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## Zoomerang™ Surveys for Salesforce

### The Fast, Easy, Affordable Way to Send Surveys with Salesforce

Zoomerang, the leading online survey tool, is now fully integrated with Salesforce, the leading customer relationship management (CRM) solution. That means as a Salesforce user, you now have access to the fastest, easiest way to survey customers and map their responses back into Salesforce, right at your fingertips. Whether you're in sales, marketing, or customer service, you get instant access to powerful insights—so you can boost customer satisfaction, optimize your marketing activities, and increase sales effectiveness. Simply put, you can take customer relationship management to the highest level.

#### Improve Marketing ROI

You can use Zoomerang Surveys for Salesforce to optimize marketing campaigns and improve the data quality of contacts or leads through profiling surveys. You can also use event-triggered surveys to analyze why specific opportunities were won—or lost—And through Zoomerang Salesforce dashboards and reports, you can monitor those metrics, so you can improve sales processes and increase marketing return on investment (ROI).

#### Increase Customer Satisfaction

Now you can quickly and affordably measure customer satisfaction through regular surveys to contacts from a Salesforce campaign. You can evaluate service rep performance with feedback from event-triggered surveys (such as “case-closed” surveys), calculate data such as likelihood to recommend, and map survey responses back into individual contact records. If a specific customer is dissatisfied, the customer service manager can be notified, allowing for immediate follow-up and corrective action using Salesforce workflows. And all key metrics, including likelihood to recommend, can be reviewed and monitored via a customized Salesforce dashboard, so vital information is always accessible when you need it.

#### Enhance Sales Effectiveness

Creating and sending online surveys is fast and easy with Zoomerang Surveys for Salesforce. Feedback from client surveys can help improve sales strategies by providing key information such as purchase behavior or satisfaction with sales reps. Marketing or sales associates can easily send regular surveys as an e-mail from a Salesforce campaign to each account in their Salesforce contacts list and they can even map Salesforce data, such as “products purchased,” into Zoomerang for further analysis. The products work together, so sales and marketing can work together more efficiently.

#### Key Product Features

As a Salesforce.com® customer, you've demonstrated your commitment to superior customer relationship management. So take the next step, and take CRM to new heights with Zoomerang online surveys.

Zoomerang provides sophisticated functionality and professional survey solutions to thousands of organizations around the world. Zoomerang customers have sent more than 100 million online surveys and 97% of them love the product.

With Zoomerang Surveys for Salesforce, you get a sophisticated package of unlimited online survey and mobile survey capabilities:

> **Powerful survey creation tools**

Templates, custom images and pages, and skip logic

> **Collaborative workgroup capabilities**

Share surveys and results

> **Professional survey reporting**

Charting and exporting

> **Advanced survey analysis**

Statistical analysis, tag clouds, and comparison reports

> **Robust data collection**

Calculate likelihood to recommend and leverage surveys for call scripting

# Zoomerang Surveys for Salesforce



Salesforce Dashboard

## > Toll-free phone support and resources

### Seamless Integration

Equally important, Zoomerang is seamlessly integrated with Salesforce. Just click the Zoomerang tab in Salesforce and take advantage of the full range of Zoomerang features and capabilities—creating surveys, sending them to your contacts, analyzing the data, monitoring your surveys on the dashboard, and data mapping—all without ever leaving Salesforce. The tight integration also gives you:

- > **Single sign-on within Salesforce**, saving you time in accessing the full functionality of Zoomerang
- > **A customizable Salesforce dashboard** showing key metrics, allowing you to monitor and consistently improve performance
- > **Data mapping between Zoomerang and Salesforce**, so you can easily map fields from Zoomerang to Salesforce and vice versa, allowing you to improve data quality and get deeper insights
- > **The ability to deploy surveys from a campaign** to contacts/leads, allowing you to seamlessly collect feedback within Salesforce and update their activity history showing a survey was sent

### Usage Scenarios by Business Function

#### Customer Service Teams

- Send a survey to contacts from a campaign and monitor KPIs such as overall satisfaction or likelihood to recommend on the Salesforce dashboard.
- Evaluate customer service rep performance on an ongoing basis with event-triggered surveys; create an alert to follow up with dissatisfied customers and address problems immediately.
- Map survey responses into Salesforce so that service reps have more information about customers.



- Deploy surveys from a campaign to contacts/leads, and seamlessly collect feedback within Salesforce.

#### Marketing Teams

- Use Salesforce to deploy all marketing-related surveys that touch prospects or customers, such as customer satisfaction or event feedback, and map the responses into lead or contact records.
- Use profiling surveys to collect more data about leads and contacts, such as titles, departments, and purchasing behavior—and use that data to improve marketing programs, manage data quality and ultimately increase marketing ROI.

#### Sales Teams

- Use Zoomerang surveys to assess how well the sales process is working (such as to collect data on why each deal was won or lost, what customers are saying about their experience, and the like), to coach specific sales reps and establish best practices.

### About MarketTools, Inc.

MarketTools is the leading provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of best-in-class insight and feedback platforms, quality-assured global panels and research innovation, MarketTools enables companies to innovate and identify new opportunities, optimize product success and build customer loyalty. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes MarketTools.com,<sup>™</sup> Zoomerang,<sup>™</sup> CustomerSat,<sup>™</sup> TrueSample,<sup>™</sup> ZoomPanel<sup>™</sup> and ZoomPanel Tech.<sup>™</sup>

MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information, please visit: [www.markettools.com](http://www.markettools.com)

**To learn more about Zoomerang Surveys for Salesforce, call 877-628-2589 or visit [www.zoomerang.com/salesforce](http://www.zoomerang.com/salesforce).**

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