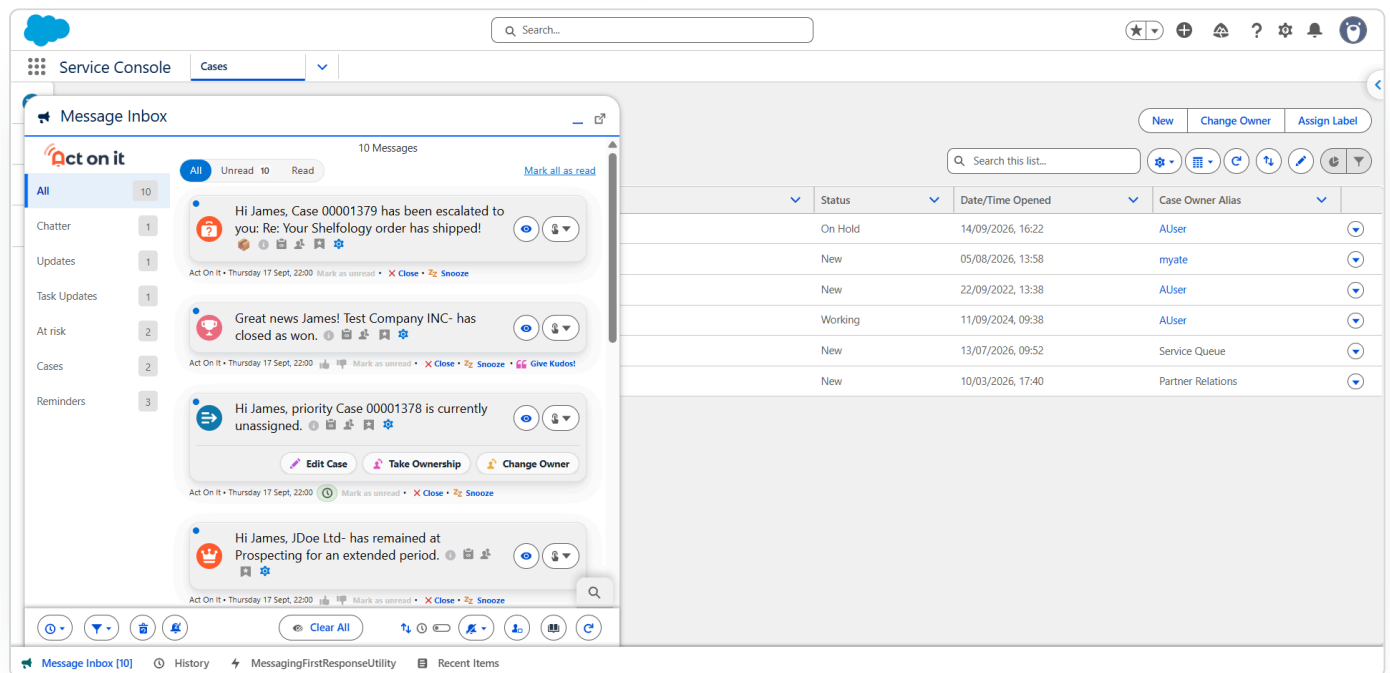
They arrive in one inbox, they stay visible until someone actually deals with them, and — this is the bit people tend to fall for during a demo — **you can finish the job from inside the alert.** Call the contact, send the reply, reassign the owner, approve the thing, edit the fields, run a Flow, fire some Apex, complete and clear. No hunting for the record. No four tabs. One click, done, gone.

You can also act on it from your phone, which matters more than it sounds when the person who needs to approve something is standing in a car park.

 ACT ON IT 2m

Renewal due in 6 days
Halden & Co · Nobody has opened the record

Log a call Clear



The screenshot displays the Salesforce Service Console interface. On the left, the 'Message Inbox' for 'Act on it' is open, showing 10 messages. The messages are categorized by status: All (10), Unread (10), and Read. The messages include details about case escalations, updates, and task updates. On the right, a table lists cases with columns for Status, Date/Time Opened, and Case Owner Alias. The table contains five rows of data.

Status	Date/Time Opened	Case Owner Alias
On Hold	14/09/2026, 16:22	AUser
New	05/08/2026, 13:58	myate
New	22/09/2022, 13:38	AUser
Working	11/09/2024, 09:38	AUser
New	13/07/2026, 09:52	Service Queue
New	10/03/2026, 17:40	Partner Relations

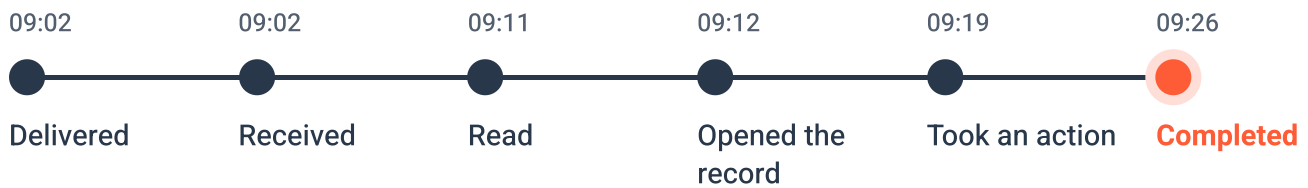
The inbox, inside Salesforce. Work stays put until somebody deals with it, and the buttons to finish it sit on the alert itself.

We can tell you whether anyone actually read it

This is the part we're proudest of, and the one we've had the hardest time pointing at anyone else doing.

Most alerting tools consider their job finished at *sent*. Ours keeps going all the way to *done* — and records every step on the way, per person, timestamped.

What we actually capture, for every single recipient



Example: one alert, one recipient, one Monday morning.

Which means you can finally answer questions that used to be unanswerable. Did she see it? When? Did anyone open the record, or just clear the notification? How long does this team really take to respond — not on average, but at nine o'clock on a Monday?

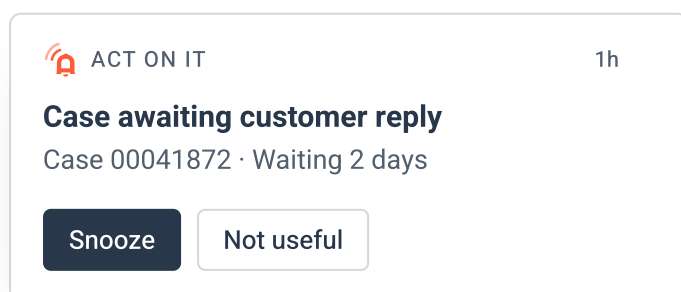
That foundation is what makes our response targets mean something rather than being a number on a slide. Set a target, measure it in business hours so a clock doesn't run all night against someone who was asleep, and grade what happened. And if a colleague got there first, **nobody else gets marked late** — because the point was that the customer got looked after, not that four people collect a demerit for work that was already done.

We also let people turn us off

Which is, admittedly, a strange feature for an alerting company to spend months building.

People can snooze an alert until this afternoon. Mute themselves during a workshop. Set their own preferences for what pops, what pings, and what waits quietly. Tell us an alert wasn't useful — and we'll show the admin exactly how often people said that.

We did it deliberately, because we've watched what happens otherwise. **An alert people have trained themselves to ignore is worse than no alert at all** — it costs the same attention, buys you nothing, and takes the next ten alerts down with it. We would much rather you send five notifications people genuinely act on than fifty they've learned to swat away.

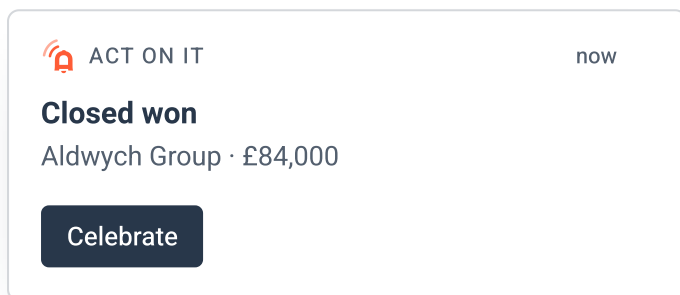


100% native, and we mean it properly

Act On It runs entirely inside your Salesforce org. Not "integrates with". **Inside.**

Your data stays in your org. Act On It respects your sharing rules and field-level security because it's subject to them, exactly like everything else you've built. There's no middleware, no external service to monitor and no separate uptime to worry about. It works with Flow, because it lives in the same place Flow does.

Also, in the interests of full disclosure: there's confetti. When a big deal closes, the person who closed it gets confetti. It serves no strategic purpose whatsoever and has never once appeared in a business case. People adore it, and we have no intention of removing it.



Pick the one thing that keeps slipping.

You already know what it is. The follow-up that always lands a day late. The case that ages over every single weekend. The renewal nobody opens until somebody else has opened it first. **Turn on one alert for that. See whether it stops slipping.**

That's the entire trial, and it costs nothing. Your first live notification is free forever — full features, every delivery method, no time limit, no card — and most people have their first one running before their coffee goes cold.

Get Act On It free on the AppExchange →

"Gone from multiple manual checkpoints in my diary to proactively being delivered the information when required. Reduction in training time, reduced client wait times, and risk flagged to agents and managers in the moment."

— EMMA CORLESS, HEAD OF CUSTOMER SERVICE

★ 5.0 on the AppExchange	100% native	Live in 15 minutes	
30+ ready-made alerts			

You needn't take our word for any of it. Salesforce Ben called us "a hidden gem on the AppExchange" — which we've chosen to accept as a compliment rather than a comment on our marketing.

Frequently asked questions

How do I get alerted when a lead hasn't been contacted in Salesforce?

Salesforce automation runs when a record is saved, so on its own it can't notice a call that never happened. Act On It runs scheduled checks against conditions you choose — for example, a new lead with no contact after two days — and alerts the owner, or anyone else you nominate, in an inbox where they can act on it straight away.

Can I see whether anyone actually read a Salesforce notification?

Yes. For every recipient, Act On It records when an alert was delivered, received and read, when the record was opened, when the first action was taken and when the work was completed. It's all stored in your org, so you can report on it like any other Salesforce data.

How do I measure SLA response times in Salesforce using business hours?

Set a response target on the alert, choose which events count as a response, and Act On It measures each response against your Salesforce business hours, so the clock only runs during the hours you've set. If a colleague responds first, nobody else is marked late.

Is Act On It native to Salesforce?

Yes. Act On It is a managed package installed from the AppExchange that runs entirely inside your Salesforce org. Your data stays in your org, it respects your sharing rules and field-level security, and it works alongside Flow.

Is there a free version of Act On It?

Yes. Your first live notification is free forever, with full features and no time limit. More than 30 ready-made alerts are included to get you started.

