

Accelerate time to value from your customer journeys



Businesses today recognize the value of attending to customer journeys in order to drive stronger business outcomes. Business teams across different departments are now spending significant amounts of time designing, orchestrating and executing these journeys in order to create a positive end-to-end customer experience. However, with every new journey created or updated, IT teams are burdened with hours of hard coding workflow updates in Salesforce. Any change in the journey, no matter how small, requires a Salesforce Admin to prioritize the work in the queue and make the change, often in code.

All that changes with OvationCXM and Salesforce

OvationCXM's CXMEngine platform helps you coordinate your customer touchpoints across your business ecosystem to deliver tailored, intelligent and connected experiences in real time - no re-architecture required. Salesforce's partnership with OvationCXM allows organizations to extend their CRM capabilities by connecting CXMEngine to your Salesforce instance with ease. With OvationCXM and Salesforce, you can now:

- Orchestrate complex journeys without code using our drag-and-drop journey builder
- Complete tasks, change fields and automate journey progression directly within Salesforce
- Kick off activities within Salesforce instances of external partner organizations for improved visibility and transparency across the entire customer journey



Scalable, Flexible
Customer
Journey
Orchestration



No-code Drag
and Drop Journey
Builder



Plug and Play
Salesforce
Connector



Ecosystem
Enabler



Real-time
Bidirectional
Sync

Save thousands of hours with Connection, not Integration

Drive dynamic change without integration and while still using Salesforce as your core platform. CXMEngine allows you to create unlimited customer journeys using its drag and drop builder. Make as many or as few changes as you need without having to wait in a Salesforce Admin queue to be prioritized.

Work directly in Salesforce

Journey actions selected within Salesforce can create an automated journey progression in CXMEngine. Just continue using Salesforce the way you normally would and all the data will flow back to OvationCXM's Journey Engine. Once the data is processed, Salesforce will update through a bidirectional sync - no need to toggle your screens or log in to separate applications.

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Enable your Ecosystem without leaving Salesforce

Drive business impact by viewing and updating Salesforce activities at other organizations within your ecosystem for improved cross-partner visibility, collaboration, communication and information sharing.

Substantial results our clients have seen:

75+% Improvement in Service Visibility

10+% Revenue Improvement

50+% Employee Satisfaction Increase

25+% Call Volume Reduction

20+% Attrition Reduction

Want to learn more about how our enterprise clients have benefited from the OvationCXM and Salesforce partnership? Read the case studies here.

For more information on how the OvationCXM and Salesforce partnership can benefit your organization, please contact

sales@ovationcxm.com

Go to the AppExchange Listing here:

