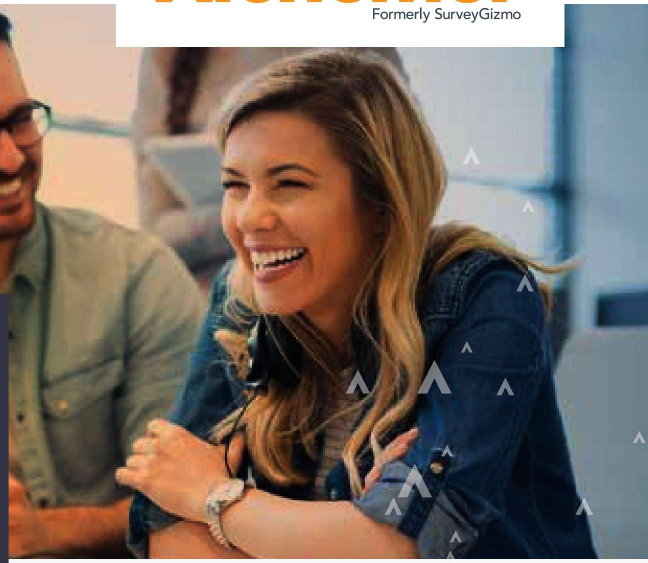

CUSTOMER-CENTRIC SOLUTIONS

Get Engaged With Your Customers

Alchemer Customer Engagement for Sales One of the big challenges for sales today is that teams are not engaged with their customers. Any changes in your account team usually mean that the new person on the account has to start all over learning their customers' expectations and problems, and how to meet their needs. This results in the loss of deals and unhappy customers.

Alchemer Customer Engagement for Sales solves this problem by empowering sales teams of all sizes and roles to capture customer feedback at defined stages throughout the customer relationship. Your team can capture a prospect's first interaction with a sales development rep all the way through to ongoing engagement with a customer success manager. All of the captured relationship data and customer feedback are immediately recorded in your CRM, allowing any customer-facing team member to get the full history of the account easily.

CUSTOMER ENGAGEMENT PORTAL

The solution works through a dedicated Customer Engagement portal integrated into your CRM, so your team can gather and review feedback within the system they already use. All of the workflows, customer assessments, and handoff surveys are there, prepopulated with the account information you've already stored..

SALESFORCE AND MICROSOFT DYNAMICS INTEGRATION

The solution is fully integrated with Salesforce and Microsoft Dynamics so that customer details never need to be re-entered. A full record of the interactions between sales team members and the customer can be added, including the automatic creation of follow-up tasks. It's also easy to add a personal note when you ask for feedback.

PERSONALIZED COMMUNICATION AND ASSESSMENTS

Everything is pre-configured and in one place, from pre- and post-demo assessments, qualification notes, to onboarding feedback, business reviews, and post-training assessments. Customer communication and workflows are also pre-configured, and each customer-facing message can be fully personalized by the sales rep.

POST-PURCHASE HANDOFFS

Avoid bottlenecks and unhappy customers when transitioning a customer between teams, such as from a sales rep to a customer success manager or to a training or onboarding specialist. Put standardized handoff processes and notifications in place, so customer details and needs are clearly transitioned.

Want to Learn More?

Take personalizing your customer journey to a whole new level. Let Alchemer help you better meet your customers' expectations. **Learn more by calling 800.609.6480.**

Get Engaged With Your Customers

EMPOWER YOUR SALES TEAM Alchemer Customer Engagement for Sales empowers your sales team by making it easy to collect the information they need to understand the voice of each customer. This allows salespeople to create hyper-personalized customer engagements with each customer throughout the entire relationship.

CUSTOMER-CENTRIC SELLING Customer-centric selling focuses completely on the needs, goals, and challenges each individual customer is trying to solve. Alchemer Customer Engagement for Sales helps you achieve this by making it easy for your sales team to collect and share everything they learn about their accounts. Armed with this information, you can understand how current and prospective customers think and then build an evolving relationship based on that knowledge.

ENGAGE MORE Sales reps, customer success managers, and account managers can all engage with customers to capture feedback at a point in time so they can immediately make an impact on customers' experiences. All customer feedback is immediately pushed into your CRM, adding the history to their record. This way your CRM will be the single source of truth on your customer.

PERSONAL AND STANDARDIZED COMMUNICATION All customer communication is personalized, yet all of your assessments are branded and templated by the stage in your customer's journey. This way, any customer-facing sales team member can send a personalized email and request for feedback to customers at pre-defined stages with pre-configured assessments.

EASY ACCESS FROM YOUR CRM All captured data is standardized and unified for effective analysis both within Alchemer and your Salesforce or Microsoft Dynamics CRM. This enables you to maintain a superior customer experience from when a customer first contacts you to their handoff between teams. The result is that you have more complete data on each customer plus their history, record of the interactions between a sales rep and the customer, and a deeper understanding of their needs.

WHAT YOU GET:

Component	Description
Pre-Configured Sales Portal	• Centralized portal for sales teams • Portal access through CRM integration • Pre-configured customer engagement assessments • Pre-configured handoff notifications • Pre-configured automated workflows • Pre-configurated customer emails with personalization
Pre-Configured Customer Engagement Assessments	• Pre-and Post Demo • Buying Process • Closed Lost and Closed Won • Business Review • Post-Training and Post-Onboarding • Customer Contact Verification
Pre-Configured Internal Handoff Workflows and Notifications	• Qualification Call Notes • Training Request • Onboarding Request • Customer Success Transition • Legal Requests
Integration with Salesforce or Microsoft Dynamics	
Gold Customer Success Services	

Alchemer
Formerly SurveyGizmo

Call your account manager or 800.609.6480 to learn more.

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