

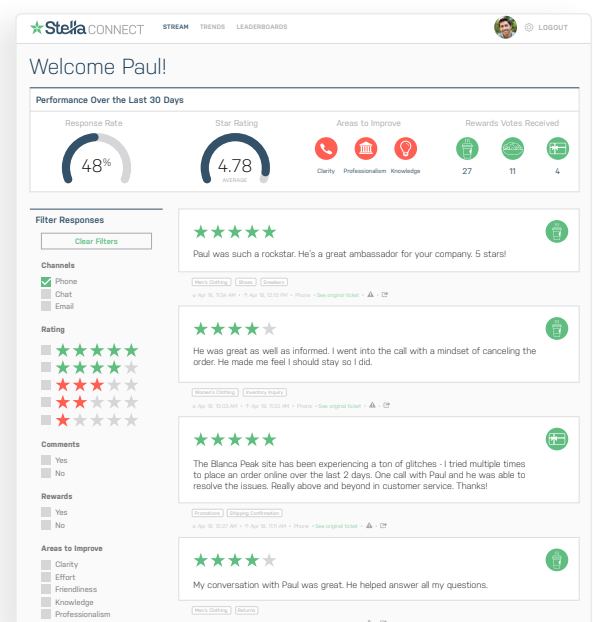


# Stella Connect and Salesforce

## Build a Happier, Higher Performing Front-Line Team

**Stella Connect lets you unlock the full potential of your front-line team. With Stella Connect, you can capture agent-level performance insights and use them to:**

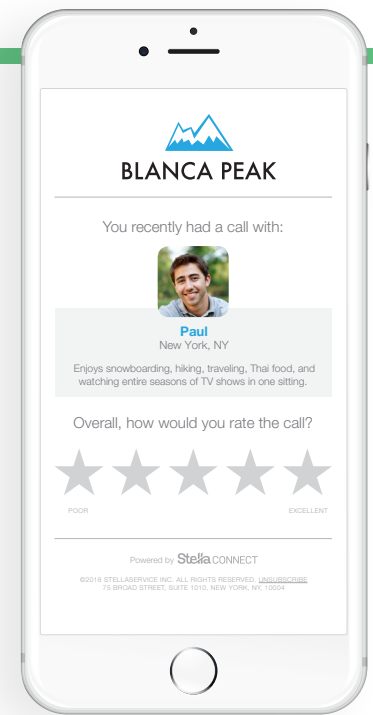
- Reduce agent attrition
- Deliver in-the-moment micro coaching
- Drive more effective 1:1 meetings
- Transform engagement and morale
- Scale your team more cost effectively
- Power incentive and reward programs
- Enrich Salesforce records through our flexible Data Return API
- Power end-to-end service recovery programs



# How it works

Stella Connect works by collecting agent-level feedback from customers after every service interaction. Our humanized and gamified feedback requests delight customers and generate response rates of up to 50%, giving you unmatched visibility into agent performance.

Customers can rate agents, leave comments about their experience, suggest rewards or make recommendations for areas of improvement. Feedback is shared directly with agents, managers and QA teams in real-time via streams, dashboards and performance leaderboards.



## Salesforce Integration: Making 1+1=3

We have developed a seamless Salesforce integration, which enables you to unlock all the benefits of Stella Connect without any disruption to agent workflow. Through this simple integration you will be able to:



**Automated.** Automatically send out feedback requests after actions on a base object have occurred, against rules that you can pre-define.



**Customized.** Deliver your surveys with company branding in multiple languages through Stella Connect's supported functionality.



**Trackable.** Link customer feedback within Stella Connect directly back to Salesforce conversations for deeper, more actionable context.



**Insights.** Pass interaction or resolution tags from Salesforce into Stella Connect to further enrich the agent-level feedback you receive.



**Workflow.** See customer feedback against an object in Salesforce and use this data to create automated business processes.



**Recover.** Automatically trigger follow-up service recovery feedback requests to measure changes in customer sentiment.



# Six Steps to Integration

Stella Connect

## 1. Setup

Create your user account to access your API keys and secret.

Salesforce

## 2. Install App

Download and install the managed package and add your keys to create your integration.

Salesforce

## 3. Configure App

Add the necessary fields to objects and create a workflow to automate the sending of feedback requests.

Stella Connect + Salesforce

## 4. Field Mapping

Map fields that will provide the application the information required to trigger a feedback request.

Stella Connect + Salesforce

## 5. Create a Process

Create a process to open Service Recovery cases, as well as a workflow for sending follow-up feedback requests.

Stella Connect + Salesforce

## 6. Test & Go-Live

Toggle on your integration to start sending requests and get ready to transform front-line engagement and coaching!

## Stella Connect Workflow

