

FEEDBACK *in* CRM

THE SURVE ADVANTAGE

SURVE is the premium survey app for business.

It offers a powerful set of enterprise-class capabilities, most notably the first and best feedback-in-CRM integration available. It delivers an unparalleled value from a company trusted for more than thirteen years, specifically focused on surveys.

REQS: SURVE meets enterprise requirements

for end-to-end, multi-channel feedback management integrated with CRM. The proven technology lets you control every aspect of your feedback program across the entire organization.

ROI: SURVE puts money back in your budget

by eliminating manual processes such as uploading lists and automating how you respond to feedback. Plus, by earning more loyal customers, you continually increase revenue streams.

REP: SURVE is built by the CRM integration

experts at Clicktools who put feedback-in-CRM on the map and have pioneered the space since 2001. More than 800 customers across the globe rely on SURVE and its top-notch support and customer success teams.



BETTER UNDERSTAND & SERVE YOUR CUSTOMERS

- **Improve customer experience** by collecting, centralizing, and acting on feedback across the customer journey, leveraging the power of CRM.
- **Strengthen financial performance** by attracting and retaining more loyal customers.
- **Reduce time and effort** of building a single customer view by automating the feedback flow into CRM — however you want the data to appear.

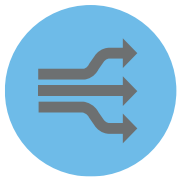
THE SURVE ADVANTAGE — *Smarter Technology*

SURVE offers all of what you'd expect from an enterprise-class survey solution — tons of question types, sophisticated condition-based surveys, deep integration with CRM, and reporting. The SURVE advantage goes far beyond the basics with technology that empowers you to better understand and serve your customers — more easily than ever before.



FIRST & BEST CRM INTEGRATION — TO MAKE THE MOST OF CUSTOMER FEEDBACK

From the outset, SURVE was designed to integrate customer feedback in CRM. No need for custom integration, SURVE's point-and-click mapping enables users to synchronize feedback data anywhere in CRM, including custom objects and fields. The conditional mapping functionality acts like CRM workflow, but without the admin requirement. Users can simply sync information to CRM, based on how they want to respond to feedback. Integrating feedback with CRM dramatically improves the accessibility and success of your feedback program.



DEPLOYMENT POWER & FLEXIBILITY — FOR HIGHER RESPONSE RATES

Discover new possibilities for deploying surveys to reach your customers wherever they are and how they want. Beyond the standard web and email deployments, SURVE provides cutting-edge delivery options such as allowing users to take surveys in "offline mode" when an internet connection is not available. Future enhancements to SURVE include deploying SMS (text message) surveys and IVR (interactive voice response) surveys with responses integrating directly with CRM.



DEVICE-FIRST APPROACH — TO BE AT YOUR CUSTOMERS' FINGERTIPS

In a multi-screen world, surveys need to adapt to different devices without sacrificing look and feel. With SURVE, you'll reflect your brand accurately and consistently across platforms, whether your respondents are at their desks or on their mobile phones. Plus, you'll increase response rates with mobile friendly templates that ensure your surveys look awesome, regardless of the device du jour.



STRATEGIC INSIGHT — TO TRANSFORM FEEDBACK INTO A BETTER BUSINESS

SURVE provides built-in, real-time reporting and analysis, helping you make sense of feedback and use it to improve customer experience. Available as an add-on feature, SURVE Text Insight is the world's first, out-of-the-box, VoC text analysis solution integrated with CRM. Text Insight delivers instant intelligence into the wants and needs of your customers by analyzing written survey responses.



ULTIMATE UX EXPERIENCE — FOR COMPANY-WIDE FEEDBACK MANAGEMENT

SURVE is used across your organization from customer service to marketing, so this interface needs to work for everyone. SURVE's flexible design enables views and permissions to be set by the user, so that people see only what they need for greatest ease-of-use and productivity. The tabbed flow guides users through the complete process of survey creation and deployment, and monitors data syncs so that all feedback successfully reaches the CRM system.

ABOUT CLICKTOOLS

Clicktools develops cloud applications that integrate with CRM to help businesses better understand and serve their customers. Since 2001, companies have relied on Clicktools' flagship offering, SURVE, 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. 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.

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