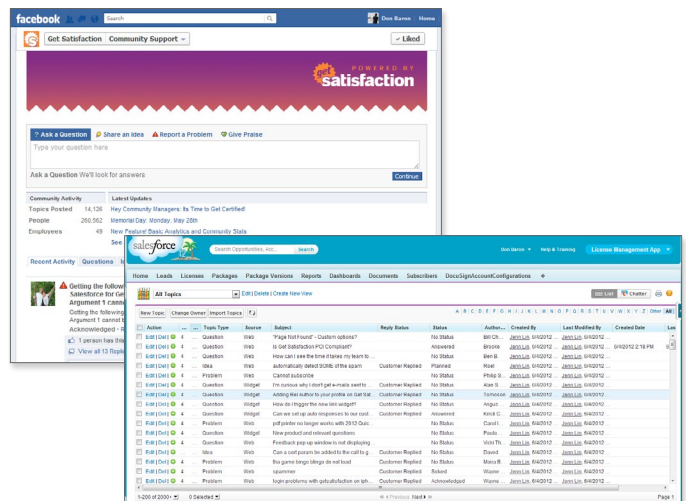


Get Satisfaction *for* Salesforce

Get Satisfaction and Salesforce are teaming up to drive rich, social, customer engagement in the CRM. With this integration, Get Satisfaction customers can amplify the value of customer conversations by embedding them in Salesforce as “topic objects,” a perfect addition to the social enterprise to bring the outside-in value of social engagement to the system of record.

GET SATISFACTION VALUE PROPS

- Engage in rich conversations anywhere your customers are discussing your brand, be it your web page, a mobile device, Facebook, Twitter or your brand page
- All conversations are highly indexed and discoverable through search engines – build social assets which increase customer self-service and satisfaction.
- Topics are synchronized with the “Topic Object,” a custom object that can be leveraged throughout Salesforce, Service Cloud, Marketing Cloud, and Sales Cloud.
- Rich analytics help you understand your online community health and measure effectiveness of your customer engagement strategies



GET SATISFACTION FOR SALESFORCE VALUE PROPS

Integrate your communities seamlessly into Salesforce to:

- Bring social context to your customers' and prospects' account records
- Manage and scale your Facebook brand page engagement (including direct messages from customers) using Get Satisfaction community management tools
- Notify the social enterprise about important community topics via Chatter
- Manage and moderate community topics from within SFDC
- Create custom workflows to bring real voice of customer content into your SFDC org
- Analyze community data and correlate with other business data using Salesforce reporting



FOR CUSTOMER SUPPORT

Social media has forever transformed customer service... the landscape today is about self-service multi-channel experiences (Facebook, Twitter, organic search, and mobile), and your customers have never been more “in control.” Amping up Service Cloud with Get Satisfaction Communities gives customers an unmatched social support solution that will scale to serve millions of consumers. At the same time, watch your customer satisfaction and retention improve while your cost to service drops.

If yesterday was about one-to-one interactions with agents, today is about leveraging

Get Satisfaction to transform agents into Community Managers who guide many-to-many conversations and peer-driven support. When a private resolution is necessary, unanswered community questions and problems become cases in ServiceCloud, where they can enter a traditional support process. Layer powerful case resolution technology on top of a self-service model to bring uniquely effective and powerful resolution to your users, boosting customer satisfaction, loyalty and retention.

FOR MARKETERS

Get Satisfaction provides marketers with tools to analyze community content and identify their most passionate customers. Using “Champion” badges, community managers can recognize and reward these brand advocates and give them special privileges to moderate and guide customer conversations. Amplify advocate reach by integrating Get Satisfaction content with your existing marketing automation and targeted email campaign technology.

In Facebook, Get Satisfaction offers unique technology for marketers to create customer

community experiences as part of the brand page. This “owned media” community provides the ideal platform to capture content and contact information from your most engaged customers, as well as to push promotions and special offers. Using Salesforce, Get Satisfaction also offers tools to capture direct messages from consumers in Facebook and route them to the appropriate business stakeholders, whether they be agents in Service Cloud, marketers in Marketing Cloud, or account execs in Sales Cloud.

“With Get Satisfaction our customers can engage in conversations with each other and ask support questions from Facebook or on our website. Their reporting capability gives us the visibility that over 80% of our customers’ support questions are answered by the community,” said Brian Vanderzanden, Technical Support Manager at Webtrends. “Posts in our Get Satisfaction Community create Topics in Salesforce, that if flagged as “Problem” and not resolved will automatically create a case in Salesforce Service cloud for support follow-up. Now we are able to provide both self-service and faster customer service to our community.”

