

# CustomerGauge Debuts Breakthrough Native Salesforce Integration For Tech Users

**Leader in Account Experience™ provides new level of functionality for B2B & B2C organizations to deal with even the most complex of integration requirements**

**Amsterdam, July 8th** - CustomerGauge, a Software-as-a-Service platform that helps clients improve and monetize the Account Experience™ (AX), today announced the latest application enhancement to its native integration with Salesforce, the global leader of CRM. The new functionality, specifically designed to manage complex business processes allows for flexible, multi-object queries for two way integration between Salesforce and CustomerGauge. This provides an easy to use interface for Salesforce administrators to write queries in Salesforce Object Query Language (SOQL) to pull and push data to CustomerGauge.

*In partnership with our clients we have matured our Integration Hub to make it simple for administrators to make the most complex queries. Our Native Integration with Salesforce demonstrates our continued commitment to facilitating seamless data flow between systems, so experience teams can focus on what's most important - the customer.*

— Trishaala Chengappa, Director of Product, CustomerGauge

CustomerGauge has offered multiple ways for its clients to integrate to Salesforce (and 13 other CRM systems including Microsoft Dynamics and Netsuite) for several years now — via APIs, native and out-of-the-box functionalities. The CustomerGauge integrations work with existing CRM workflows and processes, helping clients collect, analyze, and act on customer feedback throughout the customer journey. The newly built Native Integration sits on top of the existing Integration Hub, adding an extra layer of configurability specifically for Salesforce administrators.

The new Native Integration between CustomerGauge and Salesforce enables organizations to empower their Administrators to:

- Follow a guided process to setup a tailored configuration best suited for their needs
- Write Salesforce Object Query Language (SOQL) to clearly define the data (multi-object) to be pulled from their Salesforce system, the sync frequency, and the data to be shared back with the Salesforce system
- Deploy the integration within minutes and leverage real-time diagnostics for quick troubleshooting of errors

*“ While many applications provide inbuilt integration modules that are simple and easy to use, they can only cover the most basic of use cases. The new CustomerGauge ‘Native Integration’ module combines the ease-of-use that our customers have come to expect, with the ability to drop right down to Data Query Language level, meaning that we now have the tools to deal with even the most complex of integration requirements.”*

— Antony Laycock, Director of Software Engineering, CustomerGauge

Depending on their business needs and access to technical support, organizations can pick the integration option best suited for them. CustomerGauge has made its new native integration version available for all customers.

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#### ABOUT CUSTOMERGAUGE

CustomerGauge is a software-as-a-service platform that helps clients improve retention, using Customer Success and Net Promoter® methodologies. The system automatically measures, analyses feedback and has close-loop tools to grow sales by retaining customers better. Results are published and analyzed in real-time, using a highly customizable and flexible reporting tool, which is scalable from small/medium companies up to global enterprises.

Founders Adam Dorrell (CEO) and Camilla Scholten (COO) launched the company in 2008. Headquartered in Amsterdam (base for all development and marketing), it has offices in Boston and a growing Asia/Pac business. Clients include Electrolux, Philips, WoltersKluwer, AEGON, Ziggo, Tommy Hilfiger, Melitta, H&R Block and Alphabet/BMW. CustomerGauge was recently recognized for its growth in the Deloitte Fast50 companies listing for 2015.

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Fred Reichheld.



**CustomerGauge**

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