

Case Study – 2tor, Inc. – Integrating with Salesforce.com to gain a complete view of users

“We want students to think that they are heard, and they are because Kampyle provides this critical aspect for us.”



Industry: Online education technology and support
Using Kampyle for: One year

“We wanted to make sure everything we touch is done well. We wanted to make sure our eyes are open and our ears are listening.”

2tor uses Kampyle for Salesforce.com to integrate user feedback with their CRM data to create a complete end-to-end customer management process. 2tor receives more than 1,000 pieces of feedback each month.

“When I evaluated Kampyle, I saw a happy face and an unhappy face to click on. That was exactly what I was looking for...therefore, users don't have to write anything (if they don't want to).”

About the company:

2tor, Inc. develops technology platforms that enhance traditional offline curricula to create transformative instruction using the best educational and Web 2.0 technologies.



www.2tor.com

The Problem:

2tor partners with colleges and universities to deliver the tools, expertise, capital, and global recruiting needed to sustain exceptional education programs in an online environment. The company provides logistical components – such as student support services from enrollment through graduation – to established schools.

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.

The Solution:

2tor sought a feedback analytics solution that would easily integrate with Salesforce.com, which it was already using to manage customer information. In addition, 2tor wanted an easy, intuitive user interface that would encourage feedback without making significant time demands on busy professors and students.

2tor considered and reviewed a number of customer feedback solutions, but ultimately chose Kampyle primarily for its ability to seamlessly mesh with the Salesforce.com data it was already using to manage leads and cases. 2tor is receiving online feedback information into Salesforce, which is identified into support cases to help the customer service team gain more detailed user information. Now, 2tor users in marketing, sales and customer service can access feedback analytics and customer data in one view to more easily share and resolve issues.

Additionally, 2tor was impressed by Kampyle's open API, comprehensive reporting features, and ability to provide a welcoming interface to students and professors.

Benefits and Results:

2tor began using Kampyle in the [online masters in education](#) program it supports through the University of Southern California's Rossier School of Education. Students use it to give feedback on specific assignments, professors and classes. 2tor now receives more than 1,000 pieces of feedback each month.

After a smooth integration with Salesforce.com, 2tor began monitoring user data and feedback via the Kampyle dashboards. This feedback data is integrated into Salesforce so 2tor not only receives specific customer opinions, it receives information on the location of the user on the site and more detailed information such as browser or OS data and user geography. The Salesforce integration helps 2tor's service teams more quickly react and respond to customer feedback, greatly reducing support calls and help desk items.

Based on the nearly 5,000 interactions with users 2tor had in its first 10 months of using Kampyle, the company enhanced its offerings, including:

- Enabling professors and students to copy themselves on e-mails they send via the LMS.
- Offering the ability to unsubscribe from forum e-mails to avoid information overload.
- Adding a “next” button in forum postings so students can more easily navigate class discussions.
- Providing a video FAQ to help students avoid delays in upload time.

Students working in physical isolation in an online learning environment might run the risk of feeling unheard or unconnected to each other, to professors or to the school. 2tor has eliminated that risk by ensuring every student concern is answered, lessening the anxiety of LMS users and increasing student success.

“Kampyle lets us easily and quickly evaluate all the feedback we receive to make immediate changes and improvements to our platform,” said James Kenigsberg, CIO of 2Tor. “We experience results as soon as we ask for feedback because Kampyle gives us an engaging and open dialogue with our students and professors.”

[Kampyle for Websites](#) is a powerful on-demand solution to collect, analyze and manage your Web site visitors' feedback.