

Royal Canin Combines Clicktools & Salesforce to Power Feedback Programs Across the Organization



As one of the leading manufacturers and suppliers of dog and cat food worldwide, Royal Canin is a beloved brand by its animal-loving customers. And while the company appreciates and caters to its loyal customer base, they also understand that any great brand is the product of a happy, dedicated workforce. As such, their first feedback initiative targeted sales associates and aimed to improve job satisfaction.

“One of my first projects at Royal Canin was to come up with a way to gather feedback from our sales associates,” recalls Scott Mortimer, IT Business Solutions Analyst, Royal Canin. “An earlier survey, which we’d built prior to using Clicktools, had shown a low score from associates, regarding whether they had the proper tools and technology to successfully complete their jobs. Management wondered if they needed to provide new tablets, smart phones, better projectors, or virtual sales assistants? But really, we had no idea. So we did something crazy; we asked them.”

This was the beginning of Royal Canin’s quest for feedback. The IT department had a web form / survey tool that was not user friendly and was certainly not designed to serve non-technical users. It did enable them to create their first internal IT Satisfaction Survey, however, which then required a manual process of manipulating raw data into meaningful statistics. This survey revealed that the sales associates weren’t lacking technology, but were in fact missing better business tools, such as marketing materials, sell sheets, and leave behinds for clinics and stores.

Not only did this discovery allow sales associates to start getting the materials they really needed, it also boosted perception of the IT team and confirmed that the organization was actually quite satisfied with the what the team was doing.

Mortimer stated, “This simple employee survey proved that people appreciated the time and effort we put forth to keep them operational, as well as the broad scope of IT solutions we provided. This was a big win for us! All of a sudden, we went from feeling like we were letting the company down in a key area to knowing that we are a vital part of the team. Engagement and morale went way up.”

ABOUT ROYAL CANIN:

Royal Canin is a leading global manufacturer and supplier of dog and cat food. In partnership with professional breeders and veterinarians, and by the ongoing research of scientists at Royal Canin, the company leads the cutting edge of innovation to bring the best health nutrition to cats and dogs. With 6,500 Associates across 46 countries, 66 business units, and 13 manufacturing sites, Royal Canin is proud to be one of Mars Petcare’s billion dollar brands.

CHALLENGES:

- Replace existing survey tool with a more powerful solution to support expanding feedback needs.
- Launch a more comprehensive employee feedback program to drive process improvements.
- Serve the needs of multiple departments wanting to run feedback programs without over-burdening the IT team.
- Centralize all feedback in Salesforce for company-wide access and reporting.

SOLUTION:

- Implement Clicktools to formalize the collection of employee and customer feedback.
- Integrate Clicktools and Salesforce to automatically send and track surveys across the company.
- Empower multiple departments to collect and act on insights using Clicktools with little help from IT.
- Develop creative and fun ways to use Clicktools beyond just surveys.

Royal Canin's Feedback Revolution

Other departments began to notice that the IT group was benefiting from their ability to collect feedback and wanted the same capability. But, the company's current solution was too difficult for non-technical users to manage on their own.

Mortimer said, "We couldn't give users access to our old survey tool. We would've spent way too much time trying to train on how to build and deploy surveys, much less show them how to manually analyze the results. We needed a more robust and user-friendly solution."

The IT team took action, implementing Clicktools and integrating it with Salesforce. They started building surveys right away, the first being a Closed Case Survey for their own department. Now, as soon as a member of the IT team closes a case in Salesforce, the end

their own. The Veterinary team requested a survey to collect feedback on their continuing education programs and the training they provide to clinics. Corporate affairs wanted to poll associates after quarterly meetings.

"Our IT team didn't have time to build surveys for every department and keep up with other responsibilities," said Mortimer. "Clicktools solved this problem. It's user friendly and intuitive. We provided licenses to the various groups and they were able to launch their own feedback programs within minutes. The user guides and tutorials provided on the Clicktools website are more than enough to get people up and running fast!"

They also leveraged the deep integration between Clicktools and Salesforce to solve a number of business needs, such as collecting sign-ups for promotions, opting into their email program, and complying with Canadian CASL legislation.

They even built a Clicktools form to allow associates to book time off, which feeds into Salesforce and triggers approval processes and workflows.

Beyond addressing business issues, they've gotten creative and had some fun, using Clicktools web forms to collect votes on internal contests and events. Looking forward, the sky's the limit on how Royal

Canin will use Clicktools next.

When asked to name a favorite feature, Mortimer mentioned his frequent use of dynamic prefilling of survey or form fields with data from Salesforce objects: "Contact names, account names, account numbers, if there is a field for it, you can use it." He continued, "Clicktools makes it easy to then pass field details (even file uploads) back into Salesforce. That's very powerful."

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user receives an email with details of that case and an invitation to provide feedback on the experience. Once submitted, the survey feeds back into the case in Salesforce. The team tracks these responses on a weekly basis as part of regular KPI reviews. They even have an automatic workflow that notifies the IT Manager when a survey receives a low score.

Seeing IT's success, Royal Canin's feedback revolution began. Customer Care wanted a Closed Case Survey of

ABOUT CLICKTOOLS

Clicktools has developed cloud applications that integrate with CRM to help businesses better understand and serve their customers. Hundreds of companies rely on Clicktools' flagship offering, Clicktools, the premium survey software for business, to integrate customer feedback in CRM. Syncfrog, Clicktools' low-cost, intelligent data loader, empowers non-technical users to centralize data from multiple cloud applications. The company is headquartered in Poole, England, UK with US offices in Phoenix, Arizona. Clicktools is owned by Callidus Software Inc. (NASDAQ: CALD), which operates as CallidusCloud®, the leading provider of sales and marketing effectiveness software.

Contact us today
for a FREE demo.

US: 1-800-774-4065 | UK: 0800 0432587
sales@clicktools.com | www.clicktools.com