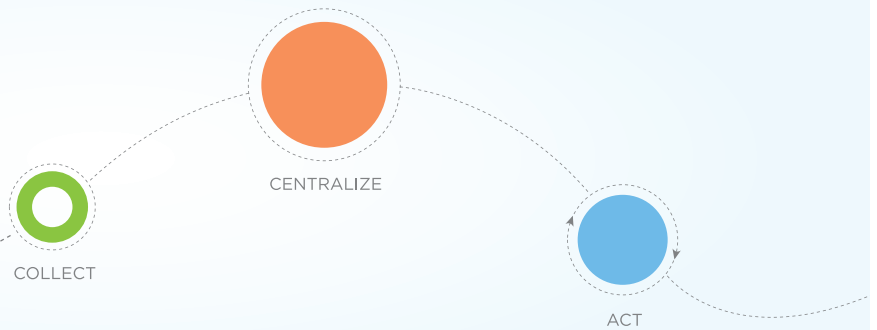


# CONNECT THE DOTS

FROM SURVEYS TO CRM



## Microsoft Dynamics CRM® Integration

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

Clicktools and Microsoft Dynamics CRM seamlessly integrate, enabling organizations to:

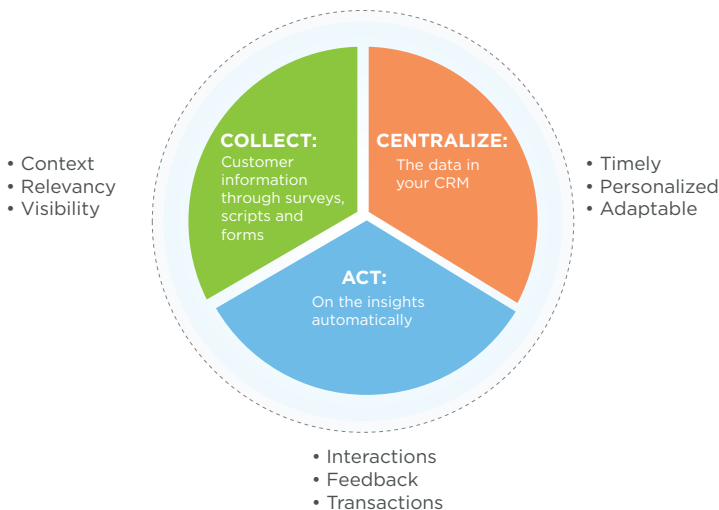
- **COLLECT** customer information through surveys, scripts, and forms.
- **CENTRALIZE** the data you've collected in Microsoft Dynamics CRM.
- **ACT** on the insights automatically to deepen customer relationships.

## The Clicktools Difference: Tight CRM Integration

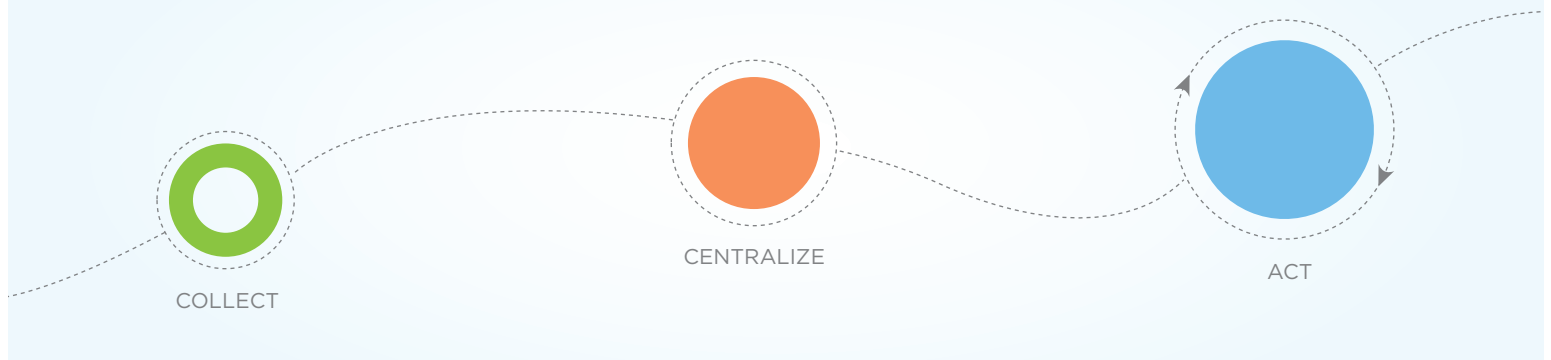
Since the very beginning, Clicktools has enabled marketing, sales, and support professionals to integrate customer feedback into CRM.



### CUSTOMER EXPERIENCE FLOW

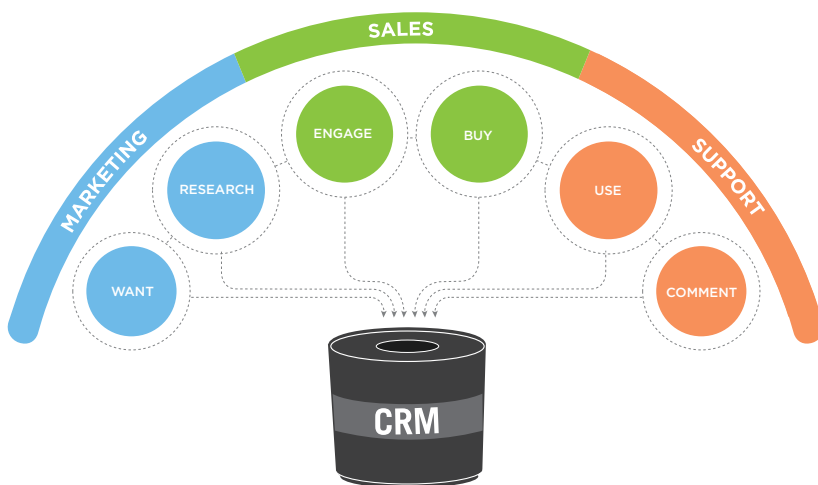


The result is a smooth and seamless flow of information from fully customizable surveys, dynamic scripts, and interactive forms to anywhere in your CRM. Across your organization, personnel have real-time access to valuable insights that enable them to respond to and serve customers better. Plus, many 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 Microsoft Dynamics CRM 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 Microsoft Dynamics CRM.



## Clicktools Capabilities:

- Rapidly build surveys, scripts, and forms without the need for technical resources.
- Collect information in a number of ways including web pages, email and contact centers.
- Automatically update Microsoft Dynamics CRM, including custom objects and fields.
- Control CRM synchronization manually or automatically, with the ability to select and edit responses before synchronizing.
- Maximize the robust reporting capabilities of Microsoft Dynamics CRM 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 and Microsoft Dynamics CRM.

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