CONNECT THE DOTS
FROM SURVEYS TO CRM
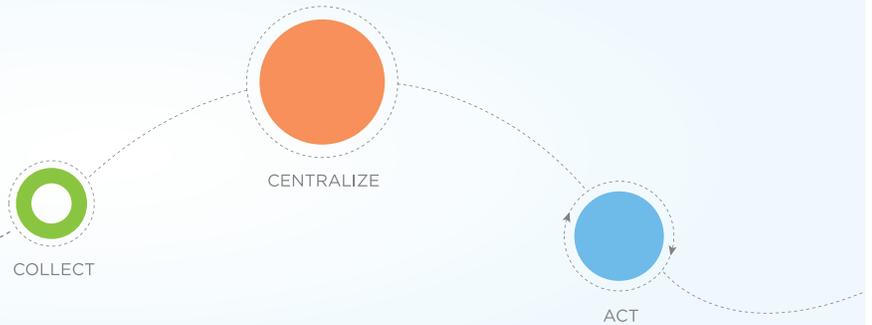
COLLECT

CENTRALIZE

ACT

Oracle CRM On Demand Integration

Clicktools is the leading solution to collect, centralize, and act on customer interactions, leveraging the power of CRM, including Oracle CRM On Demand and other leading CRM systems.

With an integrated Clicktools and Oracle CRM On Demand solution, you easily:
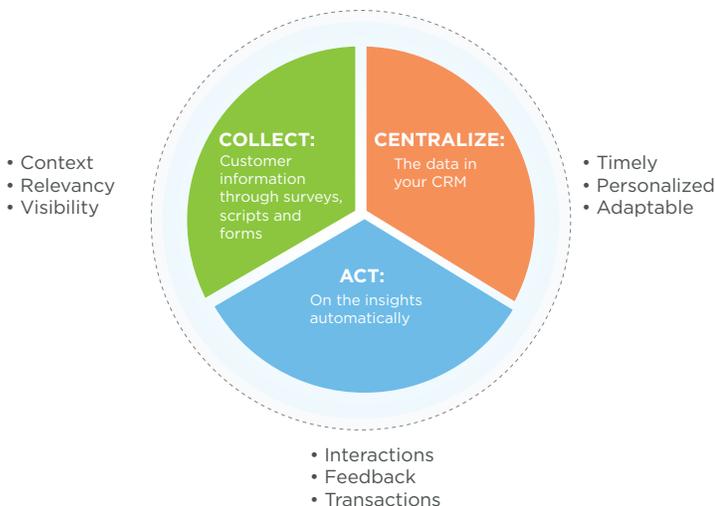
- **COLLECT** customer information through surveys, scripts, and forms.
- **CENTRALIZE** the data you've collected in Oracle CRM On Demand.
- **ACT** on the insights automatically to deepen customer relationships.

The Clicktools Difference: Tight CRM Integration

Since the very beginning, Clicktools has enabled marketing, sales, and support professionals to integrate customer feedback into CRM.
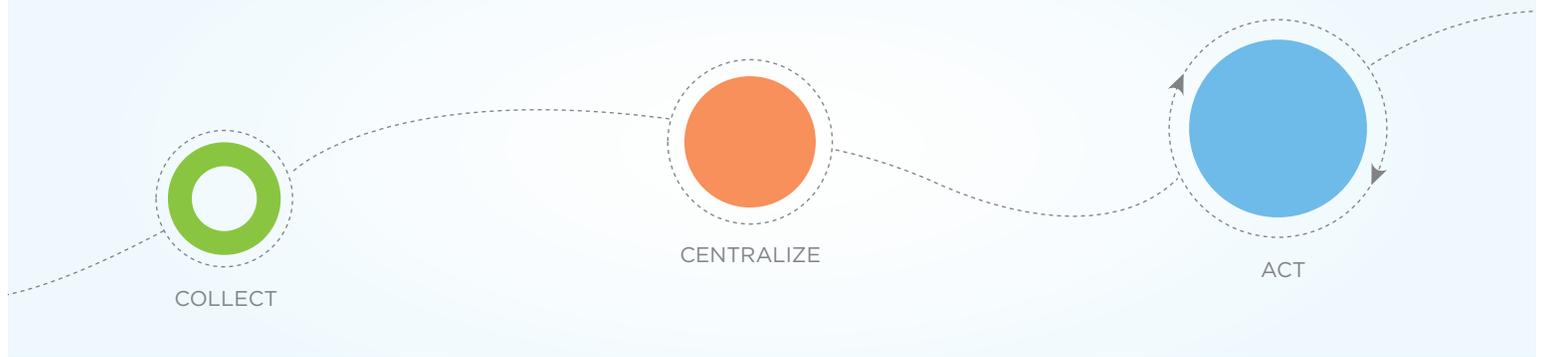
LEAD

ACCOUNT

CONTACT

CUSTOM OBJECT 1

CUSTOM OBJECT 2

ORACLE®
CRM ON DEMAND

The result is a smooth and seamless flow of information from fully customizable surveys, dynamic scripts, and interactive forms to anywhere in your CRM. Across your organization, personnel have real-time access to valuable insights that enable them to respond to and serve customers better. Plus, many of these interactions can be automated for hands-off, highly efficient improvements to customer experience.

CUSTOMER EXPERIENCE FLOW

COLLECT: Customer information through surveys, scripts and forms

CENTRALIZE: The data in your CRM

ACT: On the insights automatically

- Context
- Relevancy
- Visibility

- Timely
- Personalized
- Adaptable

- Interactions
- Feedback
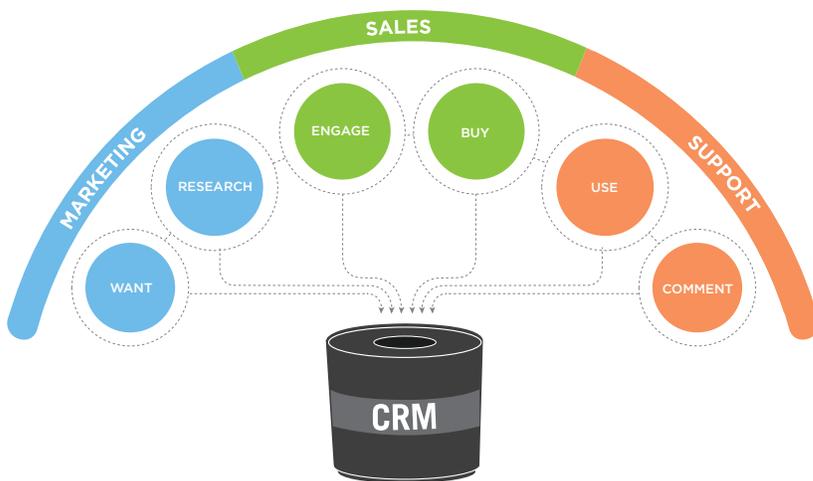- Transactions

COLLECT

CENTRALIZE

ACT

Clicktools and Oracle CRM On Demand enable you to:

- **Improve your sales pipeline** by automatically creating new leads in Oracle CRM On Demand from Clicktools surveys and forms.

- **Increase marketing campaign effectiveness** by building more engaging surveys and landing page forms.

- **Streamline your help desk** by integrating customer support form data directly into Oracle CRM On Demand.

Clicktools empowers a nontechnical user to:

- Rapidly build surveys, scripts, and forms without the need for technical resources.

- Deploy via web, contact center, or send an email using Oracle CRM On Demand workflow.

- Automatically update Oracle CRM On Demand, including custom objects and fields.

- Analyze results using Clicktools advanced, real-time statistical analysis tools.

- Maximize Oracle CRM On Demand's robust reporting capabilities with integrated data from Clicktools. Or, use Clicktools' advanced reporting to create executive dashboards and reports.

- Collect information in a number of ways including web pages, Clicktools email deployment, Oracle CRM On Demand email marketing features or web links in any CRM On Demand object.

- Control CRM synchronization manually or automatically, with the ability to select and edit responses before synchronizing.

ABOUT CLICKTOOLS LTD.

Clicktools provides SaaS solutions that leverage CRM to collect, centralize, and act on customer interactions. Since 2001, Clicktools has helped organizations of all sizes and across industries improve customer experience. Thousands of marketing, sales, and support professionals worldwide use Clicktools to collect information through surveys, scripts, and forms; centralize the data in CRM; and act on insights to deepen customer relationships. Notably, Clicktools was the first survey provider to integrate with Salesforce® and was an original member of the AppExchange®. The company is privately held with headquarters on the South Coast of England and a US-based office in Phoenix, Arizona.

Learn more about Clicktools and Oracle CRM On Demand.

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