



# Adding value: Salesforce & Natterbox, winning together

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# Introduction



Demand for personalised customer experience is rising, alongside the demand for real-time interactions. Meeting these expectations requires a completely different service infrastructure that allows for real-time, personalised, omni-channel engagement.

It's no longer enough for customer experience to be simple and fast. Increasingly, customers expect every touch point to be personalised and proactive. These demands are breeding new business models and upending industries, prompting CEOs to consider the seemingly infinite influences on the marketplace.

**In this hyper connected state, customers continually judge each company's interactions to find the smartest.**

In this eBook, we review the combined forces of Salesforce and Natterbox and how you can quickly provide your connected customers with the experience they deserve.

# Full Visibility



Nurturing relationships with your customers is a critical part of growing a successful business. In this age of automation and innovation, caring for your customers has never been more important.

Customer service and engagement are now a key battleground for many businesses and the benefits of a single customer view can't be ignored.

Having everything in one place, without having to switch from platform to platform, can really make the difference to both your user and customer experience.

However, when it comes to full visibility, it isn't only about your customer, it's about you and the whole management team having full visibility of the business, within one simple to manage platform. Reports, wallboards, dashboards, leads, customers, opportunities, close won business, and so much more.

Adding value with Natterbox enables you to make real-time business decisions, such as how to staff the service desk, where to allocate budgets and ensuring the ROI on your investment. One view, one platform and one point of intelligence.

# Sales, Service & Pardot



Customers aren't like they used to be, they have higher expectations, greater access to information and aren't willing to wait for service. This means that when there's a human interaction, service agents need to be on their toes.

Salesforce® offers everything a business needs to be successful, whether you use Sales Cloud® for your outbound calls, monitoring everything within each object, or Service Cloud® for your inbound calls to provide your customers with exceptional service. Even Pardot for marketing, can enhance your database nurture and general interaction with your clients.

Natterbox can increase productivity and efficiency in each of these areas, whether you use one or all of the options available to you within the Salesforce platform.

Quite simply, Natterbox adds value by enabling you to have everything you need during your phone conversations, with screen pop of information, intelligent call routing and of course, full reports and analytics within the reports and dashboards you're accustomed to using every day.

When carrying out your marketing campaigns in Pardot, you can even, very simply, dedicate phone numbers to specific campaigns, so you know exactly why the phone is ringing, and from what campaign so you can track ROI.

# Connected Customers



In today's connected world, managing customers and creating new, positive experiences, is a challenge for organisations of all shapes and sizes.

Successful companies understand that an initial sale is only the beginning of the customer relationship and that it's essential to have a find, win and keep ethos within your company.

Major disrupters like Uber, Netflix and Amazon have provided us with completely new ways to interact, and technology is changing the way consumers interact with businesses across every industry. You're no longer competing with those in your own industry, you're competing against customer experience itself. Natterbox Advanced Voice Services, 100% embedded and managed entirely within Salesforce, means that the same platform that manages all of your customer data, help desk and marketing etc, available wherever you are, is now your cloud business phone system and telecoms provider, without having to leave the Salesforce user interface. This means everyone has everything they need in one place, when they need it.

Salesforce administrators can build a global phone system, and contact centre, give users a WebRTC or Cloud Phone, buy new numbers for their new global offices and use the customer data in Salesforce to personalise their customers experience and increase speed of engagement, leading to greater levels of customer satisfaction and loyalty.

# Prioritise your phone



Using new, intelligent telephony systems means companies need no longer be afraid to put their phone number in a prominent position on a website. The system can be harnessed to provide the very best, personalised customer experience – a service that builds customer connection and loyalty.

For any company wanting to deliver the ultimate customer experience, they need to find new ways to anticipate demand and should focus on delivering a truly uniform experience in an omni-channel environment; a mix of all communication channels enabling you to service customers in the most efficient way.

Voice is part of that omni-channel. It may come as a surprise that old school telephony is still considered vital (even over social media) because of the personal experience it delivers. Especially in situations where telephony complements other communication channels, such as your own CRM system.

Imagine how impressed your customers would be with the relevant agent knowing exactly who they are and what they're calling in about, providing the right information, for the right person, at the right time. This is all possible with Salesforce & Natterbox integration.

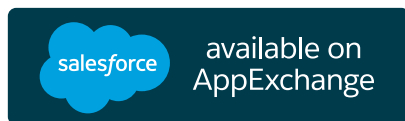
# About Natterbox

Natterbox is a global, cloud-based, telecommunications company based in Croydon, UK. Founded in 2010, Natterbox is the world's first global business phone system with contact centre, 100% embedded and managed entirely within Salesforce. Our technology can help you make and receive calls, retrieve records and automatically log calls within the relevant object in Salesforce.

We invite you to engage with us to learn more about how we can connect your global offices, increase productivity and personalise your telephony integration.

Once connected, the Natterbox Advanced Voice Services platform optimises and automates your business to intelligently route calls, increasing productivity and efficiency.

Natterbox is dedicated to enhancing the value of its customers businesses, through intelligent integration of future proof telephony, personalisation and services.



#### References

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