



Prioritization Helper

BENEFITS:

- Prioritize records within Salesforce objects without an Admin or developer
 - Create value score with optional text or image labels
 - Real-time update to value score if conditions are modified
- Make informed business decisions
 - Invite all stakeholders (who may or may not have access to Salesforce)
 - Reduce bias introduced with traditional polls or in-person meetings

USE CASES:

- Lead scoring for Sales
- Decide which events to attend
- Software purchase decision
- Prioritize cases for Customer Service

CAPABILITIES:

- **Matrix & Value Scoring** - Prioritize records in any Object in Salesforce without coding
- **Pairwise Comparisons** - Collaborative decision making via the Analytical Hierarchy Process (AHP) to reduce cognitive biases
- Save evaluation result to Salesforce Files, or directly download the result as a PDF document
- **100% Salesforce Native.** Supports Lightning and Classic Experience.

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