



## **Kampyle Real-Time Feedback Analytics Available on the Salesforce.com AppExchange**

*Kampyle Lets Companies Integrate Online User Feedback with Salesforce CRM to Create Leads and Cases Based on User Opinions and Viewpoints*

**Ramat-Gan, Israel, March 31, 2010** – [Kampyle](#), a provider of Feedback Analytics to Web sites and companies, today announced that its solutions are now available on salesforce.com's [AppExchange](#). Companies using the integrated solution can bring their customers' feedback directly into their Salesforce CRM deployments to create rich-information sales leads and support cases.

Using Kampyle, companies can deploy customizable [feedback forms](#) for their Web site within only five minutes and engage online customers in a personal and authentic manner. Since Kampyle is a native Force.com application, customers can quickly turn their users' feedback into actionable leads in the Sales Cloud 2 and into support cases in the Service Cloud 2. With the streamlined process, customers can reduce sales cycles, improve response times and enhance their offerings.

Using a smart rules engine, Kampyle identifies [customer feedback](#) in two areas for Salesforce CRM leads and cases. This feedback provides more information on Web site visitors, such as their opinions on services and products and their location on the site. In addition to learning what customers want, the integration with Salesforce CRM provides enhanced user-specific data, such as the visitor's location, browser and operating system data, so companies can tailor their responses to each and every online visitor or customer.

Kampyle's [Feedback Analytics](#) are the foundation of a customer-centric lead-generation engine, enabling companies to close more deals faster. When combined with [Salesforce CRM](#), direct customer feedback from Kampyle provides businesses with an opportunity to connect with a prospect directly and establishes a starting point not available before – a chance to have a real conversation with a user, which leads to more sales and improved customer support.

Kampyle customer [2Tor](#) develops technology platforms that enhance traditional offline curricula to create transformative instruction using the best educational and Web 2.0 technologies. 2Tor wanted to give its users – students and professors – an easy way to provide feedback not only regarding the functionality of its learning management system (LMS), but also on the value of particular coursework and instructors. 2Tor implemented Kampyle and integrated the feedback directly into its Salesforce CRM deployment to create a holistic view of its customer base.

James Kenigsberg, CIO of 2Tor, said, "In one month alone, 2Tor received more than 1,000 pieces of feedback and now averages more than 100 responses weekly. Integrating feedback into Salesforce CRM gives us a clearer view of the customer, so we can quickly evaluate and act on the feedback. Kampyle's reporting lets us easily and quickly evaluate all the comments we receive to make immediate changes and improvements to our platform."

"Salesforce.com customers actively look for opportunities to broaden the tools they employ to improve how they integrate online user feedback to accelerate the sales cycle and bolster the service engagement," said Kendall Collins, chief marketing officer, salesforce.com. "Through partners like Kampyle on the AppExchange, companies have tools to empower employees to help them realize tremendous success by accessing the wealth of information provided by Web site visitors directly within their Salesforce CRM deployment."

"Our integration with Salesforce CRM helps turn customers' feedback into new sales by giving sales teams more direct and personal engagement with prospects, and helps support teams save time and money by solving cases directly based on the rich information provided by our Feedback Analytics," said



Ariel Finkelstein, co-founder and CEO, Kampyle. “Companies can harness Kampyle feedback and their Salesforce.com CRM to close more deals, answer questions, make improvements and work faster.”

Kampyle resources:

- Kampyle [AppExchange Solution](#)
- Understanding [Feedback Analytics](#)
- Kampyle customer [case studies](#)
- Learn more about customer [Feedback Forms](#)

### **About Kampyle**

[Kampyle](#) has pioneered the field of online Feedback Analytics, delivering Web sites, online retailers and companies a powerful software-as-a-service (SaaS) platform to collect, analyze, measure and manage online user feedback on services, products and customer experiences. Founded in 2007, Kampyle has processed more than 12 million feedback forms in over 60 languages, and amassed more than 30,000 customers in 191 countries.

### **About the Force.com Platform and AppExchange**

Force.com is the only proven enterprise platform for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM (<http://www.salesforce.com/>) applications with more than 800 ISV partner applications like those from FinancialForce.com and Fujitsu, and nearly 150,000 custom applications used by Salesforce.com's 72,500 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel.

Applications built on the Force.com platform can be easily distributed to the entire cloud computing community through the Salesforce.com AppExchange marketplace at <http://www.salesforce.com/appexchange/>.

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