



Kampyle LTD. - WHITE PAPER

Five Ways to Gain Insight From Integrating User Feedback With Your Salesforce CRM Data

April 2010

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Introduction

Would you like to have users visit your Web site and provide feedback so you know what they are seeking? One of the best ways to learn is to listen to your users and customers by creating an online feedback process that helps you learn why users make decisions about your Web site, products and services. Use this valuable feedback to create rich information leads and help reduce support cases.

Integrate the critical "why" behind your customers' behavior into your Salesforce data to provide a comprehensive customer point of view, so you can listen to your customers, respond to their needs and act on their suggestions. Harness this feedback to answer questions, close sales faster, make improvements and streamline your customer service efforts.

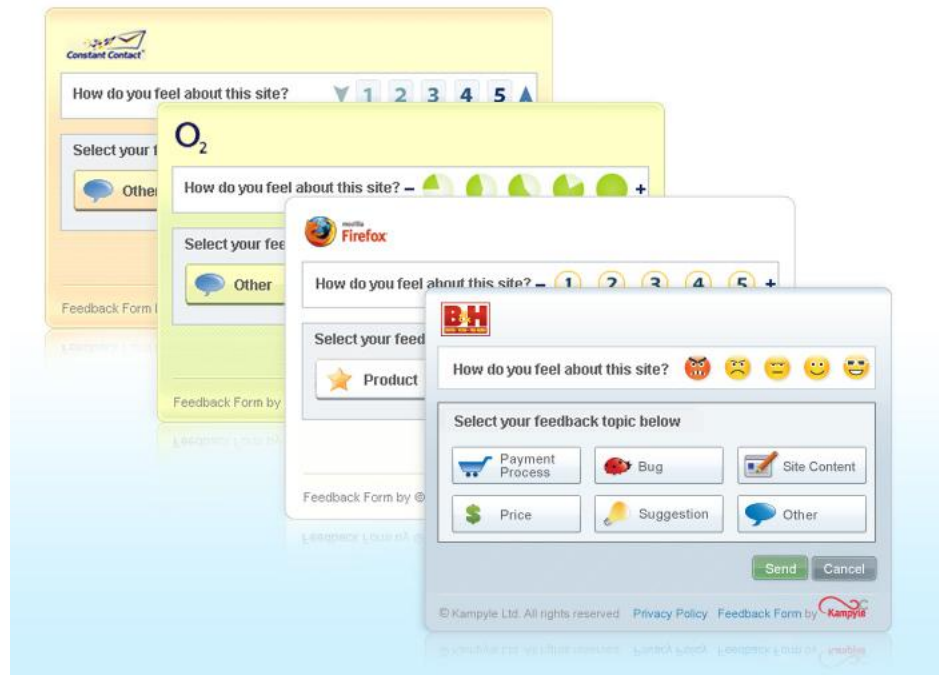
1 – Enhance Your Online Customer Interaction

Customer satisfaction and loyalty start with listening. Listening and engaging directly with your customers is a critical area for service, support and brand loyalty. Chances are your customers want to engage with you, but on their own time.

Companies can offer multiple forms of contact, live chat and public support forums, but oftentimes it is difficult to respond directly to each customer in a personalized way. You can provide a deeper level of customer service by opening up the channels of communication. In only five minutes, you can implement an online feedback form on your Web site that will help you start listening to what customers think.

Implementing a user-friendly feedback form lets your customers rate your site, select different categories and subcategories and provide feedback. The feedback button and window will help maximize the amount and quality of feedback from your Web site visitors and customers.

Use this feedback to understand the needs of your user and improve your Web site to increase customer loyalty.

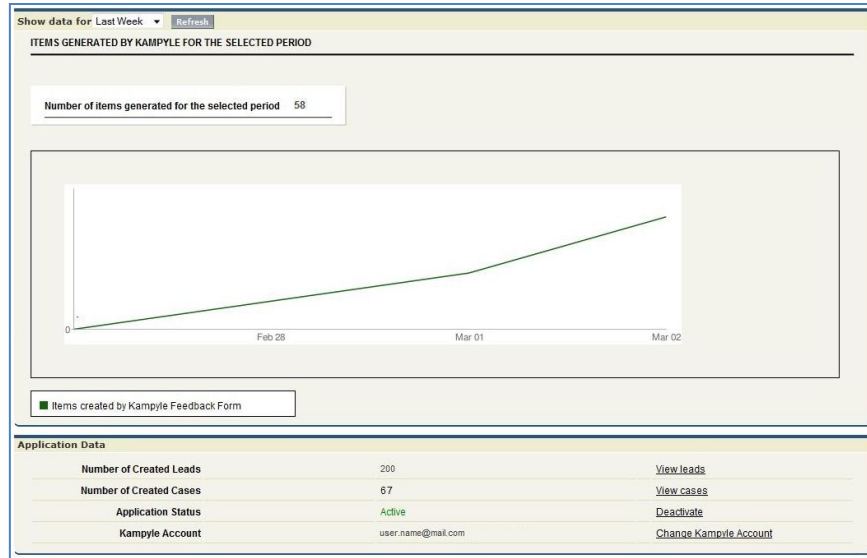


2 - Integrate Feedback into your Salesforce CRM Data

Integrating customer feedback into your Salesforce CRM data can create high-quality information rich sales leads and support cases. The depth of feedback helps your sales team convert leads into customers while your technical and support teams, armed with rich data, save time and provide better service to your customers.

In addition to providing you with complete visibility into every customer that provides you with information, it also lets you track service and support cases and enhance your customer knowledge. Feedback Analytics provide both process-level and website-level analysis tied to a unique e-mail address. You can manage the feedback based on your business metrics and preferences such as: priority, feedback type, geography, site functionality and more.

Supporting your customers in this manner reduces your service costs and can reduce calls to the help desk. This also means you can share this valuable information with your company and make everyone's job a little easier by providing information directly from individual visitors and customers.

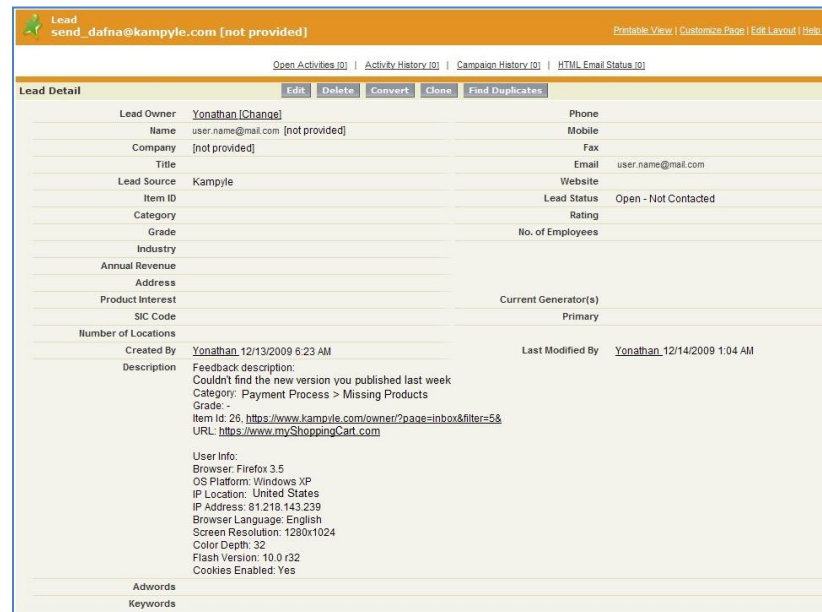


3 - Close Deals Faster with Rich-Information Leads

Using feedback analytics provides you with rich-information sales leads that give you more insight into your prospective customers. Not only do you receive the unique user feedback, but you also get contact information on the user and his location on your Web site when she filled out the form. This information can be easily shared with your entire company in case other team members may need to help you meet the prospective customer's needs.

Users who provide feedback can suggest that perhaps one of your prospects may want more than you have provided online, or that your products are expensive or they cannot find what they are looking for on your Web site. Once you analyze the feedback, you can speak with the prospect about specific information they are seeking. You can use the feedback as an opportunity to provide more detailed product information or provide an incentive, discount or coupon to help with the sales lead. Users want to be heard and responded to, so take advantage of the feedback to do turn your leads into sales.

Using Feedback Analytics lets you have a conversation with your prospect on information that he has already provided so you can close deals faster. This approach take the guessing game out of what your prospects may want, as they can tell you what they want or need from you. This is a powerful starting point, as you would otherwise have no way of knowing how to tailor your information to help customers make decisions about your solution or services.



Lead: send_dafna@kampyle.com [not provided]

Open Activities (0) | Activity History (0) | Campaign History (0) | HTML Email Status (0)

Lead Detail		
Lead Owner	Yonathan [Change]	Phone
Name	user.name@mail.com [not provided]	Mobile
Company	[not provided]	Fax
Title		Email
Lead Source	Kampyle	Website
Item ID		Lead Status
Category		Open - Not Contacted
Grade		Rating
Industry		No. of Employees
Annual Revenue		
Address		
Product Interest		Current Generator(s)
SIC Code		Primary
Number of Locations		
Created By	Yonathan, 12/13/2009 8:23 AM	Last Modified By
Description	Feedback description: Couldn't find the new version you published last week Category: Payment Process > Missing Products Grade: - Item Id: 26, https://www.kampyle.com/owner?page=inbox&filter=5&URL=https://www.myShoppingCart.com User Info: Browser: Firefox 3.5 OS Platform: Windows XP IP Location: United States IP Address: 81.218.143.239 Browser Language: English Screen Resolution: 1280x1024 Color Depth: 32 Flash Version: 10.0.r32 Cookies Enabled: Yes	
Adwords		
Keywords		

4 - Manage Your Cases and Reduce Support Items with User Feedback

Tracking your service cases based on direct customer feedback eliminates the time you spend troubleshooting their support needs. Your customers are telling you what kind of problems and support issues they are experiencing, so you do not have to guess or go through a list of questions to understand the problem. Using this direct and online feedback channel also helps you reduce impersonal and scripted calls to the help desk because your customers are providing you with feedback relevant to their individual support issues.

When you respond to your customers and let them know how you plan to address the support case, they will definitely appreciate and remember the personal contact. You can solve critical support cases much faster and further encourage use of your online feedback button as a quick and efficient way for your customers to engage with you.

With online feedback integrated into Salesforce, you receive instant updates on support cases so you can manage and respond to your customers as needed. In addition to receiving the customer's feedback, you receive expanded information on each individual support case. In addition to the feedback, you receive unique data such as browser type, operating system, screen resolution, geography, allowing you to work faster or pinpoint easy-to-fix issues. With this integrated approach, you receive a more comprehensive view of your customer's engagement with your company.



Case Detail

Case Owner: John Smith (Change) | Status: New

Case Number: 00001026 | Priority:

Contact Name: | Contact Phone:

Account Name: | Contact Email:

Type: | Case Origin: Kampyle

Case Reason: Other

Web Email: user.name@mail.com | Web Company:

Web Name: | Web Phone:

Date/Time Opened: 1/17/2010 11:54 AM | Date/Time Closed:

Product: | Engineering Req Number:

Potential Liability: | SLA Violation:

Created By: John Smith, 1/17/2010 11:54 AM | Last Modified By: John Smith, 1/17/2010 11:54 AM

Subject: Kampyle Feedback Item #587

Description: Feedback description: Doesn't work in IE8
Category: Bug > Disability enquiries
Grade: -
Item ID: https://kampyle.com/owner/?page=inbox&filter=5&filter_ids=587
AdWords: -
Keywords: -
URL: http://m/feedbackforyou/
Form Of Submit: Feedback Button

User Info:
Browser: Chrome 3
OS Platform: Windows XP
IP Location: United States
IP Address: 81.218.143.239
Browser Language: English
Screen Resolution: 1280x1024
Color Depth: 32
Flash Version: 10.0 r42
Cookies Enabled: Yes

Custom Links: Upsell / Cross-sell Opportunity

5 - Provide Human Contact to Connect with Customers

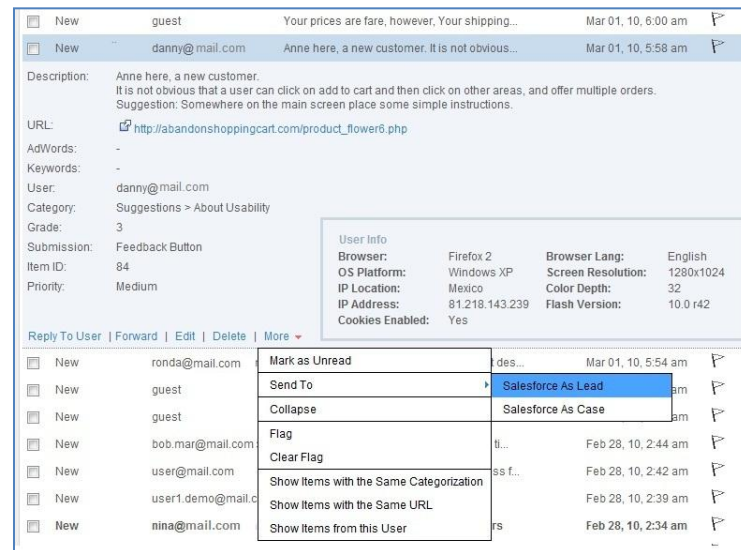
Harness your Web site visitor feedback to give your company valuable information directly from the users themselves. Improve your sales, operations and support departments by informing them of the feedback you are receiving. Oftentimes, the answers are easy enough to address. Every time someone submits a feedback or ranks your Web site, you can respond to the customer one-on-one.

From a visitor's point of view, you need a feedback form that is incredibly easy to use, fast and intuitive. Location and timing are crucial when asking your customers for their opinions. You can let your visitors rate your Web site and leave comments in the categories and subcategories that are important to you. If someone submits a low ranking or feedback, you can identify this and quickly course correct to communicate with the user who provided the opinion.

This human contact is one of the best ways you can engage with your prospects and customers. The feedback forms provide instant opportunities for conversations that lead to faster sales cycles, more personal customer service and real-time human contact.

When combined with your Salesforce.com CRM data, direct customer feedback provides your business with an opportunity to connect with a prospect directly and gives you a starting point you did not have before – a chance to have a real conversation with a user.

Use your customers' feedback to fight for every deal, increase revenue, conversion rates and customer satisfaction.



New guest Your prices are fare, however, Your shipping... Mar 01, 10, 6:00 am

New danny@mail.com Anne here, a new customer. It is not obvious... Mar 01, 10, 5:58 am

Description: Anne here, a new customer. It is not obvious that a user can click on add to cart and then click on other areas, and offer multiple orders. Suggestion: Somewhere on the main screen place some simple instructions.

URL: http://abandonshoppingcart.com/product_flow6r6.php

AdWords: -

Keywords: -

User: danny@mail.com

Category: Suggestions > About Usability

Grade: 3

Submission: Feedback Button

Item ID: 84

Priority: Medium

User Info:
Browser: Firefox 2 | Browser Lang: English
OS Platform: Windows XP | Screen Resolution: 1280x1024
IP Location: Mexico | Color Depth: 32
IP Address: 81.218.143.239 | Flash Version: 10.0 r42
Cookies Enabled: Yes

Reply To User | Forward | Edit | Delete | More

New ronda@mail.com Mark as Unread des... Mar 01, 10, 5:54 am

New guest Send To Salesforce As Lead am

New guest Collapse Salesforce As Case am

New bob.mar@mail.com Flag tl... Feb 28, 10, 2:44 am

New user@mail.com Clear Flag ss f... Feb 28, 10, 2:42 am

New user1.demo@mail.c Show Items with the Same Categorization Feb 28, 10, 2:39 am

New nina@mail.com Show Items with the Same URL Feb 28, 10, 2:34 am

Show Items from this User Feb 28, 10, 2:34 am

Thank You!

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