SurveyMonkey Expands Salesforce Integration with Enterprise Customer Experience Solution

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SurveyMonkey continues to invest in open platform solutions to transform customer experience, automate workflows, and boost productivity in data collection process

SAN MATEO, Calif., Dec. 05, 2018 (GLOBE NEWSWIRE) -- Today, SurveyMonkey (Nasdaq: SVMK), a leading global survey software company, announced that SurveyMonkey CX now integrates with Salesforce. The integration caters to enterprise organizations, giving SurveyMonkey CX and Salesforce joint customers increased flexibility to automate workflows and processes that measure customer success. The open platform integration improves the overall user experience in collecting and sharing customer feedback.

"Our latest enterprise integration builds on the current success that our customers have already enjoyed with Salesforce, the global leader of CRM," said Samantha Bufton, vice president of product at SurveyMonkey. "We believe feedback from customers and the market belongs where the work is already happening: across the organization in existing business processes. Our commitment is to continue to change the way organizations interact with customers and bring powerful sets of data together, all within their current systems of record."

"Empowering companies to provide the best possible customer experience is integral for success in our digital age," said Tom McCleary, senior vice president of strategic product partners at Salesforce. "We're excited to see SurveyMonkey innovate with Salesforce, enabling customers to make data-driven decisions with feedback from the people who help shape their organization."

The SurveyMonkey integration works with existing Salesforce workflows and processes, simplifying data collection and syncing real-time feedback data into Salesforce. SurveyMonkey CX is a turn-key NPS solution with powerful features designed to help customers collect, understand, and act on customer feedback throughout the customer journey. SurveyMonkey's solutions can be deployed quickly—sometimes within minutes—without specialized skills, and readily integrate with most enterprise data and security infrastructure.

SurveyMonkey first launched the Salesforce integration with its core survey platform in 2014. In September 2018, Salesforce Ventures further invested in SurveyMonkey to help customers connect in entirely new ways. The new SurveyMonkey CX enterprise integration is available to joint Salesforce customers, or through API or other integrations. SurveyMonkey's APIs have been used to create approximately 17,000 apps with platforms like Marketo, Google, and Slack.

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About SurveyMonkey

Founded in 1999, SurveyMonkey changed the way people gather feedback by making it easy for anyone to create their own online surveys. Today, SurveyMonkey's mission is to power curious individuals and organizations to measure, benchmark and act on the opinions that drive success. The company's People Powered Data platform enables conversations at scale to deliver impactful customer, employee and market insights. SurveyMonkey's 750+ employees are dedicated to fueling the curiosity of over 16 million active users globally.

Media Contact:
Sandra Gharib
Sandrag@surveymonkey.com
626-862-8043

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