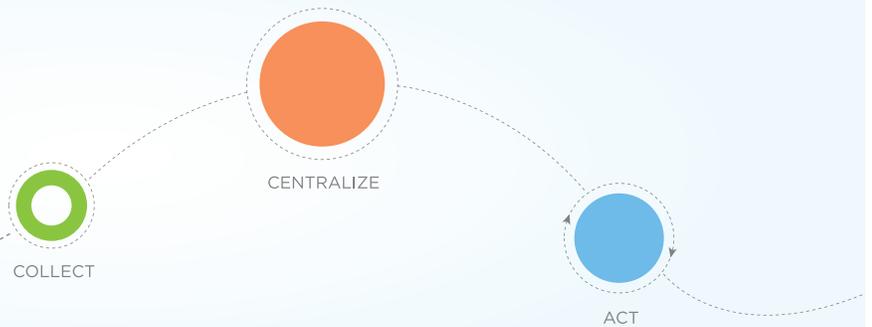


CONNECT THE DOTS FROM SURVEYS TO CRM



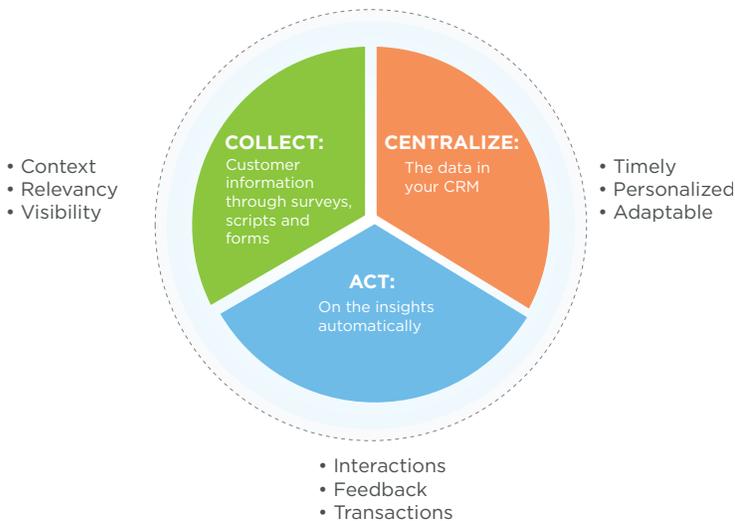
SugarCRM® Integration

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

Clicktools and SugarCRM seamlessly integrate, enabling organizations to:

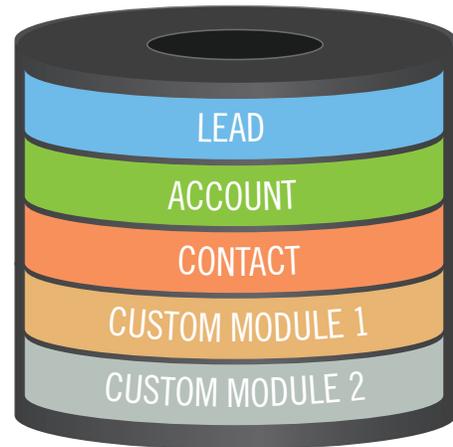
- **COLLECT** customer information through surveys, scripts, and forms.
- **CENTRALIZE** the data you've collected in SugarCRM.
- **ACT** on the insights automatically to deepen customer relationships.

CUSTOMER EXPERIENCE FLOW

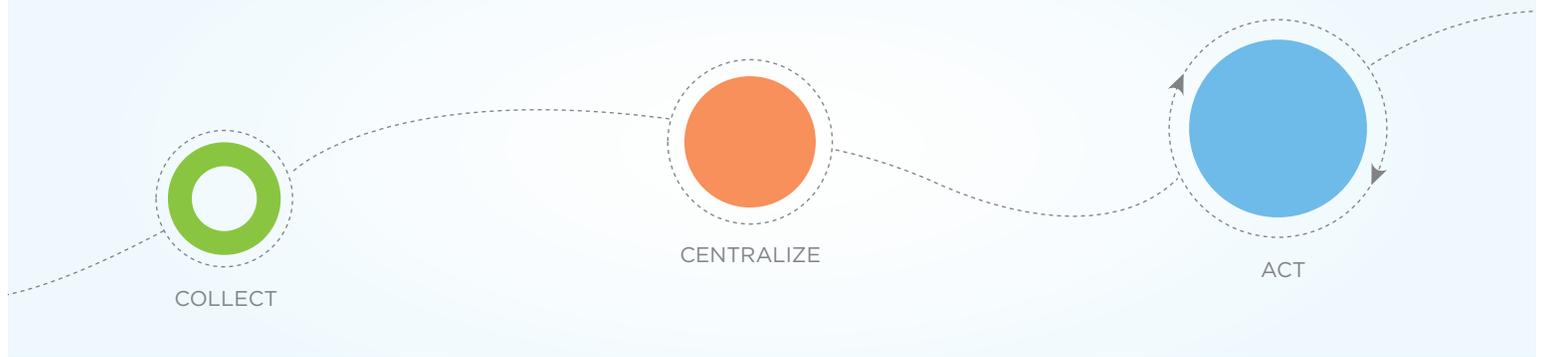


The Clicktools Difference: Tight CRM Integration

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



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.

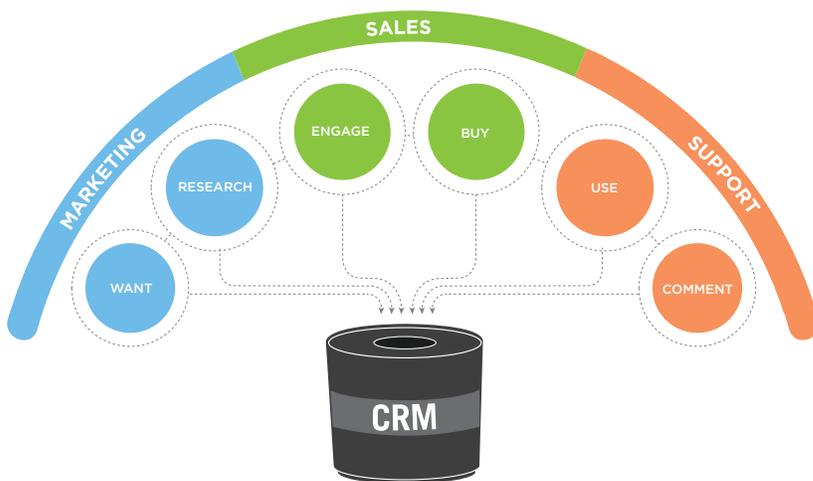


Clicktools empowers you to:

- **Improve your sales pipeline** by automatically creating new leads in SugarCRM 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 data directly into SugarCRM.

Clicktools capabilities:

- Rapidly build surveys, scripts, and forms without the need for technical resources.
- Collect information in a number of ways including web pages, custom buttons or links within any CRM object, Clicktools email deployment, or SugarCRM emails (either manually via templates or automatically via SugarCRM workflow).
- Automatically update SugarCRM records, including custom modules and fields.
- Control CRM synchronization manually or automatically, with the ability to select and edit responses before synchronizing.
- Maximize the reporting capabilities of SugarCRM with integrated data from Clicktools. Or, use Clicktools' advanced reporting to create executive dashboards and reports.
- Close the loop on actionable responses by automatically alerting the appropriate resource(s).



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 & SugarCRM.

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